

# **News Source Usage in the Addis Ababa Based English Newspapers**

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# ABSTRACT

News Source Usage in the Addis Ababa Based English Newspapers

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In order to write news the presence of a news source that can tell to the reporters is vital. The fundamental thing that the reporter must do is that to broaden the knowledge about sources. To make the news trustworthy and accurate, knowing and understanding the type of source and where to get the information is a key job of any journalist.

This paper assesses the source usage in the Addis Ababa based English Newspapers with the main objective of identifying the source used in the news and analyze the weakness and strength on their attributions. To come with a sound and valid conclusion, content analysis, interviews and questioners have been used as the major method of data analysis. A consecutive three months, January to March 2012, newspapers issues have been taken as a sample, besides, a questioner has been distributed to the newspapers staffs and other media practitioners including Ethiopian News Agency journalists.

Subsequently, the assessment has discovered that reported issues are very much influenced by attribution problems which make most of the news not objective and trustworthy. The findings of this research indicate that most news in Addis Ababa Based English newspapers mainly focuses on Addis Ababa; and especially focus on agendas related to social, political and economy sectors. These newspapers also used anonymous sources mainly in their news stories. In contrast to the newspapers editorial policy, it has been found that Governmental sources are mainly used in the Addis Ababa based English news papers more than other sources. The type of sources that appeared frequently in the news stories that are reviewed in this research shows imbalance and unfairness clearly. Although the policy states that the newspapers backs each story with a source and usage of anonymous sources is prohibited, the data gathered on the stories of the newspaper indicates the opposite, that the most quoted source are either used unnamed source or partial attributions.

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## CHAPTER ONE

### INTRODUCTION

Sources are useful in a communication process. Eventhough there are different types of communication and medium, sources could be taken as an initiator of the message in the communication process (Rupar 2007). Sources are also known as a sender, communicator or encoder. Hiebert et al (1982) define a source as a person, publication, record or document that gives information. Sources could be official records, officials in government or business, organizations or corporations, witnesses of crime, accidents or other events, and people involved with or affected by a news event or issue. News sources make the news, meaning the type, identity and character of the source determines the understanding of the news by the audience (Sigal, 1986). If sources “make the news” then knowledge of who they are and their motives is important for understanding both the content of news and how citizens come to understand the news (Fishman, 1980). The news source the news media employ matters not just for the accuracy of their information but also for whom the public views as trustworthy and believable.

If we are to develop a richer and wider understanding of how the local English newspapers cover different news issues, it is critical to know where and from which source the newspapers get their information. Different studies have showed that news sources affect the shape of news coverage. It also shapes how people understand news (Fogarty et al, 2009).

The way news is collected helps to determine what is reported. The way newspapers gather information helps to determine what insight news sources provide and what information is shared with the audience. When sharing the available information for readers, describing the source of the news is also another issue. Through attributing ideas to sources, the audience credibility on the story will increase. Attribution can be a

necessary element for the reader in order to take the story undoubtedly by increasing understanding of the information (Fogarty et al, 2009).

The credibility of texts like the newspaper may also depend on which news sources it gives expression to, or more formally, which organizations and institutions and public charts it takes as valuable sources of information and comment. (Fishman, 1980) In this sense, an assessment of the types sources of information used in the newspapers can provide useful information.

### **1.1 Statement of the Problem**

According to Fogarty et al (2009) audiences actively scan and monitor sources when processing the news. It means in analysing a news story the impact of sources could be highly taken by the news consumers. Different research conducted on the communication area has shown the ability to process a message will be influenced by a range of external and internal factors.

Most local research works were made mainly on Amharic newspapers. There are various reasons why the researcher decided to make this study. The main reason is that the media plays a great role in getting the event, producing and transmitting it; and the importance of information for every person is significant. In order for the media to report the news accurately, fully and objectively; the reporters knowledge about news sources is vital.

This paper has focused on the three fundamental news sources. These news sources are direct observation, human source; and documents and records. The initial point of the study was a discrepancy between the concepts of attribution and the reality on the ground. The researcher tried to see some of Addis Ababa based English newspapers regarding news sources. In the visited editions of Fortune, Capital, the Reporter and Sub-Saharan Informer, it was clear that there exists a significant number of incomplete information on source description. These newspapers write their news by describing simply sources say this and that without naming a source.

The study attempts to examine the type of sources employed, attributions used by the Addis Ababa based English Newspapers and compares the deviations between different types of sources. In addition the study made an assessment to help differentiate the sourcing practices among the local English papers. The rationale behind studying type of sources and attribution patterns will show how the newspapers are diversifying their sources in addition to giving source description.

## **1.2 Objectives of the Study**

### **1.2.1 Objective**

The major objective of this paper is to assess the source usage in Addis Ababa based English Newspapers. It also identifies the source that the newspapers used in their news and analyze the weakness and strength on their attributions.

### **1.2.2 Specific Objectives**

The study has the following specific objectives

1. To identify the type of news source used in the target newspapers.
2. To identify the type of attribution used in the target newspapers.
3. To identify the patterns and frequencies of attributions in the target newspapers.
4. To analyze the correctness of source attribution in the target newspapers.

## **1.3 Research Questions**

The study aims to answer the following basic questions:-

1. What type of news sources were more frequently used in the targeted newspapers?
2. Which type of attribution was used by the newspapers in their news articles?
3. What type of patterns and frequencies of attributions were more frequently used by the newspapers?

4. How many stories were reported on each news source by the newspapers?

#### **1.4 Significance of the Study**

The researcher believes that the result of the study will have the following significances

- It may develop awareness in working journalists on the use of attribution so that properly using news sources will increase the value, trustworthiness, correctness, and accuracy of the news.
- It can indicate the weakness of the newspapers on using sources and attribution and give recommendations.
- It may serve as a supplement for further, in-depth study.

#### **1.5 Scope of the Study**

This study focuses on usage of news sources in English newspapers based in Addis Ababa, Ethiopia, particularly Fortune, Capital, The Daily Monitor, The Reporter, The Sub-sharan Informer, and The Ethiopian Herald.

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

The study has the following limitations. The study focuses only on English newspapers. Since the study is made on the front page news stories of the three month period (January 2012 - March 2012) publications of the six English newspapers namely; Fortune, Capital, The Daily Monitor, The Reporter, The Sub-sharan Informer, and The Ethiopian Herald newspapers; it may not indicate the longer time period reviews and overall aspect of the whole content of the newspapers on using sources and attribution.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Theoretical Frame Work

The Indexing theory of Bennet (1990) is a crucial theory in the news sources relationship and the media. The theory says “other“(non-official) sources of news sources are included in news stories when those voices express opinions already emerging in official sources (governmental circles). Bennet’s theory also states that the press grants favor to those governmental elites than other source of information. The indexing model seeks to explain the various scenarios in which the press may be more or less dependent on government officials. The indexing model predicts that when there is diversity of political elite viewpoints, the news reflects that diversity. When political elite opinion is relatively unified, the news portrays a lesser degree of diversity in viewpoints.

Indexing scholars say journalists index only the most powerful political elite opinions (Bennett, Lawrence, & Livingston, 2007). Recent research on indexing theory has turned to an investigation of the limits of press independence, and the identification of circumstances in which the press is more or less autonomous. The research found alternate interpretations initially appear in news content in the wake of dramatic events, but official unity or government press management tactics can quash those interpretations. When governmental elites are unified, as was the case after 9/11, journalists tend to focus on the official version of reality (Bennett, Lawrence, & Livingston, 2007). These results are consistent with the predictions of indexing theory, where official unity ultimately limits the range of viewpoints in the news.

Manning (2001) argues that the ‘pressure of news deadlines and the importance of obtaining information rich in news values, encourages a dependency upon official sources. The dependency of journalists upon sources is also at the heart of Bennett’s

theory about 'indexing', according to which 'the press tends to index the range of political views in a story to the presence of powerful government actors' (Bennett, 2003). If the political elite share a common view of an issue, and there is no political conflict, then the media is unlikely to report about that particular issue. The media are more likely to report on the issue if the views of the political elite conflict. The underlying reason for this is that journalists and the media have become highly dependent upon official sources and the views of the political elite (Schudson, 2003).

Another theory that can be raised is Hagen's theory of opportune witness. According to Hagen (1993), the theory of opportune witness says sources belonging to groups who shared the same opinion as the newspaper were used as a source in the newspapers. In Hagen's opinion, journalists cite more frequently those sources who confirm the newspapers point of view.

According to the theory of the opportune witness, Sources belonging to groups who shared the same opinion as the newspapers were used as opportune witness to reinforce the newspapers' own opinion. These sources were witness in the sense that they testify to a specified view in a conflict how to interpret reality. It was opportune for a journalist to cite more frequently those sources who confirmed the newspapers' point of view. In Hagen's opinion, the journalists behave like "door-men" in their reporting. They stand at the entrance and allow more frequently the sources who favorably express the newspaper's position to enter. (Aton and Wickenden, 2005)

In another concept the relationship between journalists and their sources is viewed as 'symbiotic' (Sigal, 1973), and it is argued that both groups are engaged in what political scientist Timothy Cook has termed the 'negotiation of newsworthiness' (Cook, 1998). In this ongoing negotiation, both sources and journalists control key resources. Acting as gatekeepers, journalists are in control of visibility, the extent to which the sources should get the attention that they are seeking, and the tone of the news stories. Conversely, the news sources are in control of information, but also, if they are powerful, have the power to grant legitimacy to the news stories. Journalists need the information that news sources offer, and news sources need the attention and the

visibility that journalists can provide (Sigal, 1973). According to (Lang and Lang 2004) media production processes are routinized, pointing to the symbiotic relationship between producers (sources) and conveyors (editors and journalists).

Traditionally, the political agenda has been shaped by a symbiotic relationship between mainstream political actors and major news outlets (Bennett, 1988). What they generally share is a concern over what was once apparently a symbiotic relationship, a reasonable and comfortable living-apart-together. The relationship between politicians and journalists, between party and press, was considered a marriage de raison in which one more or less depended on the other. Journalists needed politicians for news about government and for information about what took place in the policy process; politicians needed journalists for news about society and for media exposure to be seen to be acting responsibly and in the public's interest. It is as if the partners have since filed for a divorce and the marital quarrels are fought out openly.

These theories are related with the issue at hand and selected as a base to tackle the research problem and to achieve the objectives of the study.

## **2.2 Sources**

According to Gans (1979) the choice made by journalists in selecting news sources has a huge significance on the story and all considerations should be given in the process, since journalists get information from sources that observe or interview, selection of sources will play a key role in getting a full picture of the story. Hagen (1993) explains a similar point, news is not what has happened, but what someone says happened and journalists obtain most of this news from other observers. The probability that journalists witnessing an event is rare and could only exist by accident or anticipation.

News is collected information that is presented to the audience from sources by journalists. The role of the journalists is to summarize, edit, refine and place the

information obtained from sources in order to make the information appropriate for their audiences (Gans,1979).

Rupar (2007) defines source, as “the provider of information”: an identified group, individual, or institution that originates a message. Hatcher (2008) conceptualizes a source as any person or document to which information is attributed. Hatcher includes the possibility of anonymous source is any person or organization to which information is attributed but who is not specifically identified by name. Hallin & Mancini (2004) synthesized the concepts of Rupar and Hatcher as “A source was defined as any person, institution, or document to which the reporters explicitly attribute information”.

The three concepts are complementary and provide a general perspective of what should be understood as a source. The concept of source should encompass documents, people and organizations to which the reporter attributes information, including unnamed sources.

### **2.3 Types of News Sources**

Different scholars have so many classifications about types of news sources. For many their base of classification is cost, type of news and structure of news. Differences between news sources are better understood in terms of (1) the frequency with which they are used by news reporter (2) the cost of news coverage (3) the question of news judgment that arise. (Strentz, 1992)

According to Kumar (1995) sources of news can be classified into various categories depending on the criteria applied. He says for all types and kinds of stories, there is no fixed source that is proper for all. A source that is placed highly in a specific story might be improper for the other. Therefore, checking the appropriateness of a source might be crucial. Sources of news can be classified into various categories depending on the criteria applied. Kumar (1995) argues similarly there is no fixed source that is proper for all kinds of stories. A particular source, however, highly placed, may be

relevant for one kind of story but totally irrelevant for another. This makes it necessary to determine in each case the appropriate source or sources.

Strentz classifies sources of news as conventional and non conventional news sources.

“Conventional news sources are considered in operational terms like public records, attendance at news worthy events, public relations or promotional sources, from beats or governmental offices. Some relatively news or less frequently used approaches to news gathering include (1) so-called precision journalism, (2) contact with minority groups and the disenfranchised, and (3) responses to the bizarre role of terrorist groups, significant not because of the amount of news they generate but because of the questions they raise about the news they generate but also because of the questions they raise about the news-reporting process these sources are called non-conventional source”. (Strentz, 1992)

According to Kumar (1995), even though the main source of news for a newspaper is news agency, sources can be classified as government and non-government. Government sources include legislative, executive judiciary and institutions attached to them. Non-government sources include political parties, voluntary and other non-governmental institutions and members of the public.

## **2.4 Sources of Information**

Mencher (1996) classifies the fundamental sources of information as:

1. Direct observation
2. Human sources: People who have witnessed the event, authorities and experts who know about the subject and people who are involved in the event
3. Reports, documents and reference materials: This includes, newspaper clippings, films and tapes, from broadcast stations, libraries, minutes of

meeting, tape recordings, court, police and legislative records, budget and tax records (Mencher, 1996).

Mencher's classification is used as a guiding principle for my study.

### **A. Direct observation**

Sending reporters to cover an issue is one of the scenes seen in the media industry. Direct observation coverage by the reporters on the event is more than seeing the scenario on the spot. Direct observation by the reporters is a combination of seeing and critically observing what is happening and concluded by giving detailed explanation. For Kamath (1995), attendance on an event is vital. Certain type of stories needs physical presence of the reporter; he explains that the scene of action being covered by the reporter is beat source of news. Kamath added that reporters from experience learn when and where to go for certain type of news stories.

As Mencher explains, direct observation has its own limit, especially certain events do not wait until the reporter arrives, therefore, direct observation does not fulfill to a full source of information by itself.

“It is not always possible to witness the event. A bank is robbed; a truck slams in a flash flood keeps out a bridge. This happens so quickly, only sheer luck would have the reporter there at the moment the news breaks. In this situation, the reporter turns to sources for information eye witnesses and authorities” (Mencher, 1996).

Direct observation has its own advantages and disadvantages. For a journalist, direct observation gives him/her accurate reporting rather than secondary sources. From this we may infer that attendance on the event gives an accurate reporting and also makes the reader being attendant of the event while reading the articles.

On the other side, according to Strentz (1992), direct observation has the following disadvantages:

1. Coverage by attendance at events is similar to a beat system because many of the events are public meetings or other scheduled happenings that represent point of view similar to those expressed by 'officials' ,in deciding what event to cover, the news room relies on many of the criterions used in establishing the beat system.
2. Many news sources have learned to manipulate the news media contriving what have been termed as "pseudo events", events designed merely to attract media coverage. Furthermore, the increasing importance of the mass media in economic and political terms leads events being scheduled to accommodate or manipulate media coverage.
3. Coverage by attendance find the news reports primarily reacting, chasing to get to where the action is in order to report, such reporting results from the conflict orientation in news-defining what is news in terms of the heat it generates instead of the light it shades on issues and events (Strentz, 1992).

## **B. Human Sources**

Human Sources are the other sources of information. Mencher (1996) defines a human source as people on the spot of the event or doers of the event and also expertise in different disciplines.

Human sources in addition to other sources supplement the news articles. Even sometimes the reporter is present at a news event he/she obtains additional information through interviewing concerned bodies. Even when the news gatherer is at the scene, he/she has to check facts and details with firemen, convention chairmen and the like (MacDougal, 1977). According to MacDougal (1977), one of the sources of information is from human sources. We collect information from human sources using interview. Interview has a nature of high interpersonal relationship.

The journalistic interview is the primary way and gathering those bits and pieces of information and facts for a news story. The main agenda of interview is to interview people that are part of a news event or witnessed an event. Another Humanistic source is the press conference which is lead and organized by the conference speakers as downs stated (Downs et al, 1980).

### **C. Reports, documents and reference materials**

According to Mencher (1996), reports, documents, reference materials include newspaper clippings, films and tapes from broadcast stations, libraries, minutes of meeting, tape recording, court, police and legislative records, budget and tax records (Mencher, 1996). These documents alone or in combination with other news sources serve as a source of news. As Lorenz et al (1996), said documents are every day tools for the journalist. Documents which reside on the company in which the reporter is assigned are the fundamental sources; it also plays a key role for investigative journalism.

In a news room not only assigning reporters bring information that will be used for the outlet, there are times that the information may be sent to the news room using postal offices, telephone, fax, in person e-mail, and internet as press releases, reports, news, events and etc. Reporters are also advised to use other supplementary books to supplement their news articles. As Mencher (1995) said, it is vital to use reference books depending on the type of news like books, dictionaries, who is who and etc.

### **2.5 Attribution**

Attribution simply means telling your readers where the information in the story comes from as well as who is being quoted. Generally, attribution means using a source's full name and job title (when relevant). Information from sources can be paraphrased or quoted directly (Forgary et al, 2009).

### 2. 5.1 Advantage of attribution

Attribution gives complete news, tells the owner of the news and also for the reader a sense of trust is developed by writing sources of news. For news to have a complete and full message one of the requirements is to write sources. In addition to this, one of the purposes of attribution is to make clear that this is the news makers' point of view, not the reporters (Lanson et al, 1994).

Attributing sources in a news story for ambiguous issues is highly recommended. When any controversial statements appear in the news papers, it must be carefully attributed. (Lanson et al, 1994). Attribution is not always necessary when the information is commonly available and especially easy for anyone to look up. According to McIntyre (1991), it is not necessary to attribute for general truth events; Hohenberg (1978) believes that there are times in which attribution might not be needed. Pointing out that it was often impossible to give sources on sensitive stories, such as matters involving national security. Hohenberg argues that in governmental or non-governmental institutions, events that are classified as secrets by institutions may have danger on the personal (private life's) of the sources if their names are attributed. So here is a big question to the reporter: How can the reporter use the information? Does it create a sense of mistrust about the reporter's stories by the audience without attribution? The answer for this is that there is an agreement between the source and the reporter which uses different types of attributions (Brooks, 1992)

### 2. 5.2 Different types of Attribution

Mencher (1993) in his book of "News Reporting and Writing" outlines four distinct types of attribution:

**On Deep Background:** Anything that is said in the interview is usable but not in direct quotation and not for attribution. The reporter writes it on his or her own. Example: the U.S. has no plans to invade Iran.

**Off the Record:** Information by the reporter is used only and is not to be printed or made public in anyway. The information is also not to be taken to another source in hopes of getting confirmation.

**On the Record:** All statements are directly quotable and attributable, by name and title, to the person making the statement. Example: “the U.S. has no plans to invade Iran,” said White House Press Secretary Jim Smith. Reporters should strive to have their sources speak on the record whenever possible. A named source gives a story greater credibility.

**On Background:** All statements are directly quotable, but can't be attributed by name or specific title to the person commenting. Example: “The U.S. has no plans to invade Iran, “a White House spokesman said (Mencher, 1993).

It is not a must to use all Mencher's categories in interviewing a source but establishing how the information a source gives can be attributed should be given attention (Mencher, 1993).

## 2.6 Anonymous Sources

When reporting anonymous sources, the reporter uses representative statements and phrases like according to closed sources: Diplomatic sources, eye witnesses: according to political observers...etc (Hohenbrg, 1978). These phrases partial attribute sources but partially attributing a source is not supported by many editors in chiefs and news agencies but if the information is of high public interest and if there exist no other source it is possible. Quoting associated press stand using of anonymous source is only possible if the information is true and has clear advantage to the public but anonymous sources are not used to inject personal opinions (Mencher, 1996).

Given the above points it is highly recommended to use non anonymous sources. As Brooks et al, (1992) said, not naming sources is dangerous for two important reasons first such information lacks credibility and makes the reporter and the newspaper questionable. Second the source may be lying.

## 2.7 Place of Attribution

According to Lansen (1994), since attribution is vital for a news story it is good to know where to attribute in a news article. Lansen explains that journalists should know the perfect time and place of attribution.

A news article has three sub-parts; headline, lead and body from these sub parts on which place to attribute a source is suggested by scholars below.

Some news writing scholars explain that attribution in the lead sometimes makes it too long or spoils the needed effect. They prefer to cite the source in the second or third paragraph (Mencher, 1996). According to Mencher there are necessary occasions to write source's on the lead part especially if the news contains accusation and charges then it is highly recommended to cite on the lead part. Contrary to the above, there are scholars who argue who say citing of a source in the lead will make the news unreadable. Tell and Brook supports this, since lead is a summary of the news and tells what happened in a very short number of words, so adding sources on this will create bizarre (Tell et al, 1995 & Brook, 1992). Udotia (1988) supports their idea by saying, "a reporter should ask himself if he has written a very good lead, being very good should contain source of the information".

Different scholars have forwarded different ideas on the placement or citation of sources above, but MacDougall (1977) presented a common theory most scholars agree. When citation of sources on the lead part is needed, putting a tip of the source will help in order for the lead to be simple and clear, and on the body part of the news story, it is possible to elaborate and give detail about the news source. The body part should encompass how and where the event happened; and other elaborative, detailed explanations could be given. It is also possible to give detailed information of the source.

Citing a source on the lead part is possible in the beginning, middle and at the end (Vivian 1990) but this kind of citation is not mainly used in Ethiopia since the lead most of the time is a single sentence. There are different types of leads. Leads that talk

about an action, place or person ...etc. If it is about an action occurrence and outcome then citation should be at the end, but if the lead gives more emphasis on the doers of the action then the citation should be in the beginning.

### **Guidelines of citing**

Here are some other guidelines advised by Brooks (1988) to follow when attributing information.

1. If the direct quote is more than one sentence long, place the attribution at the end of the 1<sup>st</sup> sentence.
2. If direct quotes from two different speakers follow one another it should start the second with the attribution to avoid confusion
3. Do not follow a fragment of a quote with a continuing complete sentence from question. Avoid this constriction. The correct form is to separate partial quotes and complete quotes
4. The first time in attributing a direct or indirect quote, identify the speaker fully, how fully depends up on how well the speaker is known to the reader
5. Don't attribute direct quotes to more than one person
6. In stories covering past news events, use the past tense in attribution and use it throughout the story. However stories that do not report on news event such as features may be more effective if the attribution is consistently in the present tense.
7. Ordinary place the noun or pronoun or pronoun before the verb in attribution
8. If a person is identified by including a long title it is better to begin the attribution with the verb (Brooks, 1988).

## Previous Studies

For this study the researcher has tried to see certain related studies below. It was tried to put the similarities and differences this studies have with the researchers study.

The first one is Bedane's News collection and reporting techniques with special reference to ENA. It shows similarity on news source usage but has differences on the application of the usage. He also tried to see how it is collected and used.

My other review is Admasu's (1990) The Techniques of News Gathering and The Art of Reporting in the Ethiopian Herald. There exists similarities on type of sources and type of fundamental news sources used but Admasu focused on division of labor of the staff which is different from this study.

Another related study by Shiferaw (2007) Implications of types of news sources: survey of HIV/AIDS News stories in Addis Zemen have similaritys on the usage of sources and has differences while Teshager focused on the representation of ordinary members of the society as sources of HIV/AIDS news stories. He also tried to answer, what implication does the appearance of news sources from a limited section of the society have HIV/AIDS communication?

The last overview is on Adanech's usage of News sources in the Reporter newspaper is similar with the researchers study in areas like news source types, fundamental news sources and she has tried to see the usage of different sources. And difference exist in model of attribution, anonymous sources, usage of technology, purposes and approach of the study.

Over viewing this related studies and finding differences in purpose and approach of study the researcher has decided to make the study.

## **Summary**

In the review of the available literature about news source usage in news articles it is clear that the way news is collected helps to determine what is reported. The way a reporter gathers information helps to determine what insights news sources provide and what information is shared with the audience. In the reviewed literature a belief is entertained that the audience actively scans and monitors news sources in processing the news. The different theories have magnified the role of source identity in the communication process. The different scholars have explained the role of citation that plays a role in the review made by the audience. I hope this chapter has tried to show the use of attribution of news sources in increasing trust, correctness and accuracy of news.

## CHAPTER THREE

### METHODOLOGY OF THE STUDY

The study employs quantitative and partly qualitative methods to gather the necessary data. The quantitative method had been employed to analyze the news sources in terms of their types, frequencies of attribution, and location, while the partly qualitative method involves individual in-depth interview, document review and questioner for data collection. After categorizing the news using quantitative approach, the qualitative analysis has taken the position to explain and describe the results.

#### 3.1 Content Analysis

Krippendorff (2003) describes content analysis as the research technique for making replicable and valid inferences from the texts (or other meaningful matter) to the contexts of their use. Krippendorff also explains that a content analysis requires reliable and replicable techniques. It means researchers working at different points in time and perhaps under different circumstances should get the same results when applying the same technique to the same data. In this thesis, content analysis is used to analyze the textual journalistic content of the six newspapers.

Riffe et al. (2005) says that quantitative content analysis is a systematic and replicable examination of symbols of communication, which have been assigned numeric values according to valid measurement rules and the analysis of relationships involving those values using statistical methods to describe the communication, to draw inferences about its meaning or infer from the communication to its context, both of production of consumption. A systematic content analysis requires identification of key terms or concepts involved in a phenomenon, specification of possible relationships among concepts, and generation of testable hypotheses.

A content analysis examines symbols; because all communication uses symbols, whether verbal, textual, or images. This research technique involves assigning numeric values to symbols. In quantitative social and content analysis, the researchers transformed answers which are not numerical into numbers using coding procedures. This quantification process eases the work of a large amount of data. Riffe et al (2005) argue quantification of content units makes it possible to reduce a very large set of data to manageable form and to characterize the variation in the data with summary statistics such as percentage, averages, and ranges. The use of quantitative measures on representative samples of data permits researchers to assess the representativeness of their samples, and thus use powerful statistics tools to test hypotheses and answer research questions.

## **Advantages and disadvantages of the Quantitative Content Analysis**

### **Advantages**

One of the advantages of quantitative content analyses is the possibility of studying the content without gaining access to journalists and editorial staffs. It facilitates the acquisitions of the material and the management of the information. Easy reliability for future investigation and the capacity to study a high amount of information are also advantages of content analysis.

### **Disadvantages**

The main disadvantage of content analyses is that it deals only with explicit information from the given text, meaning the method has limitation in recognizing latent information such as metaphors.

### **Content Unit**

In this thesis, stories used are only those that appeared on the front page. According to Benoit et al (2005), headlines and the lead paragraph of front pages can reflect the trends in news coverage of a medium. The assessment looked at the entire article of each story from the front page of the newspaper, typically features the most

newsworthy stories of the day. Therefore all news articles, independent of their sizes, were coded. Footnotes of photo charts, information charts, side bars, boxes, mappings, advertisements, and analyses are not coded.

### 3.2 Subjects of the Study

The study that was conducted in the six Addis Ababa based English Newspapers. These papers are The Ethiopian Herald, The Daily Monitor, Capital, Fortune, The Sub-Saharan Informer and The Reporter.

**Frequency:** The Ethiopian Herald and The Daily Monitor are the only English daily newspapers in the country. Capital, Fortune, The Sub-Saharan Informer and The Reporter are weekly newspapers.

**Size and circulation:** The Ethiopian Herald is the only broadsheet English paper in Ethiopia. It has a circulation of 9,000 to 11,000 (Mass Media Profile in Ethiopia, 2008). The Ethiopian Herald covers almost the entire country. On the other hand, The Daily Monitor which has more than 2400 circulation on its daily basis is a tabloid newspaper. Capital, Fortune, Sub Shaeran Informer and The Reporter have 6070, 8050, 3000 and 2023, circulations respectively.

**Experience:** Established in 1943, the Ethiopian Herald is one of the oldest surviving news papers in Ethiopia. The Daily Monitor which started circulating as a weekly English paper was established in 1994. It could be considered as the only private daily paper that survives for the last sixteen years. Capital, Fortune, Sub-Saharan Informer and The Reporter started in 2002, 1998, 2004 and 2010, respectively.

**Ownership Structure:** the Ethiopian Herald is state-owned newspaper. It is published by the Ethiopian Press Agency. The privately owned daily English paper, the Daily Monitor is owned by the Monitor plc. The rest is also privately owned.

**Editorial Policy and News Angle:** since the newspapers are published by different organizations, their editorial policies are intended to manifest the interest of the

owners. The newspapers also create different news angles for the same story according to their interests and policies.

### **3.3 Justification of the Method**

The study has employed the qualitative and quantitative content analysis. The quantitative content analysis has not been able to capture the context within which a media text become meaningful and advocate attention to qualitative approach as well (Yin, 2003). The researcher preferred the dichotomy approach believing that using only the quantitative content analysis could not indicate the desired result because it would be too simplistic to base decisions in this regard on mere charts obtained from a statistical content analysis (Newbold cited in Yin, 2003). Since the research questions need more analysis beyond counting and recording what newspapers use as a news source. So a combination of the two seems to be the ideal approach. Following the categorization of the selected news items in terms of their news source meaning direct observation, humanistic records and documents in a quantitative content analysis, the qualitative version of the content analysis is used to explain and describe in detail.

A combination of quantitative and partly qualitative analysis is used because the researcher expected to process a large amount of information. In the 3 months sampling period, the newspapers produced 272 front page news stories. Examining this information through qualitative techniques was extremely difficult. Also the aggregate data of 272 stories and 240 sources allow me to make more accurate general conclusions.

### **3.4 Data Sources**

The research tools that become means of collecting data for the study were primary and secondary sources. The rationale for choosing both sources is ample sources of evidence essentially rated more highly to insure the quality and credibility of the study. The most important advantage presented by using multiple sources of evidence is the development of converging lines of inquiry (Yin, 2003). The news source items that are

collected for analysis from the newspapers that published in the particular study period were used as research instrument. Stories published on the study period were analyzed in order to examine as a primary data what kind of news sources are used and patterns and frequencies of attributions in the newspapers. The editorial policy of the newspapers was also reviewed. To enrich the data gathering method, interview was an indispensable instrument. It has been combined with other research techniques to confirm or explain the research results (Manning 2001). The study procured secondary data from an individual in-depth interview and questioners with the editor in chiefs, and journalists of the newspapers and other media houses.

#### **3.4.1 Documents**

The document analysis used to supplement the in-depth interview. The newspaper's news reports, policy documents and other related studies were procured as pertinent documents to enrich the quality of the study. According to Bloor (2006), newspapers reports have been a key source of data for researchers working within journalism and media studies.

#### **3.4.2 An Individual In-depth Interview**

The choice of this technique for collecting data is important to insure the quality of the information. Interview can be more in-depth. Such intensive interviews are used as qualitative technique by which we can gather information for several research methods (Manning 2001). The researcher has conducted an in-depth individual interview with the editor-in-chiefs of the newspapers. The interview had semi-structured nature. A Guiding list of questions is prepared to stay focused on the desired subject matter. During the interview, the researcher has raised several follow-up questions to the editor-in-chief's to dig out detailed and thorough information about the subject matter.

## **3.5 Analytical Tools**

### **3.5.1 Coding**

The coding for the news items was relied on the news source primarily that the papers used to print indicates the main focus of the news items The coding was based on types of news sources, and types of attributions, news topics, news location , type of news sources and type of attributions. The categorizing has more of quantitative nature.

### **3.5.2 Source attributions**

In the newspapers the types of source attribution that are made on the news articles have been categorized as full attribution, partial attribution and anonymous sources. Places of citation have also been categorized as Citation at the headline, News Cited on the Lead Part and citation in the news body part.

### **3.5.3 News Sources**

The news events that published on the newspapers come from more than one source. Categorizing the news stories in terms of their sources was important to examine the type of sources. Direct observation, human sources, reports, documents & reference material sources has been used. Gender of sources, type of the news, types of News sources by gender and occupation and News source distribution by regions were also the other categorization used.

### **3.5.4 Unit of Analysis**

According to Riffe (2005) before starting content analysis the basic coding unit must be established. Coding unit is the smallest division or segment of the content which is to receive a score. The unit of analysis for this study was news stories. These stores came from various news sources and have different types including sex, occupation, distribution, types and so on.

### 3.6 Sampling Technique

In this thesis, the researcher used a purposeful sampling with no probability interest. This means that conclusions are drawn in relation to the three month publications of the specified newspapers. According to Riffe (2005) purposive sampling is used in studies of particular types of publication; or in a particular time that may be of interest.

### 3.7 Sampling

From the population of three month Addis Ababa based English newspapers, the entire issue of the weeklies have been taken for the study. For the dailies, the sampling scheme the researcher used for the newspapers issues was adapted from Shoemaker and Cohen (2006). Starting with Tuesday, twelve newspaper issues based on a composite week of newspaper content was collected that is Tuesday of the first week, Wednesday of the second week, Thursday of the third week and so forth. If the newspapers were not published on a particular weekday, then the next available issue following that day was collected. Such a sample ensures that news coverage particular to a certain day of the week does not skew the results and such a sample is large enough to sufficiently represent a typical year's coverage. (Riffe and Aust, 1993)

### 3.8 Reliability and Validity

#### **Inter code Reliability**

To test the reliability of the codification, it was coded twice a subsample of 27 stories which represent 10 percent of the total of 272 stories. The first codification was in July 2012 and the second in August 2012. The subsample was selected randomly from the sampling. One story per 10 stories is selected. This type of selection prevents any bias which can increase the reliability of the instrument. Different authors used different subsample sizes to test the reliability. Hall et al (1993) utilized 6.8% of the total amount of stories, but Druckman and Parkin (2005) increased the percentage to 35%. Riffe et al (2005) recommend for a total of 500 pieces of content a minimum subsample of 49

(10%). They suggest that for a population of 250 pieces of content, a minimum usage of 18%. For this thesis, the researcher selected 10% because it is considered that the two levels of the instrument (one questionnaire with the story as analysis unit and another with the source as analysis unit) represented a double effort in the testing of reliability. The first test of reliability was the percentage of agreement. In the percentage of agreement, it simply calculates the number of coincidences between the first coding and the second one. To any variable, the researcher asked the question “Are the code 1 (July 2012) and code 2 (August 2012) the same?” If they were the same, it is considered as an agreement. The percentage of general agreement of the instrument was 82.65%, a little higher than the minimal rate. According to Riffe et al (2005), the standard of minimal percentage in the level of agreement is 80%.

According to Riffe et al (2005) the agreement figures may be overinflate the reliability because the chances of accidental agreement might increase as the number of coders decreases. In order not to overestimate the percentage of agreement and also with the intention of using a more standardized measurement, I decided to use Cohen’s Kappa test which measures the reliability of coders taking into account observed agreement and expected agreement. Kappa Formula is:

$$\text{Kappa} = \frac{P_o - P_e}{1 - P_e}$$

1 - P<sub>e</sub>

P<sub>o</sub> = observed agreement

P<sub>e</sub> = expected agreement

The averaged coefficient of my instrument was **0.82**. In Cohen’s Kappa the perfect agreement between raters is 1.0 and the completely disagreement, 0. Landis and Koch (1977) propose some “benchmarks” to interpret the Cohen’s Kappa:

*Kappa Statistic Strength of Agreement:*

<b>&lt; 0.00</b>	<b>Poor</b>
<b>0.00-0.20</b>	<b>Slight</b>
<b>0.21-0.40</b>	<b>Fair</b>
<b>0.41-0.60</b>	<b>Moderate</b>
<b>0.61-0.80</b>	<b>Substantial</b>
<b>0.81-1.00</b>	<b>almost perfect</b>

Taking Landis and Koch as benchmarks, it is concluded that this instrument shows almost perfect strength of agreement between the two coding times. The results per question in both reliability tests (percentage of agreement and Cohen’s Kappa) are summarized in table 1.

**Table 1: Percentage of agreement and Cohen’s Kappa**

<b>Question</b>	<b>Percentage of Agreement</b>	<b>Cohen’s Kappa</b>
V1. ID of story	91%.	0.91
V2. ID of source in the story	85%	0.85
V3.Name of the newspaper	74%	0.74
V4.Type of attribution	86%	0.86
V5: Nature of the source	80%	0.80
V6: Gender of source	80%	0.80
V7: Type of source	87%	0.87
V8: Type of citation	84%	0.84
V9: Type of Source	81%	0.81
V10:Geographical location of the source	72%	0.72

## CHAPTER FOUR

### RESULTS AND DISCUSSIONS

The analysis is in large part quantitative supplemented partly by qualitative methods. In this chapter, some numerical data is illustrated using tables. Coding the sampled elements in terms of their topic, location (proximity) and source type grants concrete insight to know the type of news sources used in the newspapers.

Attempts have been made to exhaustively explore the type of news source used more frequently, the type of attribution used, patterns and frequencies of attributions which were used more frequently. A detailed explanation is made on each news source the number of stories reported in the front page news of the Addis Ababa based English Newspapers.

#### 4.1 Type of News Attribution Used in the Newspapers

News that is prepared to be disseminated to the large audience must receive adequate background materials from various sources. Sources from different directions strengthen the reliability of a news article. The usage of news sources in the Addis Ababa based English newspapers regarding attributions can be classified in to fully attributed news, partial attributed news and anonymous sources.

**Table 2 – Source Attribution in the selected news of the Addis Ababa based Newspapers (in percentage)**

No.	Source (attribution) type	The Ethiopian Herald	The Daily Monitor	Fortune	Capital	The Reporter	Sub Saheran Informer	Total
1	Full Attribution	94%	80%	30%	32%	35%	72%	57%
2	Partial Attribution	5%	18%	32%	27%	27%	18%	20%
3	Anonymous (No attribution)	1%	2%	38%	41%	38%	12%	23%

In the sampled news articles 57% of the news articles have fully attributed their news sources which are used for the news articles. Unnamed news sources have scored a 23% share in the visited Addis Ababa Newspapers. This thesis has also found that 1/5 or 20 percent of the news articles have partially attributed their news sources.

In the study the Ethiopian Herald, The Daily Monitor and Sub- Saharan Informer have a full attribution of greater than 70% of their news sources. On the other hand, in the sampled news articles it has been found that Fortune, The Reporter and Capital newspapers have used significantly partial attributions in revealing news sources used in their news articles.

The Reporter, Fortune and Capital newspapers usage of anonymous sources as a news sources were among the one that the study found. In general from the totally reviewed 272 news articles 43% of them have made partially attribution or no attribution have been made in writing their sources used in the news articles.

From Table 2 it can easily be inferred that the largest number of news used full attribution followed by unnamed sources. And the rest used partial attribution in revealing their news sources.

#### 4.1.1 News with Full Attribution

One of the research questions of this paper is to identify what type of patterns and frequencies of attributions were more frequently used in the Addis Ababa based English Newspapers. A detailed analysis is given on the attribution type of the Addis Ababa based English Newspapers.

According to Mencher (1996), the fundamental sources of information are direct observation, human sources, people who have witnessed the event, authorities and experts, who know about the subject, people who are involved in the event, reports, documents and reference materials. In Table 3 it has been tried to summarize the usage of these sources in the six Addis Ababa Based English Newspapers.

**Table 3 : Types of News sources in the Fully Attributed news**

No	Type of news source	Percentage
1	Human Source	51%
2	Direct observation	26%
3	Record and Document	10%
4	Multiple source	13%
Total		100%

From the total news articles that used full attribution in the Addis Ababa based English Newspapers, 51% of them were reported using human sources. News covered by the reporters of the newspapers is the second source in the fully attributed news articles giving a share of 26%. 13% of the fully attributed sources have used multiple sources. The usage of records and documents as a source of news in the fully attributed news was only 10% in the visited news articles of the Addis Ababa based English Newspapers.

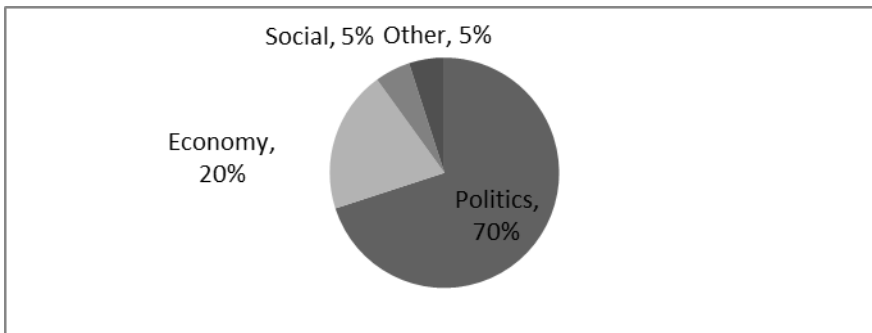
#### 4.1.1.1 News from a direct observation source

From the total news that used full attribution 26% were covered by the newspapers reporters. To report from a direct observation source, the reporter's attendance is a must. From this type of news source the reported number of news articles are small in the newspapers and most of the news are taken from inauguration, court, parliament, meetings, panels, exhibitions, announcements, media briefing and etc.

Reports made by direct observation of the reporter are reliable for the newspaper, since the reporter is the participant of the action, accountability regarding the news and news source is high. It is customary to use the reporter name under the headline or in the beginning of the news article and sometimes in the news body.

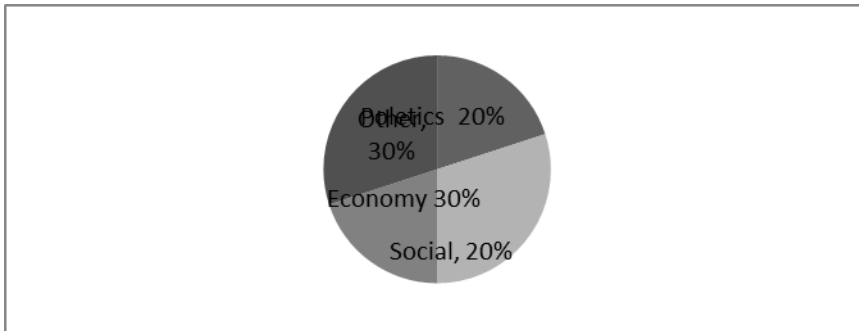
A majority of Addis Ababa based English newspapers used direct observation news source for political and economy news coverage. The Ethiopian Herald used direct observation coverage for 70% political and 20% economy news. (See Chart 1)

**Chart 7: The Ethiopian Herald direct observation news source usage**



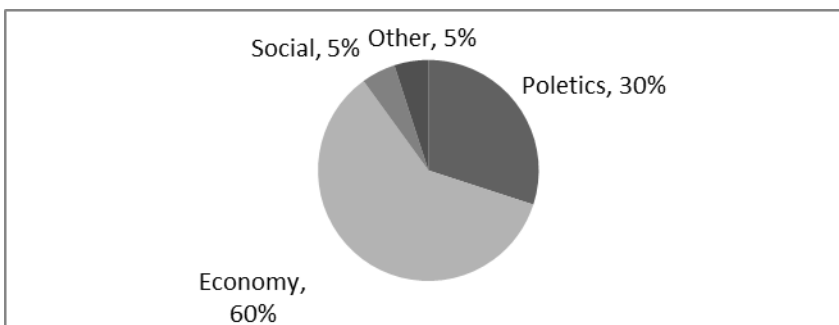
In the visited news articles of the Daily Monitor, the paper has used direct observation in its reporting for political, economy, social and other issues. In an interview with the editor in chief of the Daily monitor, the newspaper covers issues by direct observation of its reporters, if it has a high importance only. The editor in chief said since the paper mainly uses wire services, direct observation is less. (Interview held in June and October 2012)

**Chart 8: The Daily Monitor direct observation news source usage**



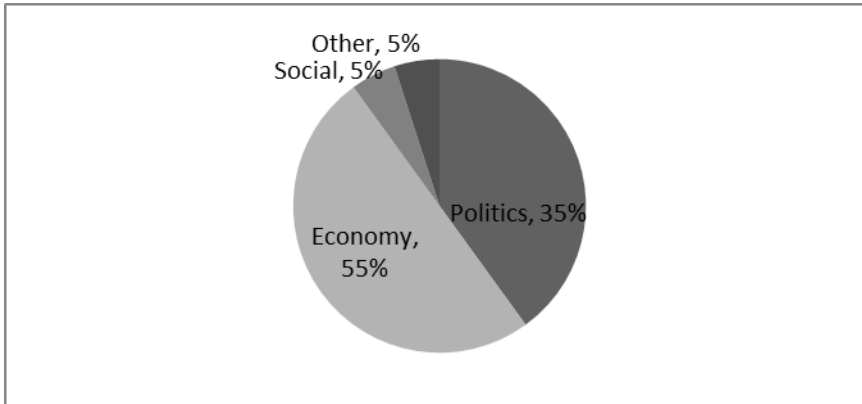
In the reviewed news articles of Fortune newspaper, it has been found that the paper used direct observation mainly for economy and political news. 60% of the coverage was about economy news and 30% for political issues. (See Chart 3) Inaugurations, high level meetings, launching of products, briefings, exhibitions, visiting's and others were mainly given direct observation coverage by the newspapers reporters. In an interview with the editor in chief of Fortune, I have been told that the paper gives priority for business issues. (Interview held in June and October 2012)

**Chart 9: Fortune direct observation news source usage**



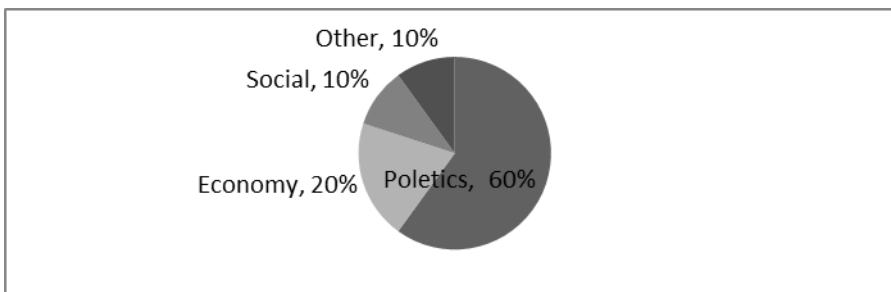
Capital coverage of issues by its reporters in the visited papers revealed that a direct observation news were reported by its staff mainly in economical issues (55%) and political issues (35%) and 10% other issues. (See Chart 4)

**Chart 10: Capital direct observation news source usage**



The Sub-Saharan newspaper has used direct observation coverage mainly for political and economy news in the visited news articles of the newspaper. (See Chart 5). The Sub-Saharan newspaper used direct observation coverage by its reporters mainly in political news (60%), Since the paper gives priority to the politics of the horn, its reporters and correspondents cover mainly political issues followed by economical issues (20%). Social issues like culture, health, etc have coverage of around 10%.

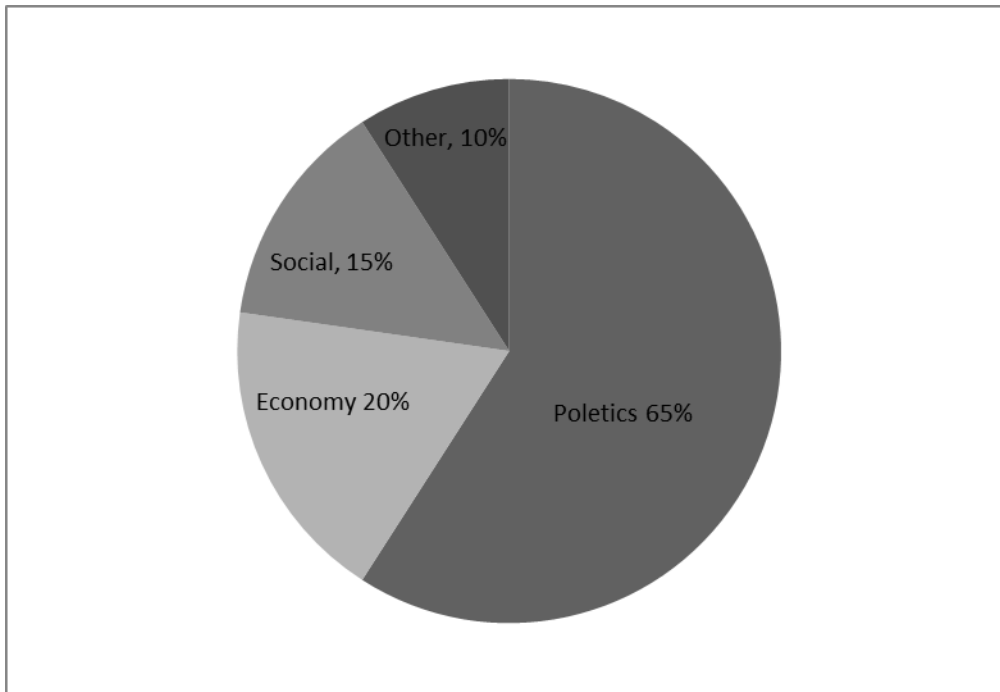
**Chart 11: Sub-Saharan Informer direct observation news source usage**



The Reporter usage of direct observation news coverage in the reviewed news articles showed that the paper used 65% for political and 20% for economy news coverage (See Chart 6). The Reporter usage of direct observation in its reports is mainly focused on political issues. In an interview with the editor in chief I was told that the publisher has another print outlet published in Amharic and there are times that the

reporters share the same information for the two outlets. (Interview held in June and October 2012)

**Chart 12: The Reporter direct observation news source usage**



The Ethiopian Herald, The Reporters and Sub-Saharan Informer newspapers have used direct observation for covering political issues mainly in the reviewed news articles. In an interview made with the editor-in-chief's of the papers they have said that usage of a secondary source for a political issue is not advisable and may lead to errors. Fortune, Capital, and the Daily Monitor newspapers have used direct observation news sources for economy sector news. Editor-in-chief's of Capital and Fortune said, they cover economy issues by sending reporters because it is our core business. In an interview held in June 2012, the editor-in-chief's have argued that reporting from direct observation needs a supplement of another news source but in news stories like accidents and emergencies it might be hard but the reporter must try to find a secondary source. In the visited news papers supplement of another news source is rarely seen.

#### 4.1.1.2 News's from a Human Source

A human source means different people like experts, dignitaries, concerned bodies give information about a certain event or occurrence. Fundamentally it is through interview that the information is gathered from humanistic sources.

From the total fully attributed news 51% were taken from human sources and in most of the newspapers the news focused on political, economical and social area's. In each Addis Ababa based English Newspapers the usage of human sources and press conference is summarized as follows in Table 4.

**Table 4: Human source and press conference usage in each Addis Ababa based English Newspapers**

<b>Articles Usage</b>	<b>The Ethiopian Herald</b>	<b>The Reporter</b>	<b>Capital</b>	<b>Fortune</b>	<b>The Sub-Saharan</b>	<b>The Daily Monitor</b>
Human Source	30%	15%	22%	16%	8%	9%
Press conference	19%	10%	8%	9%	8%	6%

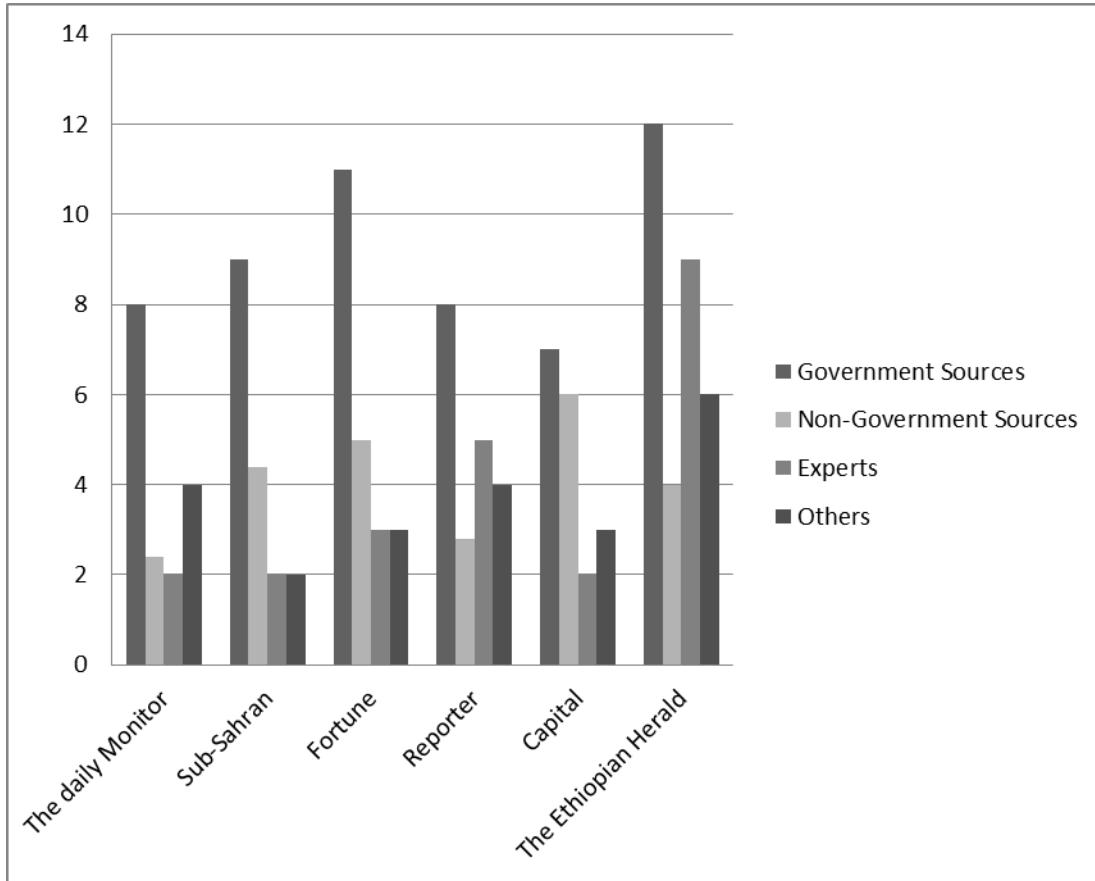
In the reviewed news articles of the Addis Ababa Based English Newspapers it has been found that The Ethiopian herald, Capital, Fortune and The Reporter usage of Human sources was 30%, 22%, 16%, 15% respectively. The editor-in-chief's of Sub-Saharan and the Daily Monitor argued that due to financial constraints the usage of human news source was less on their papers. I have also asked the editor in chief of The Ethiopian Herald newspaper, why is that human sources are taken mainly in the newspaper as a news source and the reply was "One of the fundamental news gathering techniques is interviewing and we have used that" (An interviews with the editor in chief on June 2012). In the case of Capital and Fortune newspapers, people

in the business sector are mainly used. The editor-in-chief's told the researcher that officials are not willing to respond when they are asked for an interview. (An interview with the editor in chief on June 2012). News taken from human sources tries to give a lot of information since the reporter has the chance to ask and collect additional information from the interviewee. Accompanying a human news source with a document is rarely seen in the visited news articles of the Addis Ababa based English Newspapers.

In the reviewed news articles of the Addis Ababa Based English Newspapers it has also been found that The Ethiopian Herald, Capital, Fortune and The Reporter usage of Press conference as a news source was 19%, 10%, 9%, and 8% respectively. The editor-in-chief's of the private press told the researcher that most institutions have limitations in inviting the private press on a press conference and they believe this has created a gap in the coverage of a press conference as a source. Whereas the Daily Monitor and Sub-Saharan Informer raised additional issue of economical and manpower limitations as a hindrance for low coverage (An interview with the editor-in-chiefs on June and October 2012).

As shown in chart 7 most of the papers used Governmental and Non Governmental news sources as a human source. Experts were generally taken as a third news source in the visited articles of the newspapers.

**Chart 7: Human sources used in the Addis Ababa based English Newspapers**



#### **4.1.1.3 News from Record and Document Source**

Records and documents are different documents, reports, audio recordings, video recording press release ...etc. These sources play a key role for getting information.

From the total fully attributed news articles of the visited Addis Ababa based English Newspapers, 10% of the news articles have used reports and documents as their news source. (See Table 5)

**TABLE 5: Record and document usage in each Addis Ababa based English Newspapers**

Type of Source	Capital	Fortune	The Reporter	The Ethiopian Herald	Sub Sahran Informer	The Daily Monitor
Documents	10%	11%	9%	3%	4%	2%
Reports	8%	8%	6%	5%	2%	5%
Audio Clipping	2%	2%	3%	-	-	-
Vedio Clips	1%	1%	3%	-	12%	-
Press Release	15%	12%	10%	4%	5%	8%
Other Medias	35%	37%	20%	5%	58%	5%
News Agencies	20%	25%	40%	78%	18%	68%
Others	9%	4%	9%	5%	2%	12%

In the visited news articles the usage of records and documents in Addis Ababa based English Newspapers is very low. In the visited articles of the English newspapers; Capital, Fortune and The Reporter, usage of documents and reports in their news articles was better than the others. In an interview with the private editor in chiefs, they told the researcher that they have cultivated sources which make them easier to get documents right away after being officially released. The Ethiopian Herald, Capital, Fortune, The Reporter and Daily Monitor used press release to supplement their news. The Ethiopian Herald and The Daily Monitor were seen using wire services more than others. The editor- in -chief's in an interview also said that since their outlet is daily it is impossible to rely on other sources than news agency to feed them with news articles regularly.

Usage of other media's including the internet is widely used by the Sub-Saharan, Fortune and Capital news papers. In the visited news articles of the Addis Ababa based English Newspapers usage of audio, video & clips was rare. Capital newspaper

editor in chief said the custom of publishing documents and reports by institutions is at an infant stage. News source that are highly used in the West like audio clips and video clips are rare. Fortune editor in chief on his part said the usage this media has been growing in the country slightly due to the social media.

In order to use information properly from documents and records, reporters knowledge about it is vital. I have asked the newspaper editor in chief whether their reporters have the experience and capacity to monitor different medias, document, records etc and they answered that there are problems in finding hard copy document and reports in the country. Digital archives, data banks and libraries are not that much present in the country. They also said that even though there are small changes in monitoring and finding archives, a lot has to be done. (An interview with editor- in -chiefs in June and October 2012)

#### **4.1.1.4 New Story's that used multiple News Sources**

It is very clear that the use of multiple sources gives reliability, accuracy and trust worthiness to the news. With this regard from the fully attributed articles of the Addis Ababa based English Newspapers articles 13% used multiple sources. (See Table 6)

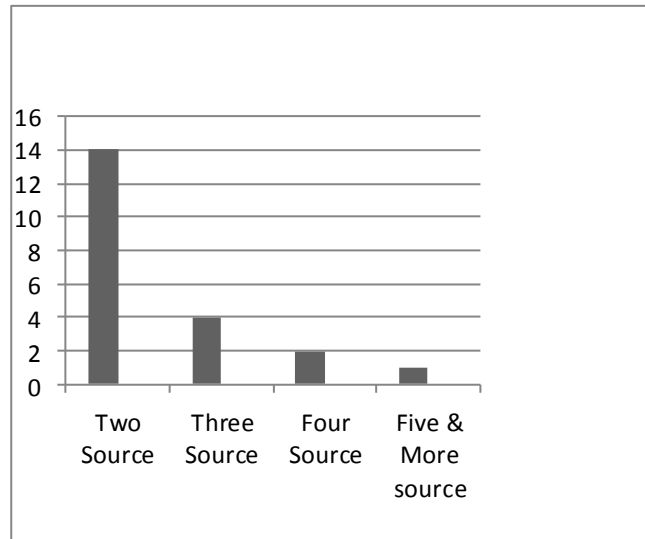
Table 6: Multiple source usage in Addis Ababa based English Newspapers

<b>No. of News sources</b>	<b>Percentage</b>
Two sources	61%
Three sources	21%
Four sources	13%
Five and more sources	5%

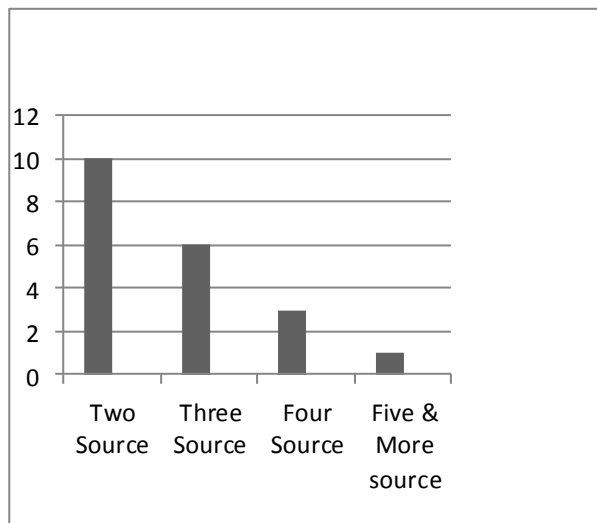
From the total 13% multiple sources used in the visited Addis Ababa Based English Newspaper articles 61% of them used two sources for their news articles, 21% of the news articles used three sources, where as 13% of the news used four sources, and lastly the usage of five or more sources was cited in 5% of the news of the Addis

Ababa based English Newspapers. The number of news sources used in each newspaper is summarized as follows (See chart 8-13).

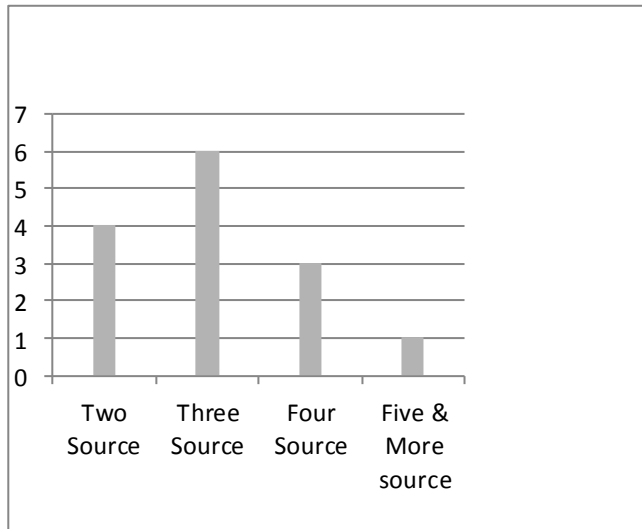
**Chart 8: Multiple news source usage by Capital newspaper**



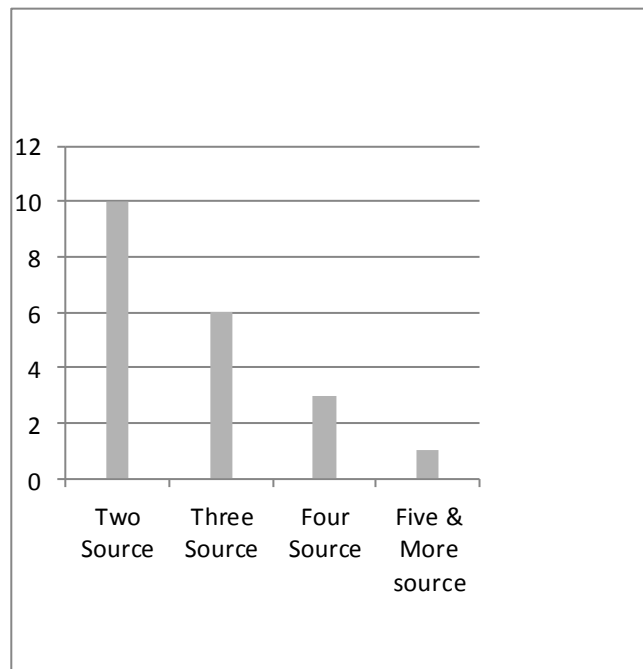
**Chart 9: Multiple news source usage by The Ethiopian Herald newspaper**



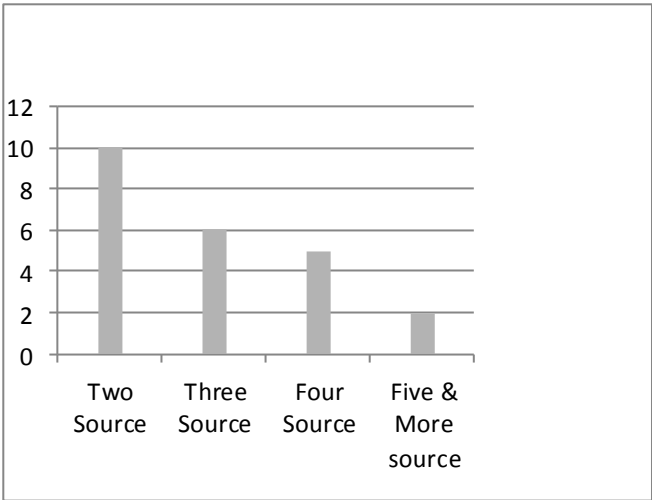
**Chart 10: Multiple news source usage by The Reporter newspaper**



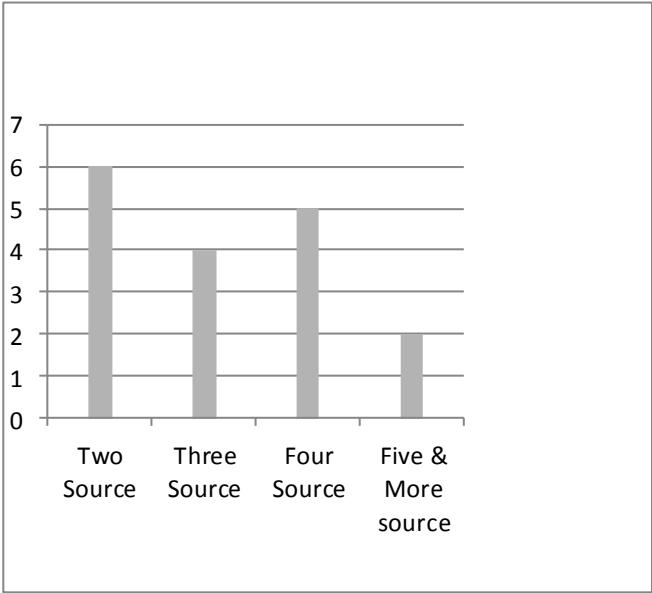
**Chart 11: Multiple news source usage by Capital newspaper**



**Chart 12: Multiple news source usage by The Daily Monitor**



**Chart 13: Multiple news source usage by The Sub-Saharan Informer newspaper**



The Ethiopian Herald and The Reporter used multiple sources when they cover political issues. Fortune and Capital mainly used multiple sources in covering allegations, controversies and debates. The Sub-Saharan Informer and The Daily Monitor used multiple sources in covering the horn of Africa political news.

For 272 news articles, there were a total of 240 news sources used on the reviewed editions of the Addis Ababa based English newspapers, which gives an average of 0.88 number of news sources in each news story showing an average use of less than one new source in the stories. The number of news sources in each news story in the cited newspaper articles was small; the numbers of news articles with several diversified sources were also lower.

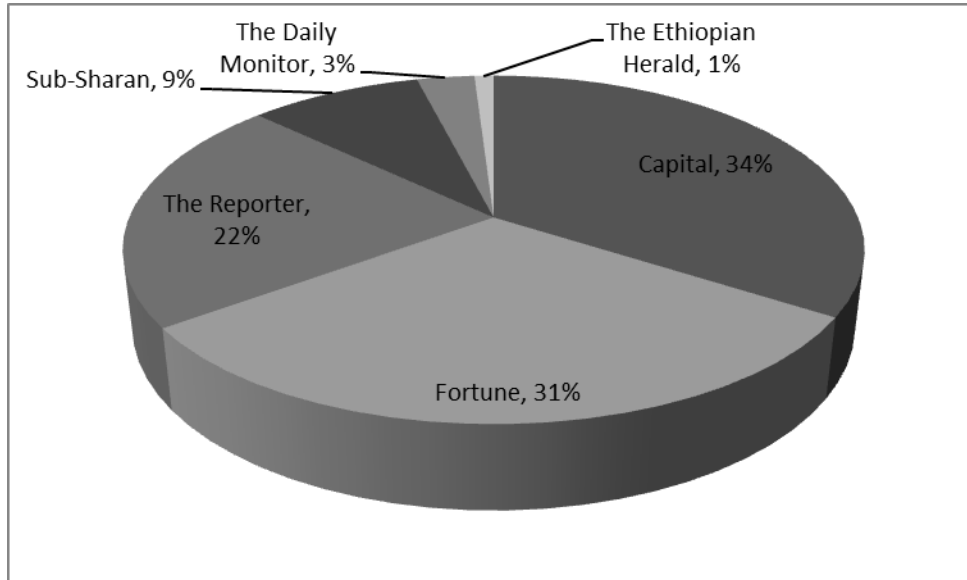
#### **4.1.2 News articles having a partially attributed news sources**

Partial attribution of source of information is mainly used when there is a need to protect the source and when the information is of high public interest.

Partially attributed news mainly use different circles for their source such as “Closed Diplomats”, “Closed sources”, “Witnesses”, ...etc. For many scholars partial attribution is not welcome because a question may be raised on the reliability of the source and the reporters may abuse it. Sometimes they may use it only for entertaining the news without credible source.

From the 272 news articles taken from the newspapers (20%) have partial attribution. In the partially attributed news articles the share of politics was higher. In the visited newspapers, even though the source is not clearly known but from the elaborative sentences it is clear to identify that most of the sources are human sources. See chart 14 on the usage of partially attributed news sources in the Addis Ababa based English newspapers

**Chart 14: Usage of partial attributed news sources in the Addis Ababa based English newspapers**



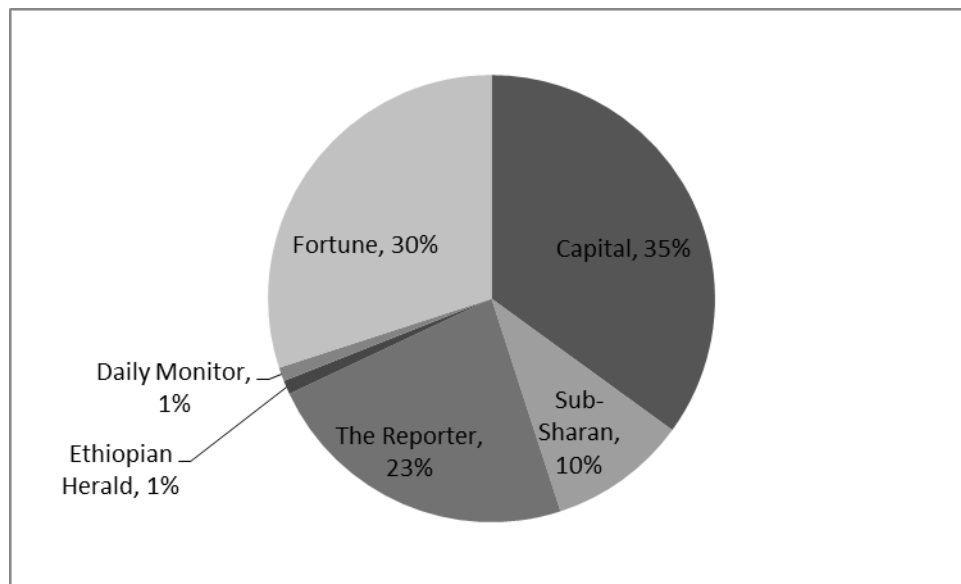
From the total unnamed news articles of the Addis Ababa based English newspapers, Capital Fortune and The Reporter coverage of partially attributed news sources were 34%, 31% and 22% respectively. Capital, Fortune and The Reporter newspaper have been found using partial attributing sources in covering allegations, controversies and upcoming laws. The editor in chief of Capital newspaper said that “due to the competitive newspaper business we publish stories quickly by partial attributing sources without exactly naming the source but using general circles of attributions like senior experts and etc but this does not mean we have no sources we do this because the sources didn’t like to be named specifically”. Fortune editor in chief in his part said to have a somehow breaking news information we rely on more than two generally cited known sources on a particular sector after verifying this information with insiders we use the information. (An interview on June and October 2012)

### 4.1.3 News without sources

In the visited newspapers, news articles having no attribution have used words like “heard”, “known” ...etc. In order to use these words the event has to precisely happen. But in order to report by saying “heard” the listner and the speaker have to be known. When it is said “known” the acknowledger body has to be known also but this reality has been trespassed on the unattributed news.

From the total 272 news articles taken from the newspapers 20% have no attribution of their news source. This might not mean that there are no sources but the sources are unnamed (See chart 14).

**Chart 15: Unnamed news source usage in the Addis Ababa based Newspapers.**



From the total unnamed news articles among the visited newspapers Capital usage of unnamed sources is relatively high followed by Fortune and the Reporter which is 35 %, 30%, and 23% respectively. The Sub-Saharan Informer has also 10% coverage of unnamed sources. In an interview with the editor- in -chiefs of Capital, Fortune and The reporter, all of them agreed that they have enough evidence about the issues but the people who are interviewed didn't like to appear their names in the newspapers.

The editor-in-chief's told the researcher that they don't rely on the interview only, they check and verify the information by a second source and an insider and when this suite with the original source they print the story. (Interview with the editor in chief in chiefs June and October 2012) In saying this, usage of unnamed sources questions the credibility of the news and Newspaper. The Daily Monitor and the Ethiopian Herald usage of unnamed sources was less than one percent in each of the newspapers.

#### 4.1.4 Types of News sources by gender and occupation

In the visited six newspapers male news sources have been widely used than female news sources. Governmental sources have been used as a sources more than other sources (See Table 7).

**Table – 7 Types of news sources by gender and occupation in the Addis Ababa based English Newspapers**

No.	Occupation	Male	Female	Group	Organization	Other	Total
1	Government Officials	45	17	-	8	-	70
2	NGO/donor representative	14	6	3	4	-	27
3	Expert	15	6	3	3	-	27
4	Spiritual Leader	9	-	1	2	-	12
5	Business person	13	4	2	5	-	24
6	Association Leader	8	2	-	3	-	13
7	Resident/Citizen	2	3	-	-	-	5
8	News agent	-	-	-	6	-	6
9	Internet	-	-	-	10	-	10
10	Anonymous	-	-	-	-	21	21
11	Other	-	-	-	11	-	11
Total		110	41	11	57	21	240

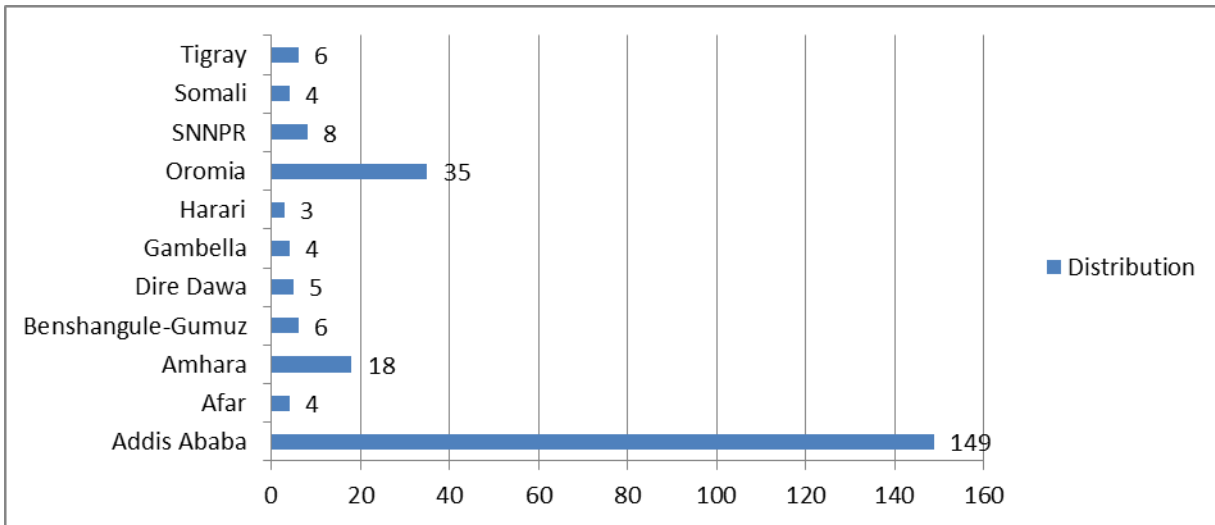
In the visited Addis Ababa based English newspapers 272 news articles the newspapers mainly used governmental sources followed by Non Governmental sources and experts as shown in the above table. In the visited newspapers male news sources are used mainly than female news sources. Most male sources have occupations in governmental, NGO, religious organizations, associations and as experts, whereas the female news sources have occupations in governmental, NGO and expertise level. In the reviewed articles the role of residents and citizens as a news source was very low.

#### **4.1.5 News source distribution**

##### **4.1.5.1 National News source distribution**

The distribution of the news sources of the newspapers by region also shows imbalance. From the 240 news sources used in the 272 news articles of the Addis Ababa based English newspapers 149 are Addis Ababa news sources which represent 62% share (See chart 16). News sources from Oromia region were 35 which represent 14% from the total. News sources from Amhara Region were 18 in the visited papers which is 7% of the total news sources. The number of sources from Dire Dawa Administration and regional state, including Afar, Benshangule Gumuz, Gambela, Harari, Somali and Tigray is minimal as compared to the total number of sources. This could be taken as an element suggesting that some regions are given less coverage. In an interview with the editor in chief of the Ethiopian Herald the paper tries to cover different parts of the country and it also uses news agency where as the private press editor- in -chief's told the researcher due to financial limitations coverage to regions is very low.

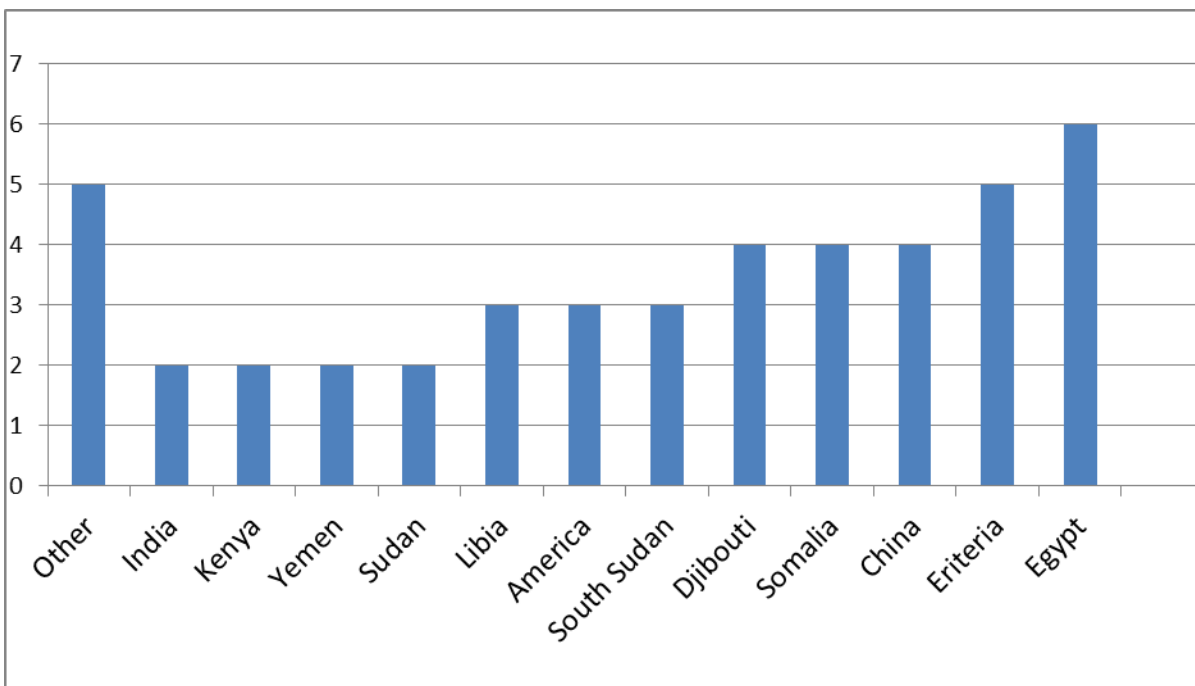
**Chart 16: News source distribution by region in Addis Ababa based newspapers**



**4.1.5.2 Regional and international News source distribution**

In the visited articles of the Addis Ababa based English newspapers coverage of news sources from regional countries is mainly from Egypt, Eretria, Somalia and Djibouti where as international news sources are mainly from china, America and India (See Chart 17).

**Chart 17 Regional and international News source distribution**



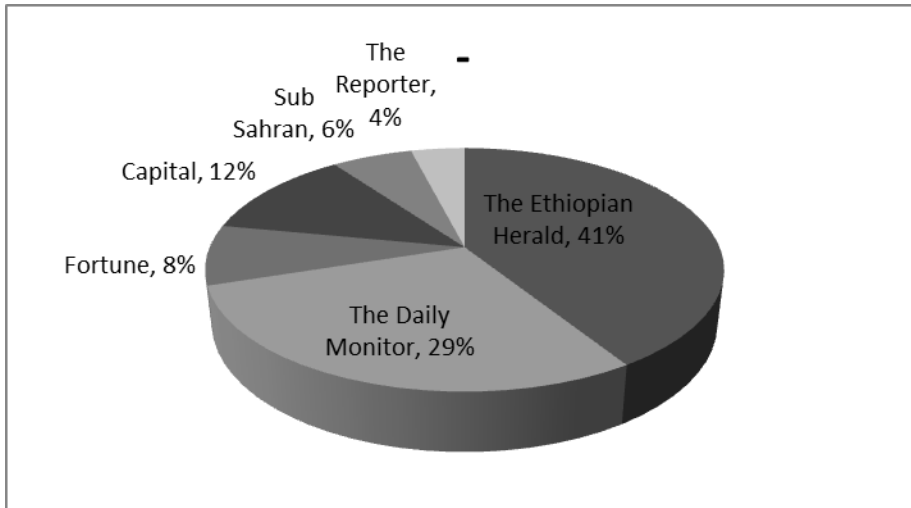
## 4.2 Place of Attribution

It is possible to cite sources at the headline, in the lead part without denouncing the lead or in the news body part. From a total of fully attributed news 58% used their attribution on the lead part and 33% cited their source in the news body part and the last 9% cited their source in the headline.

### 4.2.1 Citation at the headline

In the reviewed articles of the Addis Ababa based English newspapers from the total fully attributed news articles 9% cited their source at the headline (see chart 18).

**Chart 18: Addis Ababa Based English newspapers attribution on the headlines**



The Ethiopian Herald, Fortune and Reporter issues were found in attributing sources in the headlines. From the total attributions that are made on the headline, 81% were used by the Ethiopian Herald, Fortune and Reporter each representing 31%, 28% and 22%, respectively. In the papers most of the stories that were made to be attributed in the headlines involves sources of government dignitaries, ministries, NGO's, prominent people, artists, the international community and embassies can be raised. In an interview, the editor in chief in chief of the Ethiopian Herald, said that the paper mainly attribute government dignitaries and other governmental organization in its headline to promote government ideas.

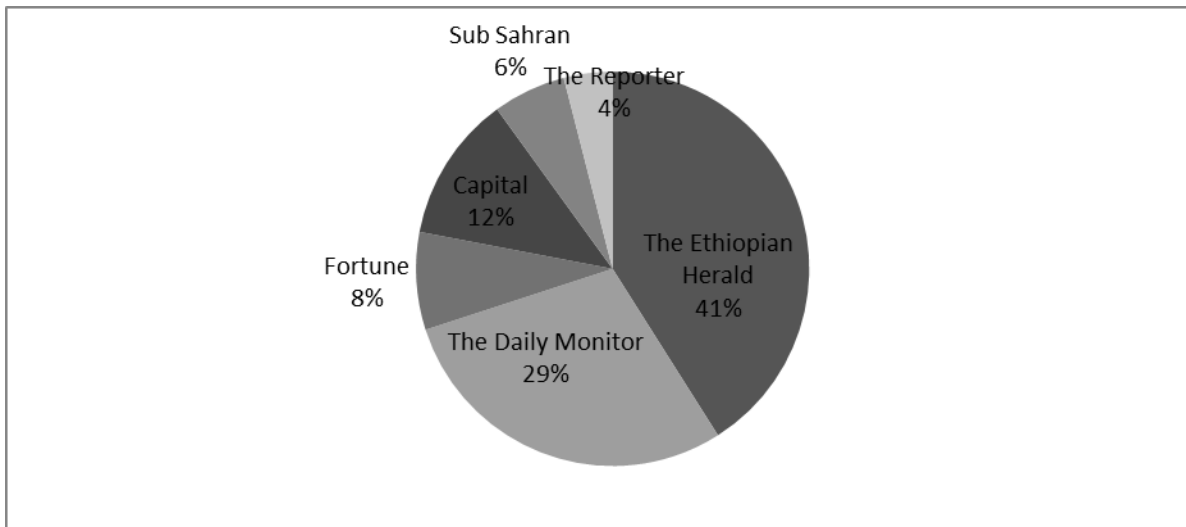
In the visited papers the usage of attributions in the headlines by Capital, Sub-Saharan Informer and the Daily Monitor are relatively low when compared with other Addis Ababa based English Newspapers.

#### 4.2.2 News Cited on the Lead Part

Citation in the leads has two forms: one is to give a tip of the source in the lead and to explain in the body part the other is to cite general information in the lead part.

Citations that give a general information in the lead part face broadness to introduce the source which is contrary to the ideas of a lead which urges to be small, precise and to the point.

**Chart 19: News that cite on the lead part**



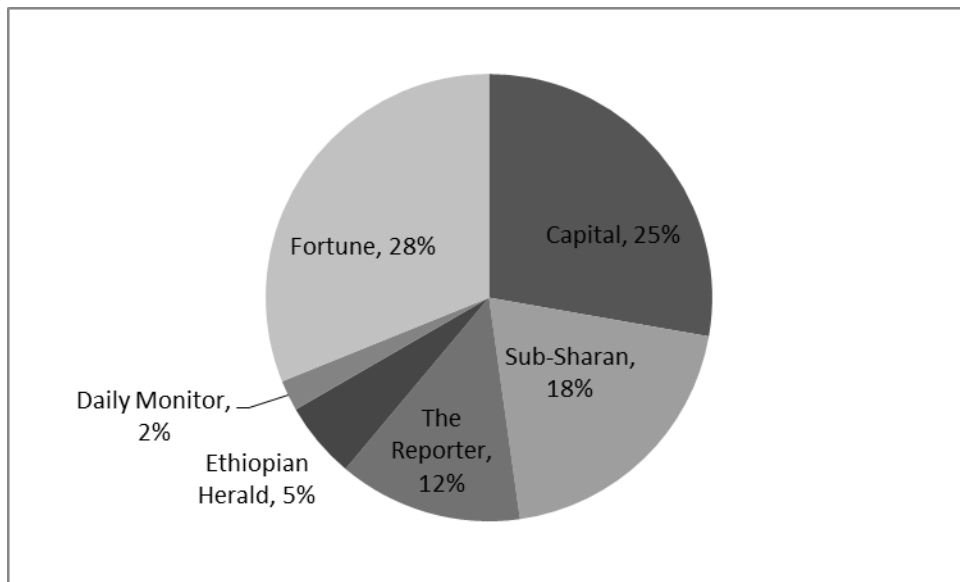
In the reviewed articles of the Addis Ababa based English Newspapers, The Ethiopian Herald and The Daily Monitor mainly use to cite their news sources in the lead part where as attribution on the lead is least used by Capital, Fortune, Sub-Saharan and The Reporter newspapers. Attribution in the lead can be made either at the beginning or end of the lead.

### 4.2.3 News sources cited in the news body part

In an attribution in the news body part, the action is shortly told in the lead and explained in the body part with the information of the source.

The Reporter, Capital and Fortune use this type of citation mainly in the visited news articles the sources are cited in the body part, and the lead has the action since the lead holds no ambiguous information and the sources are clearly cited in the body part. This type of citation is modern one and easy to attribute.

**Chart 20: Newspapers that cite their news sources on the news body part**

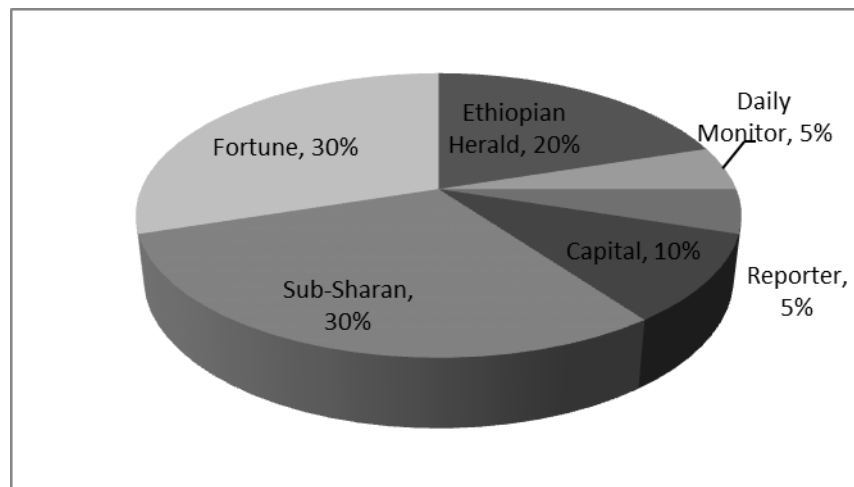


In the visited news articles of the Addis Ababa based English Newspapers from the total news sources that are cited on the news body part 28% was cited by Fortune followed by Capital and Reporter which is 25% and 20% respectively. In the newspapers, citation of the news source was used in the body part. In these newspapers focus was given to the story rather than news sources.

#### 4.2.2.1 Citation at the Beginning of the Lead

When citing in the beginning of a lead priority is given to the information (news). If the news focuses on the action then citation is at the end. If the focus is on the actor of the action then citation is in the beginning. Citation at the beginning is not a custom in the Ethiopian Press because priority is mostly given to the message than source of the information. In the visited Addis Ababa English news papers Sub-Saharan Informer and Fortune used mainly this type of attribution. (See chart 21)

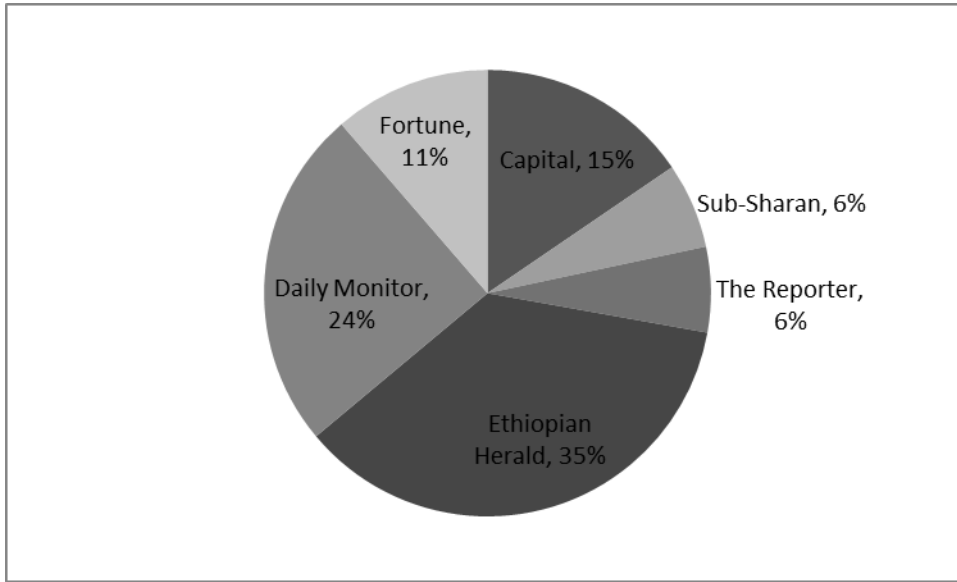
**Chart 21: Citation made at the beginning of the lead in the Addis Ababa based English newspapers**



#### 4.2.2.2 Citation at the end of the lead

Citation at the end of the lead is mainly used among Addis Ababa newspaper industry because the action takes the first place and then the source of the information (see chart 22)

**Chart 22: Newspapers that cite at the end of the lead**



In the visited news articles of the Addis Ababa based English newspapers from the total news sources that are cited at the end of the lead Herald, The Daily Monitor, Capital and Fortune newspapers usage was 35%, 24%, 15% and 11%, respectively.

### 4.3 Discussions

News sources from different directions, geographical area and levels strengthen the reliability of a news story. In the visited articles of the Addis Ababa based English newspapers 57% of the articles have fully attributed their news sources, 26% of the fully attributed news have used direct observation reports for their newspapers. The Ethiopian Herald and The Reporter newspapers have mainly used direct observation for covering political issues. Government officials, government organizations, government plans and projects were sources in the papers. The Reporter in its direct observation coverage has raised political controversies, upcoming laws and bills. However, the Ethiopian Herald direct observation coverage tried to raise solutions for somehow appeared things in a positive manner by trying to cover most parts of Ethiopia. The Daily Monitor and Sub-Saharan Informer coverage by direct observation of their reporters focused on the horn of Africa political news. The Daily Monitor used its

reporters for covering issues that are available in Addis Ababa. In the case of Sub-Saharan Informer it used its correspondents to cover issues outside of Addis Ababa. Capital and Fortune newspapers coverage of issues by their reporters mainly revolves around economical issues around the metropolis. Economical transactions, business controversies, investment of private companies, government mega projects and etc. are the major issue raised in the newspapers.

From the total fully attributed news 51% used human sources. The Ethiopian Herald, which is the governmental press, focuses on political and economical issues have showed a relatively high reliance on human sources. In the Ethiopian Herald usage of human sources, government sources were mainly used followed by Non-government and others. According to the visited Addis Ababa based English newspapers, government dignitaries mainly choose to be interviewed by governmental press rather than private ones. The Daily Monitor and The Sub-Saharan Informer usage of human sources was relatively low when compared to the other papers.

From the total press conference reported news, the share of the Ethiopian Herald was 65% and the others took the rest. This shows that organizations tend to invite more of governmental press than the private press. According to an interview made with the private newspaper editor-in chiefs, most of them replied, a significant numbers from those who invite us to a press conference tries to use it as an advertisement and a public relation instrument in being printed by the private press.

From the fully attributed news 10% of the news stories used record and documents for their news stories. Capital and Fortune report and document usage was mainly on the economical sector, financial reports, donors, documents, bid results, financial institutions yearly reports, Governmental record of minutes, etc. were used. The reporter usage of politically related documents was seen on the visited papers. Usage of record and documents in the daily Addis Ababa Newspapers was very low. But governmental related documents were used in the Ethiopian Herald newspaper. In the study usage of news agencies as a source in the weeklies is rarely seen where as the daily Addis Ababa based English newspapers usage of news agencies as a source was

high. Most of the Ethiopian Herald's news sources are national news agencies that come from the Ethiopian news agency and Walta information center. The news agencies are interested with the government's priorities and development related stories. Major news sources of the Daily Monitor are the international news agencies like Reuters, British Broadcast Corporation News which are acquainted with sensational, controversial and conflict news.

From the fully attributed news 13% used multiple sources to complement their news stories. The Ethiopian Herald and Reporter used multiple sources in covering political issues where as Fortune and Capital in economical issues. The Daily Monitor and Sub-Saharan used multiple sources in citing horn of Africa political issues. In the reviewed news articles an average of less than one news source was used in the news articles.

From the total 272 news 23% have unnamed news sources. In the visited papers the dailies usage of unnamed sources is less than 1% of the total unnamed sources. The rest 99% of unnamed sources were used by the Addis Ababa based weekly English newspapers which are Capital, Fortune, The Reporter and Sub-Saharan Informer. The Capital and Fortune used unnamed news source to cover issues about economic and political cases, where as The Reporter newspaper focused on using unnamed news source revolving around inland political issues which is contrary to The Sub-Saharan Informer which used for the horn of Africa political news coverage.

From the 240 news sources used in the 272 stories by the Addis Ababa based English news papers male news sources are mainly used. Male sources are used on average 2.68 times than that of the female. In the visited articles Governmental sources are used mainly to support the news articles followed by Non-governmental sources. The occupation of male sources greatly varies that of the occupation of female sources.

From the 240 news sources 149 are Addis Ababa news sources which represent 62% share. Since all the papers are Addis Ababa based Newspapers a huge focus has been given to the city in using the city's news sources. The second most used news source is from Oromia Region. Having its proximity to Addis Ababa and huge number of population has become an attention to most of the editor-in-chief's as they told the

researcher in an interview in July 2012. News sources from Amhara Regional State represent 7% of the total reviewed articles. Therefore, in the reviewed articles of the Addis Ababa based English newspapers 82% of the sources were from Addis Ababa, Oromia and Amhara Regional States. The rest 17% of the news sources represent Dire Dawa Administration and regional states including Afar, Benshangul Gumuz, Gambella, Harar, Somali and Tigray. This could be taken as an element suggesting the some regions are given less coverage.

From a total of fully attributed news 58% used their attribution on the lead part, 32% cited their sources in the news body part and the rest 9% cite their news sources in the headlines. In the Ethiopian Herald, Fortune and the Reporter issues found to be covering the 81% of news that attribute in the headlines. The newspapers mainly attributed news source like high level government official, ministries, and business & association leaders.

#### **4.4 The Editorial Policy of the Newspapers**

The editorial policy document of the Addis Ababa based English Newspapers regarding news source usage and attribution is vital in having a picture of how the stated in house policy apply on the news articles of the papers.

The researcher has gone to all the publishers of the Addis Ababa Based English newspapers. Capital, The Reporter, The Ethiopian Herald and Sub-Saharan Informer publishers have given their editorial policy to the researcher. Where as the publishers of the Daily Monitor and Fortune newspapers editor- in -chiefs told the researcher that they couldn't give the researcher their policies due to their in-house regulations; but they have explained the details of their policy verbally.

The Ethiopian herald editorial policy says News events that indicate the role of Ethiopia in the world politics especially in the horn of Africa receives high focus in the news articles of The Ethiopian herald issues. Higher officials' visits and their objects (purposes) group discussions, international meetings (conferences) that take place in Ethiopia, conventions, celebrations and any other meaningful events for the county's international relations are also given priority in the Newspaper. The Ethiopian Herald

editorial policy attentively searches and report news according to their rank from the federal government and regional administrations to the public.

The editorial policy of The Ethiopian Herald says stories that base on government's economic development policy, strategy and program will have special focus. Educational and health policies and strategies that designed to create efficient and healthy citizens published with special focus in promotion them and in their implementations.

Stories (or articles) that published on the agency's newspapers must take the gender equality into account while reporting It gives fair coverage to the women's affair Negative news portraying Africa as a place of civil war, anti-democracy and arrogant, drought and exodus will not be hosted on the newspaper. National news receives much focus on the newspaper. Space given for the foreign news is limited. In relation to their priority, it will be given to national news events than to the foreign news. Rather it (the newspaper) covers news events that accelerate the peace, development, democracy, justice, equity and social growth. Even though the policy says so controversial issues and fair coverage on gender issues are hard to find.

Capital newspaper editorial policy says "Anonymous sources are the weakest" but in the sited news articles it has been found that Capital usage of unnamed sources was among the highest. In another part of the editorial policy the paper forwards ways in using unnamed sources. "Capital strongly discourages the use of anonymous sources. In very rare circumstances, and in consultation with editor in chiefs, Capital staff may opt to use anonymous if there is no other way to present the information, if the source's privacy and/or reputation require protection, if the privacy and/or reputation of the source's relatives require protection and if it is necessary to protect the source from academic, psychological, or physical harm

Capital editorial policy says a capital journalist or camera is always the best source on a witnessed event but in reality news articles covered by direct observation is very low. In the policy it says two or more sources are better than one but usage of multiple sources in the reviewed articles is among the lowest.

The Reporter editorial policy about usage of unnamed news sources says “usage of unnamed sources is not recommended unless it has a high public interest backed by some related information and the information should be verified by another source. But a question may arise in how the information may be verified that could be found from anonymous source.

The Reporter editorial policy says “the journalist should give as much and detail as the journalist can about sources where named or anonymous, to authenticate information they provide but in the reviewed article of the Reporter most of the stories has limitations in defining sources.

The Sub-Saharan Informer editorial policy says “As much as possible, the newspaper backs each story with sources and usage of anonymous sources is prohibited” but the data gathered on the stories of the Newspaper indicate the opposite that most quoted sources are either unnamed sources or partially attributed sources.

The editorial policy of the Newspapers gives priority to fairness, balance and domestic cases for the selection of news. The Newspapers are governed by the editorial policy for their news source usage. All of the Addis Ababa based English Newspapers editorial policy says that the public has the right to know and each news should have a source. In the editorial policy of the Newspapers usage of anonymous source’s is not recommended unless it is a universal truth or of high public interest backed by some related information but the reality is the opposite except the Ethiopian herald and the daily monitor all the rest Newspapers use anonymous sources significantly.

#### **4.5 The Ideas of Journalist on the Newspapers**

The ideas of journalists on the newspapers is a very crucial point for this study. 60 questionnaires were distributed to the journalists of Capital, Fortune, Herald, The Reporter, Monitor, Sub-Saharan, Ethiopian News Agency, Walta Information Center, and Ethiopian Broadcast Authority. The return rate is 80%. Descriptive results indicated that the subjects had a miscellany of features. Those in the age bracket 30 or below were 35.8%; those aged 31-40 were 45.55%; those 41 -50 were 14.25% and those 51 years

old or above just 3%. Gender-wise, 78.4% were male and 20.1% female; 47.8 were married. 44.8% single. Close to 44.8% reported having an undergraduate degree; 46.3% had a college diploma; 5.2% a school completion certificate, and only 1.5% had a master's degree. As regards work experience, 37.3% had 5 or less year of practice, 32.8% had 6 – 10 years; 14.9% worked 11 – 15 years; 6.7%, 16 – 20 years and 8.2% 21 more years.

Their response is summarized as follows:

- 75 percent of the respondents strongly agreed that Human sources are used mainly in the newspaper. Thirty percent of the respondent's said direct observtion is used mainly and 10 percent said document and records are used mainly.
- Regarding press conferences, 60% of the respondents answered that there aren't a lot of press conference reports in the weeklies.
- Usage of records and document's is another question and the response was 70 percent of the respondents strongly agreed that the Newspapers have not used record and documents in many of their reports.
- According to 60% of the respondents, they strongly agree that the reporters do not have the experience and capacity to monitor different medias, documents, records and etc ... A higher percentage (80%) said they don't think that the Newspapers uses multiple sources for their news stories. The same percentage of respondents 80 percent said the Newspapers used anonymous sources mainly in their news stories.
- From the respondents, 65 percent agree that the Newspapers cite their sources in its news body part mainly and 35 percent said the Newspapers cited their sources mainly in the lead part.
- 65% of the respondents strongly agreed that news coverage made by a direct observation of the Newspapers reporters in the Addis Ababa based English Newspapers is very low.
- 80% of the respondents agree that the newspaper used more foreign documents and reports rather that domestic ones.

- 91% of the respondents strongly agreed that the Newspapers usage of news sources from different regions of the country is very low.

The respondents also gave answers to an open ended question most of them agreed that human sources are used in press conference, interviews, etc.. Direct observation is used in the newspaper for covering courts, meeting ...etc and documents are used in the papers like reports and press release.

Fifty plus percent respondents agreed that the newspaper used multiple sources for reports of Governmental and story's of opposition parties in the Newspapers. A higher number of respondents agree that the competition had forced the Newspapers to use anonymous sources. A 75% plus respondents agree that in the case of citation, giving a tip of the source in the lead and to explain in the body part has a greater use. 100% of the respondents strongly agree that sources belonging to groups who shared the same opinion as the newspaper were used as a source in the newspapers.

From the journalists' response on the knowledge and use of anonymous sources, 100% of the journalists know what anonymous sources are while 74.1% actually use them in their reportage. From the journalists response 60% of the anonymous sources are in political stories, 30% in social, 5% in economic, and 5% in other stories. The findings reveal that from the respondents, 36% cultivate anonymous sources from non governmental institutions, 54% from government institutions, and 10% from others. Depicting the different reasons why journalists sometimes cultivate anonymous sources 95% of the respondents said because of demands from the sources, while 5% said for keeping the source. 70.6% of the respondents detest the practice of anonymous sourcing in the journalism profession while 29.4% think it is a good practice. This indicates that though most Addis Ababa based English Newspapers journalists make use of anonymous sources, a greater percent of them that is 70.6% really don't like the practice.

35.3 % of the respondents believe the practice of anonymous sourcing is good because it encourages sources to confidently and continuously give out information to the journalists; 23.5 % thinks it's the only way to have access to sensitive, correct and crucial information; 11.8% believe it is just ethically correct while 24.9% are indifferent.

23.5% of the respondents believe that sources sometime prefer anonymous sources for fear of stigmatization, 70.6% to avoid punishments and other implications from higher authorities while 5.9% think sources do this because of timidity.

## CHAPTER FIVE

### CONCLUSION AND RECOMMENDATIONS

#### 5.1 Summary

In order to report news value events the reporter uses different news sources. A news event can happen at any time and place. The action of the event or the participants is also evidence about the event can be taken from the three fundamental news sources as explained in chapter 2. These three sources of information by themselves and in combination with others will play a key role.

From the analysis of this report, it is clear that in the sample news human sources have a great number. (I.e. 71% of the news is based on interview and press conference) Human source have a great role in finding information but for the sake of credibility, accuracy and trust worthiness it is vital to supplement it with other news sources. Usage of multiple news sources are not much on the visited news articles, only 29% have used two or more sources. Since the use of multiple sources has a great advantage the Newspapers have weakness on this side.

From a total of 57% fully attributed news (20%) used direct observation (35%) used human sources (30%) used record and document and (15%) have used a combination of two or more news sources.

A majority of Addis Ababa based English Newspapers used direct observation news source for political news. In the sampled news articles 57% of the news articles have fully attributed their news sources used for the news. partially attributing a news source is the second highly used phenomena giving a share of 23% in the sampled articles. This thesis has also found that 1/5 or 20% of the news stories have given no information about their news sources.

From the total fully attributed news, 35 percent were taken from human sources and on most of the Newspapers the news focused on political, economical and social areas.

Most of the papers used high level Government officials as a humanistic source. Experts were generally taken as a second news source in the visited Newspapers.

Moreover from the total fully attributed news stories 37% were single sourced stories. Most of them quoted opinions and reports of government office representatives and did not show other perspectives on the reported issues. There were a total of 240 news sources on the reviewed editions of the Newspapers for a total of 272 news stories, which gives an average 0.85 numbers of news articles in each news story. This shows the number of sources with several, diversified sources were low.

According to the 272 news stories taken from the Newspapers (20%) have partial attribution. In the partially attributed news articles the share of politics was higher.

As a final point, this research briefly analyzes the frequency of the gender of sources. The results reveal a strong bias in favor of male sources. From the total of 240 sources, 60.3% were males, 29.2% unspecified sources (organizations, documents or groups) and, only 10.4% females. Further research is needed, but the results suggest that most of sources are controlled by males.

## 5.2 Conclusion

The findings of this research are concluded as follows:

- Most news articles in the Addis Ababa Based English Newspapers mainly focused on social, political and economical agendas, in the reported news articles 46% of the stories have either used partial or anonymous sources (20% of the news had no source and 23% attribute partially) this has a great effect on the reliability of the news. Since the objective of the social, political and economical news is to deliver reliable information to the public, source citation

problems must not have been occurred at all. On the other side on the fully attributed news articles citation on the lead show un limitedness in giving the sources information.

- Based on the findings, it is concluded that the Newspapers use anonymous sources mainly in their news stories and usage of multiple sources for their news stories is very low.
- Addis Ababa based English Newspapers focus mainly on Addis Ababa. Most stories in these Newspapers cover Addis Ababa related issues.
- Eventhough the Newspapers papers editorial policy says fairness and balance, it can be clearly seen that non-Governmental news or like political activites, civic organization activities, current affairs; private investor's activities are not given priorities in most of the papers. The type of sources that appeared frequently in the news stories that are reviewed in this article shows Governmental sources are mainly used in the Addis Ababa based English newspapers.
- Though the editorial policy of the newspapers states that the Newspapers backs each story with a source and usage of anonymous sources is prohibited, the data gathered on the stories of the newspapers indicates the opposite, that the most quoted source are either used anonymous source or partial attributions.
- The results of the research also suggest that most of the sources are controlled by males.

Research into news and journalism indicates that for various structural reasons; the media's ability to fulfill their democratic roles often does not live up to textbook ideals. One important reason is the reliance of the media on official sources which is also seen in the Addis Ababa based English newspapers. In this research paper it has

been found that Addis Ababa based English newspaper's provide their news stories with authoritative backing where journalists prefer to quote high-ranking politicians rather than, for example, civil society groups, the validity of whose claims is often difficult to establish in the daily routines of news production, the interaction between journalists and politicians is also characterized by a high degree of cooperation, frequently even a symbiotic relationship, where each side benefits from their respective counterpart. Journalists, therefore, often regard adversaries as an unnecessary disruption of this relationship, as it can block their access to government officials and the chance of obtaining off-the-record background information.

In this research paper it has been found that Addis Ababa based English newspaper's usage of news sources from local communities was at the lowest the papers might felt that by doing so it may distances themselves from the symbiotic relationship with political elites which has an impact on the voice of ordinary citizens and the public .

The results of the research also suggest that most of the sources are controlled by males which indicate that the community is a male dominated society in which the media is repeating the same mistake by empowering male sources.

The more governmental figure as sources, the more likely it is that governmental sources are leading the tango in the Addis Ababa based English newspapers which it seems safe to conclude that governmental sources usually figure predominantly as sources in Addis Ababa based English newspaper's news journalism.

Taken together, the results so far seem to support Cook's (1998) view that while governmental sources may have the power to instigate news and direct the attention of the reporters towards particular events and issues.

### 5.3 Recommendations

The weaknesses that are indicated in the analysis of the Addis Ababa based English Newspapers should be improved based on Journalistic discipline and ethics. Accordingly the researcher recommends the following suggestions:

- **Regarding usage of multiple news sources:** In order the news to be credible, the news should be reported from diverse news sources.
  
- **Concerning citation of sources:** In modern journalism, it is mandatory to include news sources in the news. Therefore, the newspaper should include news sources clearly and enhance the capacity of its reporters in areas like citation and attribution.
  
- **With regards to record and document:** It is vital to use evidences in news stories. The Newspapers have to make effort in using records and documents. The Newspapers should also try to create the awareness of their journalists on the usage of records and documents by giving trainings.
  
- **As regards source distribution by regions:** It is highly recommended that the Newspapers should increase their coverage in regions.
  
- **Based on solutions suggested by journalisits, the management of the Newspapers should consider critical issues such as:**
  - Traning for journalists in the areas like citation, usage of documents, reporting,etc..
  - Increase usage of diverse news sources
  - Increase source distribution from regions
  - Increase their institutions capacity

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## Appendix 1

### Questions for the Editor in Chiefs

1. Which type of new source do you use frequently?
2. Do you use direct sources, if so to what extent do you use?
3. Do you use human sources,if so to what extent do you use ?
4. Do you think that there are more of press conference reporting in your Newspaper?
5. Do you think that the Newspaper use records and documents in many of its reports?
6. Do you think that the Newspapers use more foreign documents and reports rather than Humanistic sources from domestic one?
7. Do you think that the reporters have the experience and capacity to monitor different media, documents records and etc.?
8. Do you think the newspaper uses multiple news sources for its reports?
9. Do you think that the newspaper used anonymous sources mainly?

10. Which type of citation is used mainly?
11. Do you think that the newspaper use different news sources?
12. For what kind of news is humanistic sources used mainly?
13. For what kind of news is direct observation sources used mainly?
14. For what kind of news, documents are used mainly?
15. For what kind of news are multiple sources used mainly?
16. Why do you think Newspapers use anonymous sources?
17. Which type of citation is more advantageous? Giving a tip of source in the lead or to explain it in the body part. Explain briefly

## Appendix 2

### Content Analyses Code Book

V1: Id of story

V2: ID of source in the story

V3: Name of the newspaper

V4: Type of attribution

1. Full attribution
2. Partial attribution
3. Anonymous

V5: Nature of the source

1. Direct observation
2. Human Source
3. Record and document
4. Multiple source

V6: Sex of source:

What is sex of the source?

1. Woman
2. Man
3. Unspecified (organizations, documents, groups, anonymous)

#### V7: Type of Source

1. Governmental source
2. Non-governmental source
3. Other

#### V8: Type of citation

1. Citation at the news body part
2. Citation at the lead
  - 2.1 Citation at the beginning of the lead
  - 2.2 Citation at the end of the lead

#### V9: Type of Source

1. Economy
2. Political
3. Social
4. Other

#### V10: Geographical location of the source

1. Local
  - 1.1 Addis Ababa
  - 1.2 Oromia
  - 1.3 Dire Dawa
  - 1.4 SNNPR
  - 1.5 Tigray
  - 1.6 Somali

1.7 Benishangul gumuz

1.8 Gambella

1.9 Afar

2. Regional

3. International

## Appendix 3

### **Names and Titles of Interviewees**

- *Ato Dejene Tessema, editor-in-chief of the Ethiopian Herald*
- *Ato Biruh Yihunbelay, editor-in-chief of the Reporter*
- *Ato Biruk Girma, editor in chief of the Daily Monitor*
- *Ato Girum Abate, editor-in-chief of Capital*
- *Ato Yetneberk Tadele, editor-in-chief of Fortune*
- *Ato Dereje Berhanu, editor-in-chief of the Sub-Saharan Informer*

The individual in-depth interview was conducted in June and October 2012.

## Appendix 4

### Definitions

**Government sources** include legislative, executive judiciary and institutions

**Non-government sources** include political parties, voluntary and other non-governmental institutions and members of public.

**Political News:** news that categorized under politics include both national and international news relating to foreign relations, legislative and executive activities, government decisions, constitutional issues, official visits, political candidates, elections, political appointments, diplomatic relations, good governance, internal party and inter-party relations, human rights, referendum, parliament, regional administrations, abuse of political power and corruption, policy statement, international political organizations' activities, embargo and other related political issues.

**Economy News:** news that fell under this category were those relating to agriculture, trade, industry, economic indexes, buildings, tourism, finance and commerce, donations, business agreements, budget, projects, investment, employment/unemployment, entrepreneurship, capacity building, tax, trade fair and other related economic activities.

**Social News:** this category includes news about level of teaching and teaching standards, students and all aspects of both formal and informal learning. news events relating to health system, public health, development in medical practice and other related topics included under this category. This category involves conservation, environment management and mismanagement, activities of environmental organizations, environmental degradation, conferences that address issues of environmental concern.

**Other:** news about music, entertainment, cultural literature, translation, paintings, language, film and photography, museums and fine arts. stories on gender equality, female circumcision, meetings, and activities that address issue of gender. : news on competition, results, training, records, leagues, fans, individual

athletes, coaches, team, legal measures, appointment, firing and transfer. stories that did not fit to any of the above classifications were categorized.

**Woman Source:** a source was coded as woman when the journalist identified or suggests that the people who gave the information were female.

**Man source:** the same process was followed to code a source as man.

**Unspecified sources:** were actors with no gender identification such as organizations, anonymous sources, groups, and documents.

## Appendix 5

### **Some excerpt from the editorial policy of the Addis Ababa based English newspapers**

#### **The Ethiopian herald**

**5.1.35:** African news (or African related news) that the organization receives either by its own staff reporters or other national or international news sources ought both to strengthen the Africans integrity and to enhance their (African) mass-solution for their problems in the international affairs; more, they ought to promote the norms and traditions and indicate the Ethiopia's role practically.

**5.1.36:** ....news events that indicate the role of Ethiopia in the world politics especially in the horn of Africa receives focus. Higher officials' visits and their objects (purposes) group discussions, international meetings (conferences) that takes place in Ethiopia, conventions, celebrations and any other meaningful events for the county's international relations.

**5.2.1.1....**in this regard (the agency) attentively search and report news according to their rank from the federal government and regional administrations to the public.

**5.2.2.7 (A)** stories about the agriculture, agro-industry, huge industries, health centers (institution), real estates and schools (educational institutions) will be published. The role that they have for the country's economic growth and for the public advantage is reported in detail.

**(E)** Activities of the organizations that participate (involved) in the road and infrastructural buildings, the product supply and transportation obtain coverage. The coverage will be based in the role that they will have on the development program.

**5.2.2.13 (B-4)** stories that base on government's economic development policy, strategy and program will have special focus.

**5.1.30** Any result (success or failure) of health and medicine studies conducted in order to control a particular disease reported with high responsibility. While reporting, the news must not be published in a way that creates unproved hope to cure from the disease for the patients and their families.

**5.2.3.2** Educational and health policies and strategies that designed to create efficient and healthy citizens published with special focus in promotion them and in their implementations.

**5.2.3.4** Stories (or articles) that published on the agency's Newspapers must take the gender equality in to account while reporting It gives fair coverage to the women's affair.....

**5.2.9.4** Negative news portraying Africa as a place of civil war, anti-democracy and arrogant, drought and exodus will not hosted on the newspaper.

**5.3.1.1** The agency's news products given priority according to their news values.

**5.3.1.2:** The newspaper does not provide priority to the news contents only because they are protocol news.

**5.3.1.4:** National news receives much focus on the newspaper. Space given for the foreign news is limited. In relation to their priority, it will be given to national news events then to the foreign news.

**5.1.32:** ....rather it (the newspaper) covers news events that accelerate the peace, development, democracy, justice, equity and social growth.

## **Capital**

Capital strongly discourages the use of anonymous sources. In very rare circumstances, and in consultation with editor in chiefs, Capital staff may opt to use anonymous for the following reasons:

- The information must be important enough in the opinion of the editor in chief to warrant anonymity

- There is no other way to present the information
- The source's privacy and/or reputation require protection
- The privacy and/or reputation of the source's relatives require protection
- It is necessary to protect the source from academic, psychological, or physical harm

### **Sub Saharan Informer**

The public's right to know about matters of importance is paramount. The newspaper has a special responsibility as surrogate of its readers to be a vigilant watchdog of their legitimate public interests.

No statement of principles can prescribe decisions governing every situation. Common sense and good judgment are required in applying ethical principles to newspaper realities as new technologies evolve, these principles can help guide editors to insure the credibility of the news and information they provide.

The Sub-Saharan Informer aims to serve as a constructive critic of all segments of society. It reasonably reflects, in staffing and coverage, its diverse constituencies. It vigorously exposes wrongdoing, duplicity or misuse of power, public or private. Editorially, it advocates needed reform and innovation in the public interest. News sources are disclosed unless there is a clear reason not to do so, when it is necessary to protect the confidentiality of a source.

The newspaper and its staff are free of obligations to news sources and newsmakers. Even the appearance of obligation or conflict of interest is strictly avoided.

## THE REPORTER

### IDENTITIES AND INTENTIONS

As a general practice, all staffers should identify themselves as Reporter's employees. This includes gathering information online in chat rooms, etc. An exception would be a restaurant reviewer who is adhering to the company's policy of anonymous reviews. Any decision to not identify yourself as an employee needs the approval of the editor in chief or the general manager.

### NO COMMENT

A person's decision not to answer a reporter's question should be treated with care in news reports. Generally there are three ways a person's desire not to be quoted in a news report can be worded:

- The person refused to comment.
- The person would not comment.
- The person declined to comment.

The Reporter's preference in most cases is the middle one – "Would not comment." "Refused to comment" is a loaded phrase that should be used cautiously; save it for instances in which the person questioned would be expected to respond to a serious allegation – because of his or her public office, job description, relationship to the article or the particular circumstance – but goes out of his or her way to avoid doing so. "Declined to comment" is not a loaded phrase, but it may imply that the person doesn't have an obligation to comment on whatever is happening. Use it for soft allegations and sensitive situations.

## SOURCES

Credibility is the Reporter's greatest asset. For that reason alone, we must make every effort to fully identify the news source in a story.

Care must be taken when juveniles are used as sources. Children in elementary school may not fully understand what it means to talk to a reporter. That is more fully understood by most children in middle and high school. When talking to a child of elementary school age and younger, make sure the school has signed parental release. If the school does not, you must talk to the child's parent and make the parent or guardian aware of what was discussed and what will be quoted or photographed.

In the past, particularly in event and feature coverage, we have used unnamed sources in stories deemed uncontroversial. ("I think it's great", said one festivalgoer who asked not to be identified.") Such quotes are now prohibited. They add little to the story; without a name, the comment has no substance. The reader has no ability to connect. If you stop someone to get a comment about an event, make sure that the person is willing to be identified. If not, seek someone else. The reporter will not use an unnamed source except in rare instances approved by top editors.

A story that uses a confidential source should be of overwhelming public concern. Before using an unnamed source, you and your editor must be convinced that there is no other way to get the essential information on the record. The unnamed source must be in a person to know and have firsthand knowledge of the story. We should be willing to reveal to the public why the information.

Occasionally, it may be impossible to identify a source – a heckler in a crowd calls out while the president is giving a speech.

Our general rule of thumb is to identify all speakers. Sourcing gives story credibility.

If the use of an unnamed source is required, follow these guidelines:

- Use as a source only someone who is in a position to know.
- Make clear that an agreement of confidentiality is between the newspaper and the source, not just between the reporter and the source.
- Inform the source that the reporter will not honor confidentiality if the source lies or misleads the newspaper.

## Appendix 6

### REVIEWED NEWS ARTICLES FROM THE SIX ADDIS ABABA BASED ENGLISH NEWS PAPERS

#### *The Daily Monitor*

##### *January 1*

1. Shocked MSF confirms two staffs killed in Mogadishu-Somalia.
2. Institute to produce anti-viral medicine locally.
3. ICRC sends aid for casualties in Somalia fighting.

##### *January 9*

4. AU joins to investigate Somali mosque attack.
5. Taiwan Red Cross raise US \$1.71 million for East Africa.
6. Sudan to establish free zone area with Ethiopia.

##### *January 17*

7. Drought remains Ethiopians challenge despite intermediate growth-UN report
8. Government says German, Hungarians and Austrian Killed.
9. Aid agencies call for rapid response to food crisis in East Africa.
10. AU expresses concern over Somalies TFP crisis.

##### *January 25*

11. Africa should be alert to survive from EU debit crisis.

12. Top UN official moves to Somalia as violence rages.
13. Ireland trade development minister visits Ethiopia.
14. Fund management sees Africa as next investment hot spot survey.
15. EU-Ethiopia civil society fund wrap-up workshop.

### ***February 2***

16. 18<sup>th</sup> AU summit concludes with package of agreements.
17. Africa targets free trade area by 2017.
18. Ethiopian Christians to be deported from Saudi Arabia.
19. AU extends mandates of current head exposing divisions.

### ***February 10***

20. Country growing 11.4% - Prime minister
21. Africa loses billion on potential trade earnings – World Bank
22. Ethiopia seeks assistance from India to promote tourism.
23. High speed, hired guns drive Somali piracy cost

### ***February 18***

24. Fine coffee conference promotes Ethiopian coffee
25. UN move to boost AU Somali forces seen by next week.
26. Ethiopian Airlines inks plane deal with bombardier
27. AU calls on Sudan, South Sudan to remain committed for on non-aggression cooperation deal

### ***February 25***

- 28. Yemenis Salah departs us for Addis Ababa
- 29. World Bank issues SOS for oceans, backs alliance
- 30. Ethiopia hosts 13<sup>th</sup> World Health congress-MOH
- 31. Foreign militants killed in Somalia in strike on car

### ***March 4***

- 32. FMM deputy, government officials economic challenges
- 33. Somali residents welcome Ethiopian troops after rebels rout.

### ***March 12***

- 34. Ethiopia Dismisses reports of major Somali losses
- 35. Human rights work crippled by restrictive law, Amnesty

### ***March 20***

- 36. Ethiopia refutes report of more attacks inside Eretria.
- 37. Chief economist praise Ethiopia for light manufacturing, See spurring economic growth.

### ***March 28***

- 38. Ethiopian troops seize main rebels' town in central Somalia.
- 39. Africa's top retirement fund in overreach investment push.

## ***The Ethiopian Herald***

### ***January 1***

- 40. 23 billion birr foreign investment projects in full swing-ENA
- 41. Ministry redesign satellite educational TV program-reporter
- 42. WHO warns of danger of bird flu

### ***January 9***

- 43. STREET vending said affecting legal trade- report
- 44. Japan reaffirms commitment to assist in industrialization effort
- 45. Innovation ensures quality, equality of education: UNESCO

### ***January 17***

- 46. Libya will be represented by PM after the Gaddafi
- 47. Ethiopia says Eritrea-trained gunmen killed and kidnapped tourists
- 48. threaten to take action against

### ***January 25***

- 49. New AU complex inauguration Saturday
- 50. No doubt Asmara responsible for tourist attach, Ministry-
- 51. 38 leaders confirm summit participation

### ***February 1***

- 52. Africa set to establish continent free trade area by 2017
- 53. Arba Minch fishes endangers

### ***February 9***

- 54. Can Ethiopia benefit from WTO membership?
- 55. Meles hold talks with Somaliland president
- 56. Google conduct 1<sup>st</sup> Ethiopian meeting.

### ***February 17***

- 57. Premier present government a performance report to parliament today
- 58. High End Leather Product Display
- 59. Nato, AU hold meetings in Addis

### ***February 25***

- 60. Ethiopia pushes for green economy ahead of Rio +20
- 61. Congress opportunity to share health extension practice, Minister
- 62. Organization to hold mass wedding for 1000 couple.

### ***March 4***

- 63. Lamu project ..... to create competition in economic sector: Meles
- 64. Building teachers capacity
- 65. Do Higer midi buses live up to expectation

### ***March 12***

- 66. Shameful act eroding culture, morale
- 67. Workshop emphasis, significance of domestic saving
- 68. Council says religious training based on scriptures

**March 20**

- 69. Ethiopia condemns Italy's position
- 70. Africa requires 1,101 new aircraft
- 71. NBE recommends banks to stop lending

**March 29**

- 72. AU asks Khartoum and Juba . .
- 73. Sudan lay blame on GOSS . .
- 74. WFP stops buying corn soya blend from 10 factories
- 75. Costs of Brain Drain . . .
- 76. Genesis Farms accumulated loss eliminates its capital base

***The Sub-Saharan Informer***

***December 30, 2011 - January 5, 2012***

- 77. Finchaa sugar expansion project set for completion this year
- 78. Somaliland next on EEPSCO's power grid
- 79. ERCA flip-flops in customs' payment

***January 6 - January 12, 2012***

- 80. Sudan cuts hard currency carried by travelers . . .
- 81. Oil exploration license for Gambela . . .
- 82. Security Council urges reliable support for AMISOM . . .

***January 13 - January 18, 2012***

- 83. Meta Abo joins Diageo Family
- 84. Government would raise billions of dollars if it sold state-owned companies
- 85. Ugandan Coffee Affected by Molt

***Friday January 20 - January 27, 2012***

- 86. South Africa face off with Gabon for AU chairperson slot
- 87. Libya will be represented by PM after the Gaddafi
- 88. Ethiopia says Eritrea-trained gunmen killed and kidnapped tourists
- 89. threaten to take action against
- 90. Sudan demands reduction to Darfur peacekeeping mission
- 91. Ethiopian Refutes ET 409 crash report

***Friday January 27 - February 02, 2012***

- 92. New African Union Building to be inaugurated on Saturday
- 93. 200 die from nodding disease
- 94. GIMAC advocates for Dr. Dlamini-Zuma
- 95. Ethiopian court sentenced Journalists, politicians 14 years to Life imprisonment

***Friday February 03 - February 09, 2012***

- 96. Derba MIDROC Cement Enters the Market - Cement price could drop 30 to 40birr
- 97. Agency Releases Bank Accounts of Ethiopian Rotary Offices
- 98. Trial of Chad Ex-President
- 99. South Africa Broadcasting AU Headquarters

***February 10 - February 16, 2012***

- 100. Ethiopian Opposition Downplays Meles's report
- 101. Ethiopian PM Defends Anti-Terror and Land Lease Law
- 102. Journalists in Uganda Harassed

***Friday February 17 - February 23, 2012***

- 103. Sharp rise in Sudanese refugee numbers
- 104. 60,000 Ugandan Soldiers to be Circumcised
- 105. Convicted Ethiopian journalists to Appeal

***Friday February 24 - March 01, 2012***

- 106. UK convenes conference on Somalia - International conference aims to end impasse on peace, piracy and humanitarian assistance
- 107. Ethiopia's police, housing agency receive low scores in corruption survey
- 108. Towards EAC political integration

***Friday March 16 - March 22, 2012***

- 109. Ethiopian troops attack
- 110. Museveni talks about Uganda and Sudan border conflict
- 111. EPRDF announce its top agenda job creation
- 112. Tourism income picks up by 111 percent

***Friday March 23 - March 29, 2012***

- 113. Ethiopia's foreign trade deficit rising fast, NBE says
- 114. AU condemns military coup in Mali - Elected government dissolved ,soldiers urge calm after coup announcement
- 115. Gaddafi's stamps nullified in Uganda

***Capital***

***Sunday January 1, 2012***

- 116. Al-Amoudi Buys Ries Group
- 117. Bonds due in three weeks
- 118. Ethiopian sells five Fokker's to Fortran

***Sunday January 8, 2012***

- 119. Good News Bad News

***Sunday January 15, 2012***

- 120. Powerful Celebration
- 121. Ethiopian Bond Exchange market needed
- 122. 'Highland' bottlers close shop

***Sunday January 22, 2012***

- 123. Deadly Eruption

***Sunday January 29, 2012***

- 124. IGAD Fails to Resolve Sudan's Problem
- 125. "Boosting Intra-African Trade

***Sunday March 11, 2012***

- 126. Foreign firm Invited to manage state wholesale enterprise
- 127. PPESA was looking into merging MEWIT and the state owned market enterprise Et Fruit
- 128. Textile Focus

***Feb 19, 2012***

- 129. New customs regulations to speed up export process
- 130. Freight Forwarders cry foul as ESLE monopoly grows
- 131. Industry Minister calls for more investment

***Sunday March 4, 2012***

- 132. ERCA flip-flops in customs' payment
- 133. Ethiopian revenue climb 50% in midyear
- 134. High End Leather Product Display
- 135. Nato, AU hold meetings in Addis
- 136. Agricultural products price continue to rise

**Mar 11, 2012**

- 137. "Mother of Thousands" Celebrated
- 138. Strategic Action Plan set to help achieve MDGs

**Mar 18, 2012**

- 139. Seven Seas to upgrade United Bank's datacenter
- 140. Poverty Index shows decline

**Mar 25, 2012**

- 141. Five of the seven state enterprises tabled for privatization go to the Sheik
- 142. Remittances rise, trade gap widens: NBE
- 143. Africa would be among my top priorities, says US nominee for World Bank

***The Reporter***

**31 DECEMBER 2011**

- 144. Government suspends cement factory licensing
- 145. Shell plans oil pipeline construction from South Sudan to Ethiopia
- 146. ECX, oilseed processors in a row over sesame trading
- 147. Ethiopian looks east
- 148. MoFED sues Addis Spare Parts on unpaid loan
- 149. Man gets 14 years for gouging his ex's eyes

**07 JANUARY 2012**

- 150. Court fines five Chinese poachers
- 151. Commission gives ZTE/Telkom Kenya network lower rate
- 152. NBE recommends banks to stop lending

- 153. WFP stops buying corn soya blend from 10 factories
- 154. Banks board chairs to petition PM over 27% bond

#### **14 JANUARY 2012**

- 155. Highland ceases production
- 156. Ministry to resume minerals exploration licensing
- 157. IFC shows interest to facilitate finance Rosetta Metro Plaza
- 158. Fuel shortage hits Addis as E10 makes a comeback
- 159. Genesis Farms accumulated loss eliminates its capital base
- 160. Court orders Girmay to defend charges of fraudulent misrepresentation

#### **21 JANUARY 2012**

- 161. Near-death experience
- 162. Elias Kifle et al sentenced
- 163. BGP collects encouraging oil data in Omo valley
- 164. WB proposes light manufacturing industries for Ethiopia
- 165. Tensions rise between Ethiopia, Eritrea after tourists' killings
- 166. ET409 investigation report ends in disagreement
- 167. Auction for the Nigerian Aircraft cancelled for the second time
- 168. Sudan stealing south's oil: RSS official

#### **28 JANUARY 2012**

- 169. Leadership contest dominates AU's agenda
- 170. CBE's half-year profit soars to 3.7 bln birr
- 171. PetroTrans negotiates with South Sudan on pipeline construction via Ethiopia
- 172. Sunshine close to sign franchise agreement with Marriott
- 173. Rwanda bestows on former Ethiopian CEO major appointments
- 174. Ethiopia joins ACBF
- 175. Elias Kifle et al sentenced

#### **04 FEBRUARY 2012**

- 176. Ermyas Amelga banned from banking industry
- 177. still on the same page
- 178. AfDB close to approving USD 231 mln loan for Ethio-Kenya power project
- 179. Anti-terrorism law concerns US, UN
- 180. New minister, chamber head to get a test of PPCF

#### **12 FEBRUARY 2012**

- 181. Gov't to tighten grip on trade logistics
- 182. Unapologetic Meles
- 183. Ethiopian company discovers tantalum ore
- 184. Employee, management at loggerheads in huge sugar projects
- 185. Ethiopian to pay carbon emission charges

#### **18 FEBRUARY 2012**

- 186. COFFEE TIME
- 187. EAFCA goes continental
- 188. Ethiopian awards HQ design contract to BET Architects
- 189. Ethio-Kenya border clash still unsettled
- 190. South West Energy completes 2D seismic survey in the Ogaden

#### **25 FEBRUARY 2012**

- 191. DIPLOMACY AT ITS BEST
- 192. Al Amoudi, affiliates offer 1.3 bln for 5 companies
- 193. Hotel rating assessment project fails
- 194. Adama Mayor's office sacks four officials
- 195. Tourism income picks up by 111 percent

### **03 MARCH 2012**

- 196. On the leather frontier
- 197. Dashen Bank's board dismisses president
- 198. 6.4 bln birr offered to build CBE HQ
- 199. Egypt,Ethiopia to ramp up cooperation
- 200. Dalol commences operation
- 201. Huawei to share Ethiopian telecom market with ZTE

### **10 MARCH 2012**

- 202. Heavy loads on Low income earners
- 203. City rail standards spark off debate
- 204. AfDB to approve USD 100 mln loan for new power project
- 205. Chinese company to construct 244-mln-birr cement factory
- 206. Norway to deport over 400 refugees back to Ethiopia
- 207. City administration sacks city manager, other high officials

### **17 MARCH 2012**

- 208. Investment agency probing foreign firm's operations
- 209. Eritrea refuses retaliation
- 210. Emirati to assist South Sudan establish a new airline
- 211. Ministry of agriculture suspends land provision

### **24 MARCH 2012**

- 212. Meeting of the chiefs
- 213. Coffee export plummets alarmingly
- 214. Walmart, gov't negotiate entry
- 215. Dubai firm likely to clinch CBE's lucrative HQ project

**31 MARCH 2012**

- 216. Ethiopian to acquire 15 new aircraft Buys Q400 simulator
- 217. Generous Gates in town
- 218. 'Mobile Monday' chapter launched in Addis
- 219. Seedling exhibition to be held

***Fortune***

***JAN 1, 2012***

- 220. MILK CONUNDRUM
- 221. Indians Remain Indomitable in Multimillion-dollar TextBook Contracts
- 222. National Mining Corporation Hits Jackpot
- 223. City Bus to Send Team Abroad to Study GPS, Electronic Ticketing

***JAN 08, 2012***

- 224. Central Bank Lowers Reserve Requirements, Marginally
- 225. Petrol Enterprise Searches for Coal Supplier for Smaller Cement Plants
- 226. Mughher Dangles between Ministries to Secure Export Permit
- 227. Tekeze II, Dedessa Dams on MoWE's Drawing Board

***JAN 15, 2012***

- 228. THANK YOU! THE DEAL IS DONE
- 229. Nib Bank Sells Own Shares to Public at 40pc Premium within Half Day
- 230. New Labour Bill in the Bowels of Ministry
- 231. COMESA's PTA Bank Appoints Ethiopian Banker President
- 232. Small Cement Plants to Settle for Pet Coke from Sudan for Now

**JAN 22, 2012**

- 233. BACK TO THE FUTURE
- 234. Goldsmiths Averse to Buy Gold from Central Bank
- 235. Tax Auth to Survey Capital in Phase II
- 236. Boeing 725 for 80,000 Br!

**JAN 29, 2012**

- 237. MEETING OF THE MINDS
- 238. Controversial Karuturi to Go Public, Here
- 239. Ethiopia Hopes to Launch Construction of Three New Dams
- 240. Banks, Divorcees Exempt from Inclusion in the Lease Regime

**FEB 05, 2012**

- 241. THE CEMENT BARONS!
- 242. Ermyas, Tekle Face Central Bank's Wrath over Zemen Bank
- 243. Enat Bank's Choice for Pres. Rejected
- 244. Habesha Lays Foundation Stone for Brewery in Debre Brehan

**FEB 12, 2012**

- 245. HISTORIC DEFICIT
- 246. CBE to Claim Lead on IT Front, Investing over 100m Br
- 247. Zemen Bank Joins Visa Card Network
- 248. African Dev. Bank Signs 234.5m Br Loan for Roads to Neighbors'

**FEB 19, 2012**

- 249. CHARY BOND
- 250. Imperial Hotel to Change Hands Again for 3m Br More
- 251. Gov't to Allow Share Companies Offer Bonds to Public
- 252. Sweeping Changes in Store at Revenues, Customs
- 253. City Bus Hands Keys to Gigar Trading for Inspection Machine Contract

***FEB 26, 2012***

- 254. MIDROC Thrives at Privatization Tender
- 255. Customs Auth Embraces Electronic Cargo Tracking
- 256. AAU Yet to Convince City of Land Lease Benchmark
- 257. Messebo Exports 2,000ql of Cement to South Sudan

***MAR 04, 2012***

- 258. The 'Dean' of Banking Industry Forced to Retire
- 259. Bill to Create Industrial Zones Authority
- 260. Ethiopian Plans to Undercut Go-Betweens in Flower Export
- 261. High Court Judge Upholds Leikun, et el Convictions

***MAR 11, 2012***

- 262. Trio of Int'ls Respond to Major Railway Tenders
- 263. Canadian Oil Firms Reducing Concessions
- 264. ET's Flower Cargo Logistics Pushed Back
- 265. Shipping Association to Appeal to PM's Office over State Monopoly

***MAR 18, 2012***

- 266. Putting Finger on income inequality?
- 267. As Fuel Soars, Ethiopian Tightens Belt
- 268. Customs Auth. to Lower Capital Request for Importers of Tracking Devices

***MAR 25, 2012***

- 269. TOUGH GOING
- 270. Metal & Eng Corp Subcontracts Major Nat'l Works
- 271. Ethiopian Admits to Pressure from Soaring Fuel Prices
- 272. Tax Authorities Arrest Owners, Managers of Largest Cold Steel Mill

## Appendix 7

### Questionnaire for Journalists

**Addis Ababa University**  
**School of Journalism and Communication**

Dear Journalist,

I am conducting a survey on the usage of news sources in the Addis Ababa based English newspapers. You have been randomly selected as one of the participants in this survey. The data you provide will be used exclusively for a master's thesis, which you may later use as a point of departure for your own future studies.

Your responses to items in the scale will be strictly anonymously kept and managed with utmost confidentiality and ethical care. I alone will have access to the data which will later be presented to my thesis advisors as group scores. There is no special interest in individual persons. Should you have special needs, you can ask that I scrap the questionnaire that you fill in. Only your confidence in the researcher and your genuine responses can make the survey a meaningful exercise. Please take a few moments to complete the survey and return the forms the next day. Please DO NOT write your name.

I thank you individually for completing the questionnaire.

## **Personal Information**

1. Age

- A. 30 or below,      B. 31-40,      C. 41-50,      D. 51 or above

2. Gender

- A. Male,      B. Female

3. Marital status.

- A. Married,      B. Single,      C. Divorced,      D. Separate,      E. Widow

4. Educational Background

- a. BA/BSC
- b. Masters
- c. College Diploma
- d. Certificate
- e. Other (specify)

5. Work experience

- A. 5 or above      B. 6-10      C. 11-15      D. 16-20      E. 21 or above

**Part – A** Mark on your choice

Item	Questions	1= Disagree very much	2 = Disagree moderately	3 = Disagree slightly	4 = Agree slightly	5 = Agree moderately	6 = Agree very much
1	Human sources are used frequently in the Addis Ababa based English Newspapers	1	2	3	4	5	6
2	Direct Observation are used frequently in the Addis Ababa based English Newspapers	1	2	3	4	5	6
3	Documents are used frequently in the Addis Ababa based English Newspapers	1	2	3	4	5	6
4	press conference reporting used frequently in the Addis Ababa based English Newspapers	1	2	3	4	5	6
5	multiple news sources used frequently in the Addis Ababa based English Newspapers	1	2	3	4	5	6
6	Do you think that the Newspapers use records and documents in many of its reports?	1	2	3	4	5	6
7	Do you think that the Newspapers use more foreign documents and reports rather than Humanistic sources from domestic one?	1	2	3	4	5	6
8	Do you think that the reporters have the experience and capacity to monitor	1	2	3	4	5	6

	different media, documents records and etc.?						
9	Do you think the Newspapers uses multiple news sources for its reports?	1	2	3	4	5	6
10	Do you think that the Newspaper used anonymous sources mainly?	1	2	3	4	5	6
11	Do you think that of citation on the lead is used mainly?	1	2	3	4	5	6
12	Do you think that the newspaper uses different news sources?	1	2	3	4	5	6
13	Do you think that Sources belonging to groups who shared the same opinion as the newspaper were used as a source in the Newspapers?	1	2	3	4	5	6
14	Do you think that direct observation sources are used in political news mainly?	1	2	3	4	5	6
15	Do you think that documents are used mainly in politics?	1	2	3	4	5	6
16	Do you think that multiple sources are used mainly in political news?	1	2	3	4	5	6
17	Do you think that citation is more advantageous?	1	2	3	4	5	6

**Part – B**

1. For what kind of news is humanistic sources used mainly \_\_\_\_\_

\_\_\_\_\_

2. For what kind of news is direct observation sources used mainly \_\_\_\_\_

\_\_\_\_\_

3. For what kind of news, documents are used mainly \_\_\_\_\_

\_\_\_\_\_

4. For what kind of news are multiple sources used mainly \_\_\_\_\_

\_\_\_\_\_

5. Why do you think Newspapers use anonymous sources? \_\_\_\_\_

\_\_\_\_\_

6. Which type of citation is more advantageous? Giving a tip of source in the lead or to explain it in the body part. Explain briefly. \_\_\_\_\_

\_\_\_\_\_

7. Do you know what anonymous source(s) is (are)? Yes, No

\_\_\_\_\_

8. Do you use anonymous source(s) in your reports? Yes, No

---

9. What kind of stories do you use anonymous sources in? Political, Economic, Social, other

---

10. Where do you cultivate your source(s)? Governmental, Non Governmental other

---

11. Why do you use anonymous sources in your reports?

---

12. Do you think the use of anonymous sources is a good practice? Yes No

a) If yes, why? \_\_\_\_\_

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b) If no, why? \_\_\_\_\_

---

13. How does the use of anonymous sources enhance your news reports?

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14. What are some of the reasons why sources prefer anonymity?

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## Declaration

I, here undersigned, attest that this thesis is my original work and all the source materials used have been suitably acknowledged.

Name: Daniel Shitaye

Signature: \_\_\_\_\_

Date of submission: \_\_\_\_\_

Place of submission: Addis Ababa University, Ethiopia