



**ADDIS ABABA UNIVERSITY**  
**GRADUATE SCHOOL OF JOURNALISM AND**  
**COMMUNICATION**

**The contributions of media in minimizing illegal migration in**  
**Ethiopia: *the case of Fana FM, Deutsche Welle and Voice of America***  
*Amharic Radio Programs*

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This is to certify that this thesis prepared by Firesenay Gebeyehu, entitled the contributions of media in minimizing illegal migration in Ethiopia: *the case of Fana FM, Deutsche Welle and Voice of America Amharic Radio Programs* and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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## Statement of Declaration

I hereby declare that this thesis and the work presented in it are my own and all sources used for this thesis have been properly acknowledged.

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## ***Abstract***

*A number of research papers and study reports that have been written on the subject of illegal migration from Ethiopia have definitely given indispensable information and facts that clarify the magnitude of illegal migration, its causes, the various routes and trafficking channels, the type and extent of dangerous effects, economic and human losses and possible actions for its mitigation. However, none of these studies were able to specifically assess the current status as well as potential contributions of media outlets that broadcast with domestic languages to address this huge social problem of our country. This research paper is written with the aim of partially bridging this gap through analyzing the existing practices and contributions of three selected media outlets namely; Fana FM 98.1, Deutsche Welle and Voice of America Amharic Radio Services to reduce illegal migration taking place from Ethiopia in particular via Yemen to Saudi Arabia.*

*Combinations of data collection and analysis methods and tools have been employed for this study. Qualitative content analysis of programs broadcasted; in-depth interview with experts from media, international organizations and government institutions as well as focus group discussions with migrant female returnees from Saudi were main means of primary data and information gathering techniques utilized for this study. In addition, the descriptive analyses of the findings presented in chapter four with support of tabular and graphic presentations, the three media outlets have broadcasted 127 programs or news in total during the period January, 2015 to December, 2017 to aware citizens about illegal migration. Despite the existence of relative difference among the three media outlets and occurrence of a number of serious challenges, as initially put in my hypothesis, it was able to understand that all the three media outlets in one way or another have contributed to minimize the illegal migration from Ethiopia to Saudi Arabia through Yemeni.*

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## Acronyms and Abbreviations

ARRA	Administration for Refugee and Returnee Affairs
BBC	British Broadcasting Cooperation
BoLSA	Bureau of Labor and Social Affairs
CNN	Cable News Network
CPM	Common Market Protocol
DW	Deutsche Welle
FBC	Fana Broadcasting Corporate
FGD	Focus group discussion
GFMD	Global Forum on Migration and Development
IGAD	Inter-Governmental Authority on Development
IOM	International Organization for Migration
MOLSA	Ministry of Labor and Social Affairs
NP	No page
NGO	Nongovernmental organization
OECD	Organization for Economic Co-operation and Development
RMPF	Regional Migration Policy Framework
RMCC	Regional Migration Coordination Committee
RMMS	Regional Mixed Migration Secretariat
RMPF	Regional Migration Policy Framework
UNHCR	United Nations High Commissioner for Refugees
USA	United States of America
UK	United Kingdom
VOA	Voice of America

## **List of tables and Graph**

1. Profiles of interviewed informants from the selected media outlets
2. Profiles of interviewed informants from non-media organizations
3. The profiles of FGD Participants
4. News stories of illegal migration covered by Deutsche Welle (2015 - 2017)
5. News stories coverage by the Voice of America in 2015
6. News stories coverage in 2016
7. News stories coverage in 2017
8. level of influences by the media stations and social institutions
9. Graph 1. Informants' response for the contributions of the selected media outlets in reducing illegal migration.

## Table of contents

<b>Contents</b>	<b>page</b>
Abstract.....	i
Acknowledgements.....	iii
Acronyms and Abbreviations .....	iv
List of tables and Graph.....	v
Table of contents.....	vi
List of Annexes.....	xi
<b>CHAPTER ONE</b> .....	<b>1</b>
1. Introduction.....	1
1.1. Background of the study .....	1
1.2 Statement of the problem .....	3
1.3. Objectives of the study .....	6
1.3.1 General objective.....	6
1.3.2 Specific objectives .....	6
1.4. Research hypothesis .....	6
1.5. Research questions .....	7
1.6. Scope of the study .....	7
1.7. Significance of the study.....	7
1.8. Limitations of the study.....	8
1.9. Organization of the research .....	8

<b>CHAPTER TWO</b> .....	10
Review of literature and theoretical analysis .....	10
<b>2.1 Review of literature</b> .....	10
2.1.1 Illegal Migration in the Global Context .....	10
2.1.2 Trends of Illegal Migration in the Horn of Africa.....	13
2.1.3 The Contributions of Regional Cooperation in East Africa to Minimize Illegal Migration .....	14
2.1.4 The Pros and Cons of Media in relation to Illegal Migration.....	16
2.1.5 The Reporting Practices of Illegal Migration by International Media .....	17
2.1.6 Illegal Migration in Ethiopia .....	19
2.1.7 Coverage of Illegal Migration by Ethiopian Media.....	21
2.1.8 Brief descriptions of Fana FM, Deutsche Welle and Voice of America Amharic Radio Programs .....	22
2.1.9 Media Role in Creation of Awareness with regard to Illegal Migration .....	24
2.1.10 Challenges of Media Stations in Minimizing Illegal Migration.....	25
<b>2.2. Theoretical Framework</b> .....	26
2.2.1 Social Learning Theory .....	26
2.2.2 Social Responsibility Theory.....	27
2.2.3 Cultivation Theory.....	29
<b>CHAPTER THREE</b> .....	31
3. Research Methodology .....	31
3.1. Research Design.....	31

3.2. Sampling Techniques .....	32
3.3. Sample Size .....	33
3.4. Data Collection Tools.....	33
3.4.1. Primary Data Collection Tools .....	34
3.4.2. Data Gathering Techniques .....	36
3.4.3. Ethical Consideration in Primary Data Collection .....	36
3.4.4. Secondary Data Collection Sources .....	37
3.5. Questionnaire Design .....	37
3.6. Data Analysis Arrangement .....	38
<b>CHAPTER FOUR.....</b>	<b>39</b>
<b>4. Data Presentation and Analysis.....</b>	<b>39</b>
4.1. Coverage of Illegal Migration by he Three Media Outlets .....	42
4.1.1. Fana FM.....	42
4.1.2. Deutsche Welle.....	45
4.1.3 Voice of America.....	49
4.1.4. Informants Response about the Coverage of The Selected Media Outlets .....	55
4.2. The Contributions of the Selected Media Outlets in Minimizing Illegal Migration.....	61
4.2.1. The Responses of Journalists to their Media Outlets Contributions .....	62
4.2.2. The Responses of Informants and Focus Group discussion Participants towards the Contributions of the Selected Media Outlets.....	65
4.3. Challenges of the Selected Media Outlets in relation to Addressing Illegal Migration .....	70

<b>CHAPTER FIVE</b> .....	72
5. Summary, Conclusion and Recommendations .....	72
5.1. Summary .....	72
5.2. Conclusion.....	74
5.3. Recommendations .....	76
References.....	78

List of Map and Picture

## **List of Table**

Table 1. Profiles of interviewed informants from the selected media outlets .....	40
Table 2. Profiles of interviewed informants from non-media organizations .....	40
Table 3. The profiles of FGD Participants.....	41
Table 4. News stories of illegal migration covered by Deutsche Welle (2015 - 2017).....	46
Table 5. News stories coverage by the Voice of America in 2015.....	50
Table 6. News stories coverage in 2016 .....	52
Table 7. News stories coverage in 2017 .....	54
Table 8. level of influences by the media stations and social institutions .....	68

## **List of Annexes**

Annex I: the English version of interview questions for journalists

Annex II: the Amharic version of interview questions for journalists

Annex III: the English version of interview questions for non-media informants

Annex IV: the Amharic version of interview questions for non-media informants

Annex V: the English version of focus group discussion guideline questions

Annex VI: the Amharic version of focus group discussion guideline questions

## **Glossary for non-English words**

**Iddir:** It is an indigenous voluntary and mutual help association that can be found both in rural and urban parts of Ethiopia.

**Kirkos:** Usually called Saint Kirkos, it is an Orthodox Church of Ethiopia and used to refer a certain sub city or administration area of Addis Ababa.

**Woreda:** A local level administration and similar to that of district

# CHAPTER ONE

## 1. Introduction

### 1.1. Background of the study

From the beginning of the early human history, the issue of migration is an indispensable part of human life. However, in this contemporary period of globalization migration at international and local level has profoundly increased and brought substantial demographic changes. It is true that, movement of people from place to place is accelerated the flow of technology, information, capital and strengthening the socio-cultural and economic interactions among societies and nations. Yet, the situation of migration is currently characterized by widespread challenges such as political persecutions, torture sexual and physical abuses, abduction, rape and slavery (Muhamed, 2016:1).

In spite of all these challenges, people migrate increasingly all over the world. However, compared to other regions the migration situation in Africa is very worse. According to, International Organization for Migration (2016:58) there are three main destinations for migrants from eastern Africa. The first route is through Sudan to Libya or Egypt to reach in Europe. Most of the migrants in this route are Somalis, Eritreans, Sudanese and Ethiopians. The second route is via Somali region, cities of Hargeisa, Bossaso and the Republic of Djibouti to reach Yemen and Saudi Arabia (IOM, 2016:56; Human Rights Watch, 2014:22). The third route is through Kenya, Malawi, Mozambique and Tanzania to arrive in the Republic of South Africa (International Organization for Migration 2016:58).

Currently, there is an increasing illegal migration to the Arab countries by young men and women from rural and urban areas of Ethiopia triggered by poverty, drought and unemployment (Muhamed, 2016:22-25). In this case, undocumented or illegal migrants from Ethiopia preferred to enter Yemen and Saudi Arabia through the eastern routes which started from the Republic of Djibouti, Red Sea and Gulf of Aden (Human Rights Watch, 2014:22).

In fact, migration in Ethiopia is not a recent phenomenon it passed through four important historical waves for the last thirty and more years. The first wave was the pre 1974 movement and return of elite Ethiopians who primarily went abroad for education and they were returned after accomplished their education. These scholars had a top position during emperor Hailesillassie's regime with the responsibility of advising the administration in the economic and political affairs. After the committee of soldiers called Darg composed of junior and senior military officers as well as noncommissioned officers were seized the central power in 1974 (Bahru, 2002:233-234), so many Ethiopians were migrated to the nearby and western countries due to prolonged civil war and fear of "Red Terror". This type of movement can be characterized the second wave which lasts from 1974-1982. The third wave from 1982-1991 was mainly migration of family reunification which means families previously left behind reunited to those who had initially left the country. After the downfall of the Darg regime in 1991, the primary flow of migration was the repatriation and return of Ethiopian refugees from neighboring countries. The final wave of migration was the post 1991 flow and continues today (Kuschminder, et al., 2012:33).

At present illegal migrants mainly young women and men both from rural and urban Ethiopia are facing many challenges starting from departure to destinations, especially those who travelled to reach Yemen and Saudi Arabia were anguished, looted, physically and sexually abused by human traffickers (CNN, 2017 by Eliza Mackintosh: NP). Thus, several humanitarian organizations and international institutions are actively working to overcome the problem. Among, the various institutions the role played by different media outlets to minimize the awful nature of illegal migration are notable (Weeks and McAuliffe, 2015:7). The different media outlets such as print, electronics and social media helped people to obtain information on illegal migration. Specifically, the electronics media like radio repeatedly covered the situation of illegal migration through news, interviews and documentaries.

It is through the news report of international media that people informed about the recent brutality act of human traffickers in Yemen, Mediterranean Sea and Libya desert. Actually, the contributions of media to minimize illegal migration is not only determined by their news coverage or news reports but, also through their role of persuading policy makers to devise and implement effective migration policy (Threadgold, 2009:1).With regard to Ethiopia, media are

the most instrumental elements to inform and educate the public in relation to illegal migration. Likewise, the growing number of FM radio stations here at home (Ethiopia) is an advantage for the governmental and non-governmental organizations working on migration to aware the society about the terrible side of illegal migration. In addition to giving weight to illegal migration, media are also important to convince law enforcing body to implement criminal code that penalizes human traffickers.

However, citizen mainly those who are on the journey are still suffering from physical and mental abuses and unnecessary financial expenses (Regional Mixed Migration Secretariat, 2014: 47). Even, disregarding the conflict and political chaos in Yemen, quite significant number of Ethiopians arrives every month with the intention to transit through Yemen to Saudi Arabia (Regional Mixed Migration Secretariat, 2016:12). Therefore, there needs to be continuous work and efforts largely by media institutions to overcome the problem.

## **1.2 Statement of the problem**

In regions like Africa the growing number of illegal migration has brought negative demographic and economic consequences. The magnitude of the problem is more severe in the Horn of Africa where the prevalence of rampant poverty, political persecutions, unemployment, lack of sufficient farming land and drought (particularly migrants from the rural area) caused for many young people to migrate illegally from their home lands (Regional Mixed Migration Secretariat, 2012:14). Thus, the study is all about the contributions of media in minimizing illegal migration in Ethiopia the case of Fana FM 98.1, Deutsche Welle and Voice of America Amharic Radio Programs.

As reported by different international media, developing countries like Ethiopia have lost their significant number of productive labor force through illegal migration. Particularly, the recent death of young people from Ethiopia, Somalia and Eritrea who were crossing Mediterranean and Yemen Sea has got attention by different media stations (BBC, 2017 by Samuel Osborne NP). Though, these media stations have reported the issues of illegal migration based on their perspectives, none of them were presented solutions to overcome the problem. Rather, majority of media reports were emphasized on what really happened in migrant's transit areas and challenges for destination countries.

Basically, the nature of the messages communicated by the media in all its forms have a visible impact on overall societal attitudes, which in turn can have attitude change on the behavior of the society (Kosho, 2016:86). With this regard, a few related studies on media contributions to minimize illegal migration depicts on how western media distortedly reported immigrants' life (Jacomella, 2010:42-45). For instance, the prolonged conflict, political turmoil as well as poverty and unemployment forced thousands of people from Eritrea, Somalia, Sudan and Ethiopia to migrate illegally to Europe and Middle East (Mixed Migration Secretariat, 2012:33-34). Hence, international media massively reported the challenges of these migrants in their journey to reach into Europe and the Middle East.

However, some of them associated the current migration situation as a burden for Europe. For example, newspapers in France labeled migrants of Calais as illegitimate and reduced them as a non-human status because of migrants' refusal to resettle other areas. (Ibrahim, 2015:4-5). Calais is a port city of northern France usually referred to as "the jungle". As it attracted many refugees from all over the world; the wasteland was transformed into a huge, functioning camp. The refugees of Calais were mainly from Africa, Afghanistan, Iraq, Syria and Pakistan. The conditions of the area were poor and difficult to live for refugees and asylum seekers, typically without proper sanitary or washing facilities and accommodation, consisting of tents and improvised shelters. The camp was considered to be a symbol of Europe's failure to solve refugee crisis and closed in October 2016 (Ghayrat, 2016:1-2).

Likewise, a study paper presented by Reminder Project (2017:1-2) also expressed this argument and illustrates western media in relation to reporting. They found that the media in western society failed to show the real picture of immigrants but, rather take key events to grasp further media attention. Up till now, international media and researches conducted on the issue are still lacking to cover the root causes of illegal migration from the origin places. The same is true for the news report of BBC (by Samuel Osborne, 2017: NP) and Al Jazeera (by Rosiland Jordan, 2017: NP) stated 50 migrants from Ethiopia and Somalia were deliberately drowned in to Yemen Sea by smugglers. The report was focused on risks of migrant's journey, the terrible act of human traffickers and the smuggling route from the Horn of Africa to Yemen. Even though, the

report was exclusively covered the situation there, failed to address the fundamental causes contributing for illegal migration.

Hence, this study thoroughly assessed the root causes for illegal migration in Ethiopian particularly in the eastern routes and discusses the contributions of media in addressing the main causes that forced young people to migrate in Yemen and Saudi Arabia. In similar vein, the study analyzed the coverage of the selected media stations in relation to the challenges that the migrants faced in the course of their journey and awareness created by these media stations.

With respect to Ethiopia, there are only few academic research studies conducted on electronics and social media linkages with migrations. The recent MA thesis of Thomas Kebede (2016) entitled Practices of Electronic Media Stations in Supporting Prevention against Human Trafficking in Ethiopia justifies illegal human trafficking situations in Ethiopia. The study focused on the southern routes which pass different southern African countries ended at Republic of South Africa. The researcher targeted Hossana city which is found in southern Ethiopia for his study and pointed out that human trafficker's role in smuggling young Ethiopians through the southern route. The researcher also depicts the practices of electronics media such as EBC, Fana FM and Facebook in minimizing human trafficking. Though, this study is significant to understand the role of electronics media in prevention of human trafficking, it is only limited to show migration situation in the southern routes.

In the meantime, the different studies conducted on illegal migration particularly in the eastern route are out of media and communication field. For instance, the 2016 MA Thesis conducted by Elias Getachew, on "Irregular Migration from Ethiopia to the Middle East: The Human Security Perspective" concentrated on how political, economic and food insecurities affect a number of individuals in Ethiopia and forced them to migrate illegally. Similarly, (Muhamed, 2016) under his research "the Migration of Ethiopian youth to the Middle East and its impacts on the migrants' sending community: Raya- Mehoni Town" discussed the driving force of the youth migration and challenges the migrants' sending community facing when the youths migrate. However, as I mentioned the above both studies were conducted in another filed of studies.

It is with this intention that the study sought to address the contributions of media such as Fana FM 98.1, Deutsche Welle and Voice of America Amharic Radio Programs in minimizing illegal migration in Ethiopia. More importantly, the study stressed challenges of these media stations facing in their effort to minimize illegal migration. On top of that, this study is also designed to bridge the knowledge gap and thereby provides recommendations in relation to the contributions of media to minimize illegal migration in Ethiopia.

### **1.3. Objectives of the study**

#### **1.3.1 General objective**

The general objective of the research is to analyze the contributions of media in minimizing Ethiopian illegal migration by focusing on Fana FM 98.1, Deutsche Welle and Voice of America Amharic Radio Programs.

#### **1.3.2 Specific objectives**

This research has the following specific objectives.

1. To analyze the coverage of illegal migration by these media stations
2. To study the contributions of the above selected media outlets in creation of awareness on illegal migration.
3. To scrutinize challenges of these media stations faces in their efforts to contribute to minimize illegal migration.

### **1.4. Research hypothesis**

Theories in relation to migration as well as empirical studies done on this topic provide different explanations regarding the causes and mitigating measures for illegal migration from less developed countries to rich countries. The explanations also differ according to both the origin and destination countries. For instance, Human Rights Watch (2014:25) identified lack of employment opportunity, poverty and political marginalization as main reasons for illegal migration to Saudi Arabia and other Gulf states from Ethiopia. The diversity of the causes also

implies that several actors do have role and responsibility to avert the problem, which is bringing numerous socially troubling stories.

I believe that media outlet is one of the key actors that can have crucial and wide reaching impact to minimize the illegal migration taking place from Ethiopia to Yemen and Saudi passing along the unpredictable and dangerous route. Hence, in this research paper I will try to prove or disprove my hypothesis put next regarding the contributions of three media outlets selected for the study.

*Hypothesis: Fana FM 98.1, Deutsche Welle and Voice of America Amharic Radio Programs have made contributions to minimize illegal migration from Ethiopia to Yemen and Saudi.*

## **1.5. Research questions**

The research is designed to answer the following major questions

1. How these media stations covered the issue of illegal migration?
2. What are the contributions of the selected media outlets in creation of awareness on illegal migration?
3. How challenges are obstructing these media stations in contributions to minimize illegal migration?

## **1.6. Scope of the study**

The research emphasized on the contributions of media in minimizing illegal migration in Ethiopia: the case of Fana FM, Deutsche Welle and Voice of America Amharic Radio Programs. The coverage of the study is from January 1, 2015 to December 31, 2017 and gave emphasis to illegal migration in the eastern route from Ethiopia to Yemen and Saudi Arabia.

## **1.7. Significance of the study**

Though, journals, articles and research studies in relation to migration are available in international and local contexts, only few of them are indicated media contributions to minimize

illegal migration. As I mentioned in the statement of the problem, very few academic research studies conducted on electronics media with regard to illegal migration. The researcher believed that doing media research in relation to illegal migration is helpful for governmental, non-governmental and regional organizations who are working to mitigate illegal migration. Specifically the findings of the study would have the following three significances.

First, it contributes to media professionals to have better insight about illegal migration and increase their interest to work on the issue. Second, the study attracts researchers to examine illegal migration in another direction and would use the result of the study as a baseline data. Third, the result of the study will benefit policy makers and social experts to give due attention on illegal migration. Furthermore, this study can be used as a reference for researchers and writers while doing their study.

### **1.8. Limitations of the study**

Although this research has reached its aims, there were some unavoidable limitations and shortcomings. First, because of time constraints the researcher was only limited to examine the three media outlets contributions in the minimization of illegal migration. Due to this reason, the result of the study might not represent the coverage of the whole electronics media. It would be better if it was done in a longer time. In addition to this, some informants were not available on time for the interview. Thus, it takes much of my time because of the frequent contacts. Second, the researcher was also faced shortage of finance to further investigate the issue. Third, lack of sufficient research materials related to the topic was the other shortcomings to complement the findings of the research. Yet, the researcher managed all these limitations properly and takes them as a lesson for future studies.

### **1.9. Organization of the research**

The research is organized under five chapters. The first chapter deals with the introductory part of the study, statement of the problem, objectives, hypothesis, research questions, scope, significance and limitation of the study. The second chapter of the study focuses on review of literatures and theoretical frameworks. The third chapter discusses on the methodological

frameworks employed for the study. The fourth chapter presents the finding of the research and finally the fifth chapter deals with summary, conclusion and recommendations.

## **CHAPTER TWO**

### **Review of literature and theoretical analysis**

This part of the study covered review of various related literatures such as research papers, journals, articles, reports and so on pertinent to study illegal migration from the perspectives of media as well as theories developed by scholars.

#### **2.1 Review of literature**

##### **2.1.1 Illegal Migration in the Global Context**

From the mid 1970 onwards globalization turns out to be major factor for international population movement. Globalization has reduced the imaginary distance between countries and foster economic and social interactions. The establishment of all forms of transnational networks and mass movement has played crucial role in the socio-economic as well as cultural transformation of countries (Firth and Armendariz, 2007:10). The global migration trend has changed over in recent decades in relation to the origin and destination, the volume and types of migrants. These changes observed through countries in which previously origins of migration became destinations of migrants and vice versa (Skeldon, 2013:4).

According to the report of OECD (2012:30) the European Union received 1.2 million “permanent” migrants in 2010, more than the number of permanent migrants to the United States (over one million), which represents a very significant shift in the global migration system over the last one hundred years. The number of international migrants has increased worldwide over the past fifteen years. Numerically, in 2000 it was 173 million migrants then it grow rapidly and reaching to 244 million in 2015 (Menozzi, 2015:1-2). Today because of the interconnectedness of the world, international migration touches all corners of the globe which is evidently observed from the day to day movement of people across nation’s boundaries. Actually, modern transportation system has facilitated the movement of people to be easier and faster than before. At the same time, more people were forced to migrate irregularly (illegally) from their area of origin due to prolonged conflict, poverty, inequality and lack of decent job. The fact that when supported by appropriate policy, the high skilled or educated migration can contributes for the sustainable economic growth and development in both origin and destinations countries of

migrants (Docquier, 2013:5). For instance, in 2014 the remittances sent home by migrants from developing countries estimated 436 billion US Dollar that augmented the foreign currency stock of most developing nations. Similarly, countries of destination can also benefit from migration. Usually, in destination countries migrants can cover labor shortage, create jobs as entrepreneurs, and contributes in terms of taxes and social security payment (Menozzi, 2015:1-2).

However, because of several reasons the situations of the current migration is shifted from the legal to illegal one and it posits multiple challenges for countries of origin, transit and destinations. Under this situation migrants are exposed to discrimination, abuse, torture and being exploited by crime organizations. Though it is difficult to find the exact figure about illegal migrants at a global level, the most recent global estimation of International Organization for Migration suggested that in 2010 at least 50 million illegal migrants were found worldwide (International Organization for Migration, 2015:11). Globally, still difficult to put exact figures of illegal migrants, IOM used estimation rather than accurate figure due to the unavailability of documents with regard to illegal migrants.

In relative sense the US America has an accurate estimation of irregular migrants which is significant for the country to devise appropriate policies to accommodate the issue of illegal migration. Accordingly, using a “residual methodology”, the number of undocumented migrants in the US America estimated at 11.7 million in March 2012 (Pew Research Center, 2013:6). Similarly, the 2009 study conducted by Clandestino (2009:12) demonstrated that in 2008 1.9–3.8 million undocumented migrants were found in the 27 countries of European Union. The same is true in Australia and the Russian Federation. In Australia the Government estimated that in 2012 about 61,000 persons were illegal migrants and the government categorized these migrants under skilled migration program (Australia, Department of Immigration and Border Protection, 2013:50) as well as the Platform for International Cooperation report indicated that about 5-6 million undocumented migrants lived in Russia (Platform for International Cooperation, 2013:4).

In 2012 the international community has given greater attention to illegal migrants who are in difficult situations and established Global Forum on Migration and Development (GFMD) in 2010. GFMD was established based on the proposal of the UN Secretary-General to address the opportunities and challenges related to international migration in transparent manner. The forum

further more address the need for coordinated effort by government expertise from all regions in order to increase dialogue, cooperation and partnership to foster effective outcomes at the national, regional and international level.

Very recently, governments all over the world have called upon to protect the human rights of migrants in irregular situation by the High-level Dialogue on International Migration and Development (United Nations, General Assembly, 2013:19-21). Thus, through the dialogue countries have responded to combat illegal migration by reforming their immigration laws, promoting the return of illegal migrants to their countries and implementing persistent program to minimize illegal migration.

Though globally the effect of illegal migration does not occur homogeneously, the magnitude of the problem is more serious in less developed countries. A few years back the number of people who migrates illegally from developing nations by crossing borders of different countries has been increased at alarming rate (Menozzi, 2015:14-15). Even, some of them were exposed to physical and mental abuses. The negative impact of illegal migration poses multiple challenges to countries of origin, transit and destination, as well as to migrants themselves. Migrants in illegal migration are particularly vulnerable to discrimination, exploitation and abuse. Such migrants are also in danger of being exploited by crime organizations involved in human trafficking and migrant smuggling crimes that constitute a serious violation of the human rights of its victims (United Nation Department of Economic and Social Affairs Population Division, 2013:91).

Studies indicated that significant number of young people from Africa, Syria, and Afghanistan were migrated precariously to Europe and the Middle East to escape from war, poverty and political persecutions (Human Rights Watch, 2015:5-9). Through this kind of journey hundreds of young people were looted, tortured and raped by human smugglers. Therefore, countries needs to work based on their agreement of reforming their immigration laws, promoting the return of illegal migrants to their countries and implementing persistent program to minimize illegal migration.

## **2.1.2 Trends of Illegal Migration in the Horn of Africa**

The Horn of Africa encompasses Djibouti, Eritrea, Ethiopia, Kenya, Somalia, Uganda, South Sudan and Sudan (World Bank report, 2015:12). Recently, illegal migration in this region has increased and become more complex. The driving forces for illegal migration in the Horn of Africa are varied from place to place and depended on the context of the migrants' origin.

In addition to, the violent conflicts, political oppression and persecution, the region for many years faces challenges of low human and economic development that forced thousands of people to migrate illegally. In the meantime, environmental factors also increasingly pushing people out of their place of origin. Often, it is a mix of factors that finally leads to the decision to migrate (Marchand et al., 2016:11). Migrants in this region were used different routes to migrate illegally. According to the Occasional Paper Series conducted and presented by Horwood (2015:10) illegal migration in the region has carried out in four directions such as the eastern, southern, northern and western direction.

First, migrants transit through Djibouti on the eastern route to Yemen, the Middle East and beyond. This route is the most documented and popular in the last four years and an average of 93,000 Somali and Ethiopian migrants have taken this route annually (Horwood, 2015:10). Some migrants entered to Yemen to search for local jobs as domestic servants or in construction and agriculture, but most hoping to travel neighboring Saudi Arabia for employment (Human Right Watch, 2014:20).

Second, migrants used to transit the southern route extended to the Eastern Corridor via Kenya towards South Africa and beyond. In the year of 2008 and 2009 an estimated number of migrants between 17,000 and 20,000 mainly from Somalia and Ethiopia were using the southern route annually (Horwood, 2015:10). Besides the various pushing factors that forced people from the Horn to migrate South Africa, there are legal loophole (gap) relating to asylum applications. According to Regional Mixed Migration Secretariat (2017:6) the reason for the gap is most migrant communities within South Africa immediately applied for asylum through 'fixers' who charged a fee and supposedly paid state officials to accelerate registration.

The third route is the northern route includes Sudan and Egypt and previously via Sinai to enter Israel. This route has been used mainly by Eritreans and Sudanese but the numbers are not documented (Horwood, 2015:10).

The fourth is the western route begins in Eritrea, Ethiopia, Somalia or Somaliland, passes through Sudan and, Libya to reach in Europe (Italy and Malta) by crossing Mediterranean Sea. The European border and coast guard agency (Frontex) referred the route to cross Mediterranean Sea as the Central Mediterranean route. The western route has become increasingly popular but, migrants are facing awful challenge in this route (Horwood, 2015:10).

### **2.1.3 The Contributions of Regional Cooperation in East Africa to Minimize Illegal Migration**

In our contemporary world global and regional cooperation's have significantly contributes to maintain the socio-economic and political ties of countries. Today, global cooperation promotes partnerships among countries through economic, social, environmental and political aspects. In relation to migration, regional cooperation's played crucial role in maintaining safe movement of people from place to place. The African Union member states are currently conscious of the implication of international migration both in their national, regional and sub regional development (Oucho, 2011:1). At regional level various governmental and non-governmental organizations are working in partnership to address the issue of illegal migration. In this case, Inter-Governmental Authority on Development (IGAD) has developed the Regional Migration Policy Framework (IGAD-RMPF). Likewise, some Sub-Saharan African countries are either developed or are in the process of developing National Migration Policies.

Starting from recent year's considerable number of young people from Horn of Africa like Ethiopia, Somalia, Eritrea and Sudan were migrated illegally through the mentioned migration routes. Most of them were facing serious challenges from departure to destinations. According, to the study conducted by Regional Mixed Migration Secretariat (2014:9) migrants are facing danger in every step of their journey from departure to destination. In similar talk, international media mentioned the deteriorating situation of illegal migration in the Horn of Africa. Therefore, various non-governmental and regional organizations have been working to curb the problem. As

part of this effort, the Intergovernmental Authority on Development (IGAD), composed of Djibouti, Eritrea, Ethiopia, Kenya, Somalia, South Sudan, Sudan, and Uganda formed the IGAD Regional Migration Coordination Committee (RMCC) in 2008. The RMCC is vital to implement IGAD Regional Migration Policy Framework (I-RMPF). The I-RMPF is the process through which recommendations and execution of the AU Strategic Framework for a Policy on Migration in Africa will be realized (IGAD Summary Report, 2014:3).

However, in the region the effort to apply free movement of persons, especially within the East African Community is still far from implementation. The Eastern African Community (Republic of Burundi, Kenya, Rwanda, the United Republic of Tanzania, and the Republic of Uganda) adopted, in 2010, a Common Market Protocol (CPM) which guaranteed the free movement of goods, persons, labor, services and capital between the mentioned countries. It also ensures the enjoyment of the rights of establishment and residence of their nationals within the Community (Martín and Bonfanti, 2015:3).

Besides, to the joint effort to mitigate illegal migration in the region several meetings and seminars were held in East African level through the support of IOM and UNHCR. In this regard, Regional Conference Summary Report on Refugee Protection and International Migration (2010:3) mentioned four important points central to the regional cooperation to minimize illegal migration. First, it accentuated the need for strengthening national, bi-lateral and regional cooperation on refugee protection, mixed migration and illegal migration issues. Second, the report underscored the need for improved national policy and legal frameworks to address the challenges of mixed migration flows, in particular to national asylum procedures, detention of illegal migrants, asylum seekers, local integration/livelihoods opportunities for refugees and migrants. Third, it highlighted the need for strengthening national capacity with regard to border management to respond to the challenges of mixed migratory movements in a human rights and protection-sensitive manner. Finally, the report mentioned the need for more accurate refugee data and improved data analysis to ensure the development of evidence-based policies.

In general, the role of regional cooperation such as IGAD and other organizations that are working in the area of migration is momentous to bring shared outlooks in the minimization of illegal migration. Nevertheless, the issue of illegal migration is still hampering the economic

progress of Horn African countries. Therefore, to overcome the problem in sustainable manner strong actions needs to be taken by the member states of IGAD or other concerned bodies.

### **2.1.4 The Pros and Cons of Media in relation to Illegal Migration**

People access information concerning migration from the different means of communication. Among, the different communication channels, media is the most effective means of obtaining information about migration. To large extent, our attachment with media influences our perceptions, attitudes or beliefs about migration (Allen et al., 2017:1-2). According to McQuails (2010:368) our mind is full of media-derived information and impression since; we lived in a world saturated by media sounds and images where politics, government, and business operate on the assumption that we know what is going in the wider world.

Today, mass media have become an unavoidable from our everyday lives; it is difficult to imagine our day without newspaper, television, radio and the Internet (Semotam, 2011:4). The different media components have covered comprehensively the situation of migration in all over the world. However, the various media outlets tended to report the situation of migration based on its news worthiness rather than the human element. Usually, news on migration are gathered when something sensational and worth reporting happens (International Organization for Migration, 2017:3). Thus, in a wider context, media have both advantages and disadvantages in mitigation of illegal migration. Basically, media inform, aware and educate people about the awful nature of illegal migration by emphasizing the situation of migrants starting from the origin, transit and destination. In recent time, public attention to migration has been increased due to the wider coverage of different media outlets (Kosho, 2016:86). Media reports towards appalling events such as the drowning African in the Mediterranean and Red Sea and terrorist threat increased public attention.

The media have also played pivotal role in persuading international organizations to devise agenda in mitigating illegal migration (Kosho, 2016:86). For instance in Europe some print and electronic media are pressurizing political leaders and policy makers to work for in favor of migrants. In the context of Africa, media contributes significantly to inform the public, especially the younger generation about the dreadful nature of illegal migration. In this case, various media

outlets have been reporting challenges of African migrants in Yemen and Libya, which is crucial to those migrants' countries to apply appropriate protective mechanism against illegal migration.

Though, media are crucial in reporting issues related to illegal migration, much of the research evidence shows that some media had increasingly associating bad news with migrants around the world. For instance, in 2013–2014 unfavorable print and online coverage of migration was observed in six developed countries such as Australia, Canada, the Netherlands, Norway, Switzerland and the United Kingdom (International Organization for Migration, 2017:3-4).

The unpleasant feature articles and news reports by the European media centers, especially newspapers devastatingly affect the human status of migrants in Europe. According to Ibrahim (2015: 1-2) Britain's mid-market newspaper reported on the emergence of informal migrant camps and labeled the place as the jungle. The jungle is constantly associated with degradation, barbarism and illegality in newspaper representation. Due to the distorted images of migrants by some newspapers in France and Britain, hundreds of migrants in Calais refugee camp were derecognized their basic needs like shelter, food and security.

In fact the coverage of media not only influences people's attitudes and judgments but also activates related cognitions. Concerning the context of migrants, media coverage can also activate cognitions by portraying migrants negatively. For instance, racial bias in media can automatically result negative thoughts about respective social group (Reminder Project, 2017:8). In recent time, this type of attitude is shown by some European countries due to the increasing of refugee crisis in Europe.

### **2.1.5 The Reporting Practices of Illegal Migration by International Media**

The reporting practices of migration by the different media centers vary from place to place. In broader term international media outlets disseminate information about illegal migration from the perspectives of news worthiness. Despite the numerous initiatives in relation to media transparency, migrant-related news-making practices remain bound up with several challenges in the world (International Organization for Migration, 2017:3).

However, the last three years has seen the rising of international media coverage about illegal migration and refugees. In 2015 approximately one million people from Syria were fleeing to Europe. In the mentioned year journalists recorded the biggest movement of people across boundaries and they responded through many stories that appeared on a daily basis in Europe's media (Georgiou and Zaborowski, 2017:4). The attention of media towards the situation of refugee remains high and greatly polarized regardless of the fluctuation migrants' number. According to Migratory Observatory Report (2013:3) the reporting practices of media towards migration in Europe, especially their language tone is more or less same. For instance, print media especially newspaper in Europe reported the situation of refugees or migrants as burden for Europe and reduced them as a non-human status (Ibrahim, 2015:4-5).

In terms of tone and content media reporting practices varies from country to country. For example, research suggests that the emphases of media in French are more likely to report on social and cultural issues and the US media on economic concerns. The media in South America and India tend to focus on internal migration, and in South Africa the focus is primarily on instances of xenophobia and racism. Coverage of refugees and migrants is more positive in Sweden and Germany and generally more negative in Australia and the UK. The British presses are more likely to frame refugees as potential threats to culture, welfare, security and the health system than any other country in Europe (Dempster and Hargrave, 2017:17).

Coverage of the refugee crisis and the illegal migration issues by the Arab media generally tended to repeat the narratives of the European media. Some of the Arab countries media, such as Qatar and Saudi Arabia blame the US and its Western allies for the crisis. The Arab media comments in many of their reports about the unnecessary military intervention of the west in Syria. Such coverages were also instrumental to support or legitimize the geo-political interests and policies of these countries, which have supported the insurgency against the Syrian regime in various ways (Matar, 2017:294-295).

The reporting practice in Africa is more or less a replication of the western media type. This can be observed through the refugee crisis reporting trend of Egypt. Some media commentators in Egypt used the refugee crisis to legitimize the military rule under General Abdel-Fattah al-Sisi

and warning Egyptians about the occurrence of conflict and war similar fate to that of Syria, if they did not rally behind the President (Matar, 2017:294-295).

In similar vein, the role of the South African media is based on perpetuating xenophobic and stereotypes attitudes in the mind of the public. A large amount of South African newspaper coverage is more of “anti-immigration and non-analytical”. The press is responsible for labeling the image of migrants as “criminals” and “job stealers”. In this regard, various research reports have directly or indirectly accused the South African press for contributing to antiforeigner sentiment in which attributed to the formulation and publicity given to various anti-illegal views through the media (Danso and David, 2005:116).

### **2.1.6 Illegal Migration in Ethiopia**

Ethiopia was one of the largest producers of migration in the Horn Africa until 1990. The movement of Ethiopian migrants became substantially greater in the late 1960s and 1970s, especially after, the 1974 revolution large migration flows started to arise. The main reasons for such migration were escaping political conflict, famine and persecution often by their own government (Fransen and Kuschminder, 2009:10). However, in terms of migration rates Ethiopian who moved out from their country is low compared to Africa (Regional Mixed Migration Secretariat, 2015:132).

Studies indicated that the situation of illegal migration has brought pitfalls and dangers in the free movement of people. These problems reflected in the movement of Ethiopian migrants and most of them faced hardship in their journey to reach in their desired destinations. Illegal or undocumented migrants from Ethiopia used different transitory countries to enter to the Middle East and Europe. Such transitory countries are Djibouti, Kenya, Libya, Malawi, Mozambique, Puntland, Somalia, Somaliland, Sudan, and United Republic of Tanzania, Yemen, Zambia and Zimbabwe (IOM, 2016:59).

However, among the mentioned transitory countries large number illegal migrants from Ethiopia used Djibouti as a transit to reach the Arab countries. As clearly mentioned by Fernandez (2017:246) since the late1990s, there has been an increasing stream of migration from Ethiopia

to the Gulf countries. The majorities of regular labor migrants from Ethiopia are women and were employed as domestic workers. Similarly, the primary destinations in the first decade of the 21st century were Saudi Arabia and Kuwait, although there was a steady flow of migrants that made their way to other Gulf countries, particularly the UAE.

Still, significant labor forces (young women and men) from Ethiopia are migrating to Yemen, Saudi Arabia and other Gulf countries. According to Regional Mixed Migration Secretariat (2014:19) starting from 2006, at least 334,000 irregular migrants from Ethiopian had arrived in Yemen to seek for economic opportunities.

The pushing factors of illegal migration by Ethiopians are unemployment, low salaries, scarce land accessibility and fertility and poverty (Italian Agency of Development Cooperation, 2017:9). In addition to the economic factors, political reasons also forced people to migrate illegally from their homelands. According to Regional Mixed Migration Secretariat (2017:5) Ethiopians increasingly leaving their country refer to political unrest and oppression. This is due to, the state of emergency declared by the Ethiopian government in October 2016 following months of violent anti-government protests.

For this reasons, the government of Ethiopia has established the National Council against Human Trafficking and Smuggling in June 2012 headed by top level officials. In the meantime the National Council issued Proclamation 909 on 17 August 2015, entitled “the Prevention and Suppression of Trafficking in Persons and Smuggling of Migrants”. The draft legislation put 25 years imprisonment up to life imprisonment or fines up to 500,000 Ethiopian Birr for aggravated trafficking, which may feature physical violence and drugging (Sahan Foundation and IGAD Security Sector Program, 2016:33). Though the Council drafted and issued proclamation to curb the problem, continuous awareness rising campaigns needs to be implemented to inform family members of migrants and refugees about the danger of illegal migration and provide information to those responsible for smuggling and trafficking their relatives out of Ethiopia.

### **2.1.7 Coverage of Illegal Migration by Ethiopian Media**

Beginning from recent years the issue of illegal migration has become serious agenda for the government, non-government organizations and media institutions in Ethiopia. Particularly, from 2015 onwards the print and electronic media found in the country massively covered the issue of illegal migration. Similarly, private media in many of their reports paid attention towards the situation of Ethiopian migrants in Yemen, Libya and South Africa. For instance, from June to July 2017 ‘Sheger’ FM (one of the private FM station in Addis Ababa, Ethiopia) frequently broadcasted the condition of Ethiopian migrants in Saudi Arabia and initiate families of migrants to convince their children or relatives to return back to their homeland.

The other interesting information released by the private magazine named Sheger Times (published and distribute every 15 days). This magazine in December 2017 presented detail analysis about Ethiopian migrants in Yemen and Libya under Amharic subtitle “*ለዜጎቹ ጩኔ ስጦት መንግስት ለምን ቸልተኛ ሆነ?*” or “*why the governments negligent of its citizen cry?*” The magazine mentioned in a total of nine pages the physical and mental abuse, torture and death of Ethiopian young men and women in Yemen and Libya. The reporters of this magazine had interviewed Ethiopian migrants who sheltered in Dubai Consulate General office of Ethiopia. According to the interview, most of migrants there were psychologically and physically abused and they were treated heartlessly by their employers. At the end, the magazine suggested the government of Ethiopia to implement protection mechanisms to safeguard Ethiopian migrants from inhuman acts (Sheger Times Vol.1 No. 21:2017:6-14)

However, media reporting trend in Ethiopia in relation to illegal migration is not far from problems. Practically, print and electronic media covered the issue of illegal migration at some point when the problem is happened. For example, the dreadful death of Ethiopian migrants in Yemen and Libya by human smugglers and terrorist organization catches the attention of different media and covered the incident in a hot tone. In terms of reaching out to audiences, majority of news coverage in relation to illegal migration is conducted by FM stations targeted Addis Ababa City (the capital city of Ethiopia) and its surroundings. These types of media are still urbanized in content, scope and circulation.

## **2.1.8 Brief descriptions of Fana FM, Deutsche Welle and Voice of America Amharic Radio Programs**

### **A. Fana Broadcasting Corporate**

Radio in Ethiopia has long history; it was introduced during the reign of Emperor Hailesilassie I in 1941(Debebe, 2007). But the coverage expanded after the end of the imperial rule in 1974. After the 1974 revolution, the military rule called Dergue confiscated Voice of the Gospel religious media station owned by Lutheran World Federation. The expansion of radio coverage and media ownership in Ethiopia was observed after the year 1991. The then Transitional Government ratified proclamation to remove censorship that hinders the expansion of private media (Debebe, 2007).

The birth of Fana radio was related to the fight against the Dergue regime. The radio station served as voice of Liberation (Voice of EPRDF) before its establishment as “Radio Fana S.Co. However, the radio station reestablished in 1994 and become the Nation’s first commercial National Broadcaster and multi-lingual Radio Station. Radio Fana owned by four regional endowments such as EFFORT, TIRET, TUMSA and Wondo. Its capital reached to 100 million birr while grew in to Fana Broadcasting Corporate S.Co in January 2011. It operates through three SW, one MW and 7 FM transmitters Nation-wide. Currently, the media station launched television program through Nile sat. Fana Broadcasting Corporate (FBC) in its FM radio station and television programs provides information regarding migration through news, interviews, discussions and entertainments (drama) to audiences of Ethiopia. (FBC official website, 2017).

### **B. Deutsche Welle**

Deutsche Welle (DW) is Germany’s international broadcaster have 1,500 employees and with many freelancers from 60 countries. The DW headquarter is found in Bonn and main studio is in Berlin. DW reaches more than 157 million people in the weekly bases. Deutsche Welle began its first Amharic radio program for Ethiopian audience on March 15, 1965 during the reign of Emperor Hailesilassie. At that time, ambassador of the Ethiopian empire was forwarded his message to DW’s short wave radio listeners on the Horn of Africa. Accordingly, Ethiopia was selected because of the international standing of Emperor Hailesilassie and the country’s role in

Pan-Africanism. The establishment of the Organization of African Unity (OAU) headquarter in Addis Ababa was also initiated DW to launch Amharic radio program through short wave.

Starting from 1991 DW, has got more popularity in Ethiopia and its audiences increased throughout the country. However, the short wave signal have been frequently jammed in Ethiopia in recent years and audiences heard the DW Amharic programs by other electronic channels like Nile sat, face book and by other links. DW Amharic has large number of audiences in Ethiopia and Facebook fans. Considerable numbers of people follow the programs and engage in discussions with the editors in Bonn in Facebook chats. Currently, DW Amharic service transmitted seven days a week in all over Ethiopia and covers issues of migration in the global context and frequently transmits the situations of Ethiopian migrants in the Middle East. (DW official website, 2017).

### **C. Voice of America**

Voice of America (VOA) is a big international radio station founded and started to provide comprehensive coverage about the world in 1942. VOA provides news and information in 40 languages for about 236.6 million audiences. The news and information of this radio station reaches to audiences through social media (Facebook), satellite, cable, MW, and is carried on a network of more than 2500 affiliate stations.

VOA broadcasted its program to Ethiopia and Eritrean audiences through three languages such as Amharic, Afan Oromo, and Tigrigna. VOA Amharic radio program is the oldest program and people who lived in Ethiopia, Eritrea and Diaspora heard it for many years. The Amharic program was launched in 1982, transmitted seven days a week and covers social, political, cultural and economic issues. VOA listeners tune in to the radio programs through shortwave, satellite, and medium wave, digital and mobile platforms.

This media outlet addresses the challenges of Ethiopian illegal migrants from origin to destinations through news stories, interviews and discussions. In addition, it also broadcast Ethiopian and American culture, politics, current affairs, economics, health, education, entertainment and more. VOA is popular in Ethiopia and become the leading international broadcaster in Ethiopia with a weekly audience of more than five million adults, of which 70 percent are aged 15 to 34. The service's broadcasts are aired live through short wave and Nile

Sat. But, starting from recent time most listeners in Ethiopia tune in to VOA Amharic program through Nile sat due to the difficulty of accessing the program in short wave (VOA website, 2017).

### **2.1.9 Media Role in Creation of Awareness with regard to Illegal Migration**

The different forms of media, such as print, electronic (radio, television), newspaper digital and social can play crucial role in deterring illegal migration generally occur in countries of origin. Nonetheless, lack of information accessibility in media generates unreasonable and risky illegal migration (Browne, 2015:1-2).

Though, media attention to migration has been increasing over the past few years, there is a need to ensure that the reporting is accessible, accurate, fair and balanced. For instance, the media and undocumented migrants' relationship in the host country were differing from the origin country. In this case, migrants may have difficulties to understand their host country's media environment, including different levels (global, national, regional and local); formats (TV, radio, print and internet). They can thus find it difficult to communicate to the media and to find the most appropriate media helpful for them. This can result in mutual distrust between undocumented migrants and the media (Niessen and Huddleston, 2010:26). Illegal or undocumented Ethiopian migrants, specifically those from rural area have encountered such problems while working in the Middle East, especially in UAE, Lebanon and Kuwait. Most of them don't have prior experience or attachment with any of these media communication technology. Thus, they faced difficulties in accessing information and their employers preclude them to use any of the above mentioned communication channels.

Actually, media significantly contributes migrants to develop more informed opinions and knowledge about their movement and consequences of illegal migration. Therefore, empowering people through information is helpful since, it enables them to make more informed choices and take reasonable actions before departing from their origin. Currently, in Arab countries many of the research findings indicate striking inequalities in domestic works of illegal migrants in relation to accessing formal communication channels. As Frantz (2014:20) pointed out some domestic workers who are in Beirut migrant shelters said that prior to coming to the shelter they

had been cut off from the rest of the world due to employers' restrictions on phone use and mobility.

The study also indicated that some of the migrants, especially domestic or house workers were use Internet-based platforms such as e-mail and social networking sites like Facebook, WhatsApp and Viber. However, lack of familiarity with information technology, limited literacy, and the high cost of the service prevented them to access the technology more (Frantz, 2014:20).

### **2.1.10 Challenges of Media Stations in Minimizing Illegal Migration**

In this highly advanced globalized world, media organizations are facing with increasing competition. To survive in a competitive market, media organizations need to ensure that their products are tailored to the needs and wants of their consumers. This reflected through public broadcasters as well as private media enterprises. In this sense, competition presents either opportunity or challenge towards migration. For this reason, the coverage of media in terms of program and articles tend to give the voice of migrants lesser prominence and reliability (Niessen and Huddleston, 2010:27).

Media stations have encountered limited financial capacity in doing very expressive documentary programs, news or reports towards illegal migration. This limitation can be observed through Ethiopian Media. Due to the financial reasons media stations here at home Ethiopia are unable to report directly and frequently the issue of migration both in place of destination and origin. In addition to the financial reasons social and organizational factors specific to journalism also influence media content. This is related to the intention of journalists to challenge the misrepresentation of migrants both in the media house and society. The day-to-day work of choosing, selecting and producing stories also can affect migration coverage. Sometimes, the political nature of these choices is implicit or taken for granted rather than explicitly ideological. Journalists own backgrounds can also influence how they choose to cover migration, within the constraints imposed by editors, organizations and audiences (Allen et al., 2017:14-15).

Using inappropriate language or hates speech against migrants is the other challenge of media station. In most cases such kind of incorrect languages were reflected by journalists of the west against refugees and migrants from Africa and Muslim countries. Similarly, fake and false news on migration are becoming serious challenge for the majority of media stations (The Ethical Journalism Network, 2017:8-9). Therefore, there needs to be objectivity of reporting in relation to illegal migration. This can be done by reducing subjectivity as much as possible and maintaining objectivity in media coverage and reporting practices of journalists.

## **2.2. Theoretical Framework**

This part of literature incorporated three theoretical perspectives such as social learning, social responsibility and cultivation theory relevant to the research.

### **2.2.1 Social Learning Theory**

Social learning theory is a widely referred model of media effects, especially in relation to children and young people. The basic theme of this theory is we cannot obtain or learn all things to guide our own behavior or development from direct personal observation or experience alone we have also learn much from indirectly through different modes like mass media. According to the social learning theory people learn from one another through observation, imitation and modeling (Nabavi, 2012:6). In this regard social learning theorists mentioned that learning may not necessarily be shown in the performance of people because society can learn through observation alone.

Thus, social learning theory has become increasingly cognitive in its interpretation of human learning. In addition to acquiring learning through observation, people can also learn by imitating and modeling other people style or behavior (Schunk, 2012:118). For instance from my personal experience in 2016 while I was working in an NGO named Wabe Children's Aid and Training Organization found in Addis Ababa City Administration, Kirkos Sub City Woreda 10, I have got the chance to speak to the mother of a person whom I know for quite long time. Her son reached Italy in 2015 by crossing the long desert of Sudan and Libya. While, in Libya he was caught by human smugglers and hold as captive for several months in demand for ransom. However, through, the support of her neighbors and relatives the required amount of many about 70,000 ETB was paid and finally he was released. She said, "At that time he frequently

communicates with his friends through Facebook who previously moved to Italy by transiting Libya. Then, he was convinced that moving through Libya is the right decision to enter to Italy. She added that he was highly attracted by the good pictures sent by his friends that show how things are fine in the west. Ultimately, the above mentioned factors prompted him to choose the illegal way to migrate to these countries”.

According to Bandura, (1971:6-8) social learning theory modeling phenomena are governed by four interrelated sub process. These are attention, retention, reproduction and motivation. In attentional process a person must attend or recognize the essential features of the model's behavior. With regard to the media our attention directed to the media content of potential significance to our day to day life and personal interest. Retention is related with memorizing or remembering what have been said before. In this case, a person cannot be much influenced by observation of a model's behavior if he has no memory of it. We may then retain what we have learnt and add it to our stock of prior knowledge. Reproduction process is referring to the actual application in behavior of lesson learnt. Finally, in the motivational process reproduction of the behavior to be successful, individuals need to be properly motivated by avoiding barriers to perform it themselves. Therefore, based on this theory the society including family, friends, and teachers influenced the behavior of individuals directly or indirectly. This influence can be observed through the illegal migration of young people from their place of origin to destination. In this case, the mass media as a tool for communication also motivates individuals to migrate in to the west and Far East by showing better living conditions there.

### **2.2.2 Social Responsibility Theory**

This theory was formulated and initiated in the USA by the Commission on Freedom of the Press. The emergence of the theory was a result of economic imbalance among the society due to the concentration of cultural power in the hands of those who owned the means of production. This affects equal representations of individual's views and opinion in the cultural market. In this case, those who have access to media will do everything they can to maximize profit at any cost which in the end benefits them and harms the rest of society (AL-Ahmed, 1987:14).

This theory has its major premise that the media have an obligation to be responsible to the public. Ravi (2012:307) summarized the basic principles of Social Responsibility Theory written by Denis McQuail one of the foremost communication scholars as the following:

1. Media must accept and fulfill certain obligations to society.
2. These obligations are mainly to be met by setting high or professional standards of informativeness, truth, accuracy, objectivity and balance.
3. In accepting and applying these obligations, media should be self-regulating within the framework of law and established institutions.
4. The media should avoid offensive content triggering crime, violence, or civil disorder or harm to minority groups.
5. The media as a whole should be pluralist and reflect the diversity of their society, giving access to various points of view and rights of reply.
6. Society and the public have a right to expect high standards of performance, and intervention can be justified to secure the public good.
7. Journalists and media professionals should be accountable to society as well as to employers and the market.

With regard to illegal migration, media should play crucial role in implementing social responsibility like educating and disseminating information on how risky migration affects people psychologically and physically. The functions of media are primarily to serve the society, enlighten the public, and serve individual members of the society in every aspect (AL-Ahmed, 1987:15). Thus, this theory is relevant for the researcher of this study to relate the social responsibility approaches of media with the finding of the research i.e. the contributions of the selected media outlets in the minimization of illegal migration.

### 2.2.3 Cultivation Theory

The theory was developed in 1973 to demonstrate the effect of television viewing towards people's perceptions, behaviors, moral values and general beliefs about the world. It examines the long term effects of television (Mosharafa, 2015:23). "The main proposition of the theory is the more time people spend in the television is the more likely they are to believe social reality portrayed on television. According, to the theory television instead of reflecting the reality of the outside world, it presents an artificial world that focuses on certain issues depending on the will and interest of those controlling the media (Mosharafa, 2015:23).

Television in the society is the most accepted means of obtaining social reality and it becomes the primary common source of socialization and everyday information mostly in the form of entertainment (Gerbner et al., 1998:177). The most general hypothesis of cultivation analysis is that those who spend more time "living" in the world of television are more likely to see the "real world" in terms of the images, values, portrayals, and ideologies that emerge through the lens of television (Bryant and Zillmann, 2002:47).

In relation to contributions, television has the power to inform or aware society about the issue of illegal migration in terms of drama or entertainments. Currently, to some extent dramas or entertainment programs transmitted by private television in Ethiopia are holding the attentions of audiences, particularly the younger generation due to its reflections of societal problems in a lively manner. For instance, starting from 2016 Ethiopian Broadcasting Service (EBS) a private television channel has been transmitting Amharic TV series drama called "*Zemen*" every Sundays and Tuesday. The story of the drama is illegal migration flowing from Ethiopia to the destination country's Saudi Arabia, Libya and United States. It depicts the pushing factors of illegal migration, such as lack of information, the expectation of migrants and the challenges of illegal migration such as physical and mental abuse.

Similarly, Amharic screen movie "*Sost Maezen*" or Triangular produced and released by Sebastopol Entertainment in 2013 and 2016 (the former is part one and later is part two) show the difficulties of illegal migration in the route to Libya. This movie has also portrays how human trafficker's oppressed Ethiopian migrants. Though these and other educative programs

are showed up through television, there are also programs like television advertisements and movies indirectly promote illegal migration. So, media in general must give due attention on migration while transmitting their programs.

## **CHAPTER THREE**

### **3. Research Methodology**

This part of the research presents the methodological framework of the study such as the research design, data collection tools, sampling techniques and sample size, data gathering procedures, ethical consideration and data analysis method.

#### **3.1. Research Design**

The study has fully employed qualitative research method such as qualitative content analysis, in-depth interview and focus groups discussion (FGD) as main tools of data collection. In addition to achieving the objective of the study, the use of qualitative method is crucial to obtain data in depth. Basically, there are two types of research methodologies: qualitative and quantitative. According to Pamela (2009:13) quantitative research approach is empirical in its nature which presents data in the form of numbers and uses mathematical operations to investigate their properties. The levels of measurement used in the collection of the data i.e. nominal, ordinal, interval and ratio, are an important factor in choosing the type of analysis that is applicable, as is the numbers of cases involved (Walliman, 2011:113). Whereas, qualitative research method is a technique of obtaining data in the form of note, cases, observations and transcripts of interview (Hancock et al., 2007:6).

This research method is especially effective in obtaining culturally specific information about the values, opinions, behaviors, and social contexts of particular populations. The usefulness of the method is also expressed through the textual descriptions of how people experience a given research issue. It provides information about the “human” side of an issue that is, the often contradictory behaviors, beliefs, opinions, emotions, and relationships of individuals. Qualitative method is also significant to identify intangible factors such as social norms, socio-economic status, gender roles, ethnicity, and religion (Family Health International, 2005:1).

This study by its very nature requires the humanistic approaches or the human behavior which includes beliefs of individuals, opinion and emotions. However, it is difficult to explain human behavior or emotions in quantifiable and measurable terms (Hancock et al., 2007:4). Because of

this, qualitative method applied to this study to broaden and/or deepen the understanding of how things came to be the way they are in our social world.

Though, it is difficult to find perfect approach for research, qualitative method is increasingly important to obtain details of results through the questions of why? How? In what way? (Degu and Yigzaw, 2006:3). These questions are significant for the study in order to investigate the contributions of the selected media outlets in minimizing illegal migration.

The other importance of qualitative method for the study unlike quantitative research method has multiple roles in obtaining data through observations, transcripts of interview and focuses on reports of experience or data which cannot be adequately expressed numerically. Commonly, the study conducted in a natural setting or uses people's accounts as data and with no manipulation of variables. Therefore, the researcher applied qualitative method so as to make fruitful the outcome of the study.

### **3.2. Sampling Techniques**

Sampling involves taking a representative selection of the population or an organization and using the data collected as research information (Battaglia, 2008:523). Applying correct sampling methods in study allow researchers the ability to reduce costs in relation to research and helped them to conduct research more efficiently with greater accuracy and flexibility. Sampling method can be categorized under probability and non-probability sampling. Probability sampling is sometimes called random sampling and non-probability referred as non-random sampling (Saunders et al, 2009:213). In most cases the choice of sampling depends on the goal of research. For this study the researcher employed non-probability sampling technique to make the research meaningful and successful.

The use of non-probability technique is mainly because the targeted population i.e. migrants are found everywhere and their location were not specifically defined. Therefore, the researcher selected three non-probability sampling techniques namely convenience, purposive and snowball sampling. Convenience sampling is suitable for the research because samples are selected based on their easy accessibility. Easy accessibility of the sample relates to the cost of locating elements of the population, the geographic distribution of the sample, and obtaining the interview data

from the selected elements (Battaglia, 2008:525). The researcher was used purposive or judgmental sampling technique to gather the data. The aim of using purposive sampling for the study was to select very important informants both for interview and focus group discussion deliberately. The researcher attempted to select informants with special knowledge on the issue, since the views of the selected informants are pertinent to the issue concerned. Likewise, snowball sampling was also applied by the researcher to obtain data from useful potential informants through the recommendations of other informants.

### **3.3. Sample Size**

Informants and focus group discussion participants were selected for the in-depth interview by using purposive, convenience and snowball techniques. A total of 17 informants had been selected for in-depth interview and focus group discussion. From the mentioned number, interview through face-to-face, phone and email was conducted with 12 informants. The rest five were focus group discussion participants. The informants were from Ministry of Labor and Social Affairs (MOLSA), Bureau of Labor and Social Affairs (BoLSA), Administration for Refugee and Returnee Affairs (ARRA), TAZA Magazine, International Organization for Migration (IOM), UN Economic Commission for Africa and journalists from the selected media outlets. All informants and FGD participants age were 18 and above.

The researcher also gave due attention towards gender equality during the selection of informants and FGD participants. In addition to the in-depth interview and focus group discussion, the content of the selected media outlets were carefully reviewed. The content analysis covered the year from January 1, 2015 to December 31, 2017 and emphasized the eastern route via Yemen to Saudi Arabia.

### **3.4. Data Collection Tools**

This study utilizes two sources of data collection tools categorized under primary and secondary. These tools are equally important to obtain and analyze data properly. In the case of primary source, data acquired directly from informants through in-depth interview, focus group discussions and analysis of the selected media outlets contents with regard to the coverage of

illegal migration. Secondary sources such as published and unpublished literatures found both in soft and hard copies were applied to the research.

### **3.4.1. Primary Data Collection Tools**

#### **A) In-depth Interview**

In general interviews can be conducted either through structured, semi structured (in-depth), unstructured and group interview. In-depth interview is one of the most common elements of qualitative method. According to Masson (2002:63-64) In-depth or semi structured interview has involves one-to one interactions, larger group interviews or focus groups, and may take place face to face, over the telephone or by other means. Also, the method is helpful to obtain detail information since it follows a relatively informal style, with the appearance in face-to-face interviewing of a conversation or discussion rather than a formal question and answer format.

As Legard et al., (2003:145-146) suggested that in-depth interview comprises a number of stages in which useful to collect data from my informants. The initial stage of conducting interview is establishing relationships with participants of the interview which is a prerequisite for the researcher to start an effective in-depth interview. Secondly, the researcher starts to direct the interaction by introducing the research topic. At this stage the researcher briefs the nature and purpose of the study and asked permission to record the interview by keeping confidentiality. In the meantime, the researcher also assures the comfortability or suitability of the environment for the interview to proceed without distraction. Thirdly, having full personal information about the interviewee such as the interviewee's age or relationship status is quite significant to formulate questions. Such background information at the beginning would enable researcher to identify participant situation and helped to have effective interview flow. Fourth, the researcher is guiding the participant through the key themes both those anticipated by the researcher and those which emerge from the interview. Fifth, this stage can be a wrap-up time in which the researcher used about five to ten minutes before the end of the interview to check the unfinished issue useful for the study. It is also important to check that the participant has not been left with any uncompleted business: for example, feelings unexpressed or issues of burning importance left unmentioned. Finally, the researcher appreciates interview participants on how their contribution would help the research and begins to help them to move out of interview mode. In the same

manner any reassurances about confidentiality or the use of the interview data should also be given.

Thus, based on the above mentioned techniques the researcher had carried out in-depth or semi structured interview with 12 selected informants by using purposive, convenience and snowball techniques conducted through face to face and phone. However, the two radio stations namely; Deutsche Welle and Voice of America were located outside of Ethiopia and because of this the researcher opted to use the interview through email.

### **B) Focus Group Discussion (FGD)**

The other significant data collection tool for the study was focus group discussion. It is a type of in-depth interview conducted in a group and its objective is to obtain data from the exchange of information by participants of the group usually composed of 5 to 10 people per group or 6-8 (Krueger, 2002:1). The good features of focus group discussion are it generate initial concept, creative and testing ideas and determining differences in opinion between various stakeholders. Focus groups are often used as a means of triangulation with other data collection methods (Slocum, 2003:97). In terms of gaining essential data FGD is better tools for the researcher of this study since, it allows targeted people to participate, develop and express their opinions in a more 'natural' and social context. For the focus group discussions the researcher selected five individuals' from returnees (who previously migrated to Saudi Arabia through the illegal channels).

### **C) Content Analysis**

This method is employed to study the selected media outlets coverage towards illegal migration from Ethiopia to Yemen and Saudi Arabia from January 2015 to December 2017. Content analysis is a research technique used to determine the presence of certain words or concepts within texts or sets of texts. In content analysis, researchers quantify and analyze the presence, meanings and relationships of words and concepts then make valid inferences about the messages (Krippendorff, 2004:18). Content analysis as a research technique, provides new insights, increases a researcher's understanding of particular phenomena, or informs practical actions (Krippendorff, 2004:18). Wimmer and Dominick, (2011 p.156) have given three

definition for content analysis. First, it is systematic procedure devised to examine the content of recorded information, second, it has a research technique for making replicable and valid references from data to their context and third, it is a method of studying and analyzing communication in a systematic, objective and quantitative manner for the purpose of measuring variables. As a methodological framework, content analysis may be used either in qualitative or quantitative data or it may be used in an inductive or deductive way (Elo and Kyngas 2007:109).

However, the researcher employed qualitative content analysis to examine the coverage. The reason for using qualitative content analysis is to systematically analyze illegal migration coverage in Ethiopia by the selected media outlets through news report, recorded communication, transcripts of interviews, observations, panel discussions or meeting and documentaries. The researcher believed that applying qualitative content analysis for the study helps to assess the contributions of these media institutions in minimizing illegal migration in Ethiopia. These media outlets coverage on migration are obtained from their websites and information archives.

### **3.4.2. Data Gathering Techniques**

The researcher is solely applied qualitative type of data gathering technique. Specifically, semi-structured or open ended questionnaire is designed to gather data from the targeted informants. In the meantime, brief instructions were given orally as well as in written form to informants on how to fill the questionnaire properly so as to evade errors. Informants were also notified early on to adjust their time for interview particularly, those people who were selected for the in-depth interview and focus group discussion.

### **3.4.3. Ethical Consideration in Primary Data Collection**

The researcher was cautious in revealing the findings of the research and gave due attention towards ethical issues related to the research. In all contacts, the researcher respected the dignity of the targeted informants and participants who are involved in interview and FGD. Data's were gathered based on the full consent of the research participants. Thus, adequate level of confidentiality to protect the privacy and anonymity of research participants was maintained by the researcher. The use of unnecessary language or offensive discriminatory words was removed

from the interview questionnaire and focus group discussions. The different literature works were properly cited and any forms of fabrication or plagiarism were avoided from the study.

#### **3.4.4. Secondary Data Collection Sources**

Besides to primary research method, the researcher applied secondary sources particularly published and un-published materials to support the finding of the study. The secondary sources were collected and utilized based on their relevance to the study. Therefore, international and local migration related books, journals, articles, reports, magazines, newspaper, video and audio materials, photographs, documentaries and proclamations found in hard and soft copies were used to the research.

#### **3.5. Questionnaire Design**

Questionnaire is a tool to collect information or data systematically from the targeted people or institutions. According to Burgess (2001:6) Design of the questionnaire can be split in to three elements:

- a) Determine the questions to be asked,
- b) Select the question type for each question and specify the wording, and
- c) Design the question sequence and overall questionnaire layout.

The questions to be asked are a key point that links between the research aims and the individual questions via the research issues. Appropriate layout of questions and answer choices attractively and neatly is fundamental for researchers before gathering information or data. Lay outing question would also enable researcher to keep the sequences questions and arrangements. Researcher should aware of the different types of questions before launching data gathering activities either through open or closed questions (Burgess, 2001:6). Among the different types of questionnaire, semi structured or open ended type of questionnaire was applied to allow informants to express their opinion without being influenced by the researcher. In addition, semi structured questionnaire gives great opportunity to participants to explain their position, feelings, or experiences. Likewise, leading questions were avoided by the researcher to give participants freedom of response.

The researcher used three significant techniques to gather data from informants such as face to face, telephone and email. Face to face and telephone communication was conducted to those informants found in Addis Ababa. The researcher used email to contact Deutsche Welle and Voice of America Amharic service program journalists. In the meantime, correspondent journalists of the two media institutions who are working in Ethiopia were also contacted through face to face. The questionnaires prepared for non-media informants, journalists and FGD participants were annexed in the final part of the research.

### **3.6. Data Analysis Arrangement**

The researcher presents both focus group discussion (FGD) and in-depth interview results through narrations. However, to some extent figures, graphs and tables were used to demonstrate comparisons based on interviewees response. With regard to content analysis the selected media outlets coverage from 2015 to 2017 would be reviewed separately. In the meantime, the different theoretical frameworks and viewpoints were also incorporated to support the analysis of the findings. More specifically, the analysis part arranged to address the research objective regarding the coverage of the selected media outlets about illegal migration, their contributions to create awareness on illegal migration and challenges they faced in their efforts to contribute to minimize illegal migration.

## **CHAPTER FOUR**

### **4. Data Presentation and Analysis**

This chapter is the main body of my research where I present the discussions on findings of the study. In other words, the data and information obtained through individual in-depth interview, focus group discussion (FGD) and content review of the programs of the three media outlets are presented in this chapter in a systematic and logical order categorized under different subtitles at the same time ensuring the study objectives are covered completely.

Accordingly, the analysis is primarily done in such a way that the overall objective of the study - the contributions of media to minimizing illegal migration from Ethiopia is very well assessed. The discussions on the findings also attempt to provide answer to the research question and hypothesis defined in chapter one. Specifically, I have tried to evaluate and show the result in terms of what, where and how the selected three media outlets positively contributed to minimize illegal migration from Ethiopia to Yemen and Saudi Arabia. On top of the descriptive discussion of the in-depth interview and focus group discussion findings, content review and qualitative analysis of the programs broadcasted by the selected media outlets from the period of January, 2015 to December, 2017 has been included to examine extent of their coverage regarding illegal migration as well as identify lessons to be learned from past practices.

However; I believe it would be more informative and helpful to readers to provide the summary profile of the respondents of the in-depth interview and focus group discussions before directly going to the detail analysis and presentation of the study results. The three tables coming next show the respondents profile by organization and by interview type.

**Table 1. Profiles of interviewed informants from the selected media outlets**

<b>Name</b>	<b>Sex</b>	<b>Organization</b>	<b>Position</b>	<b>Means of interview</b>
Adam Tadesse	M	Fana FM 98.1 (Fana Broadcasting Corporate)	Program department director	Face to face
Dawit Mesfin	M	Fana FM 98.1 (Fana Broadcasting Corporate)	Journalist and news room senior producer	Face to face
MergaYonas	M	Deutsche Welle	Journalist at Deutsche Welle Amharic service program, Bonn, Germany.	Via Email
Yohannes G/egziabher	M	Deutsche Welle	Correspondent journalist at Addis Ababa	Face to face
Tizita Belachew	F	Voice of America	VOA Amharic service program journalist, Washington DC	Via Email
Melskachew Amaha	M	Voice of America	Correspondent journalist at Addis Ababa	Face to face

**Table 2. Profiles of interviewed informants from non-media organizations**

<b>Name</b>	<b>Sex</b>	<b>Organizations</b>	<b>Position</b>	<b>Means of interview</b>
Wegayehu Alemu	F	Ministry of Labor and Social Affairs	Returnees Follow-up and Support Team Leader	Face to Face
Alula Sisay	M	Bureau of Labor and Social Affairs, Addis Ababa City Administration	Overseas country Employment Affairs Team Leader	Face to Face
Suleiman Ali	M	Administration for Refugee and Returnee Affairs (ARRA)	Communication and Public Relation Team Leader	Face to Face
Alemayehu Seifeselessie	M	International Organization for Migration (IOM)	National Communication Officer	Face to face
Dr. Gideon	M	UN Economic	Population Affairs	Face to face

Name	Sex	Organizations	Position	Means of interview
Rutaremwā		Commission for Africa, Population and Youth Section Social Development Policy Division	Officer	
Getachew Werku	M	Taza Magazine	Editor in chief and columnist on social, political and cultural issues	Phone call

**Table 3. The profiles of FGD Participants**

Name	Sex	Age	Education level	Returned from	Occupation
Tsedale Amde	F	35	Grade 7	Saudi Arabia	Unemployed
Samia Ebrahim	F	28	10+2		Working in small and micro business
Aynalem Seifu	F	30	Grade 10		Working in small and micro business
Yeneager Aysheshu	F	27	Grade 12		Baking and selling bread
Wessene Tolosa	F	26	Grade 8		Working in small and micro business

## **4.1. Coverage of Illegal Migration by the Three Media Outlets**

The coverage is analyzed from the perspectives of time allocated, frequency of coverage of illegal migration issues and geographic reach of the studied media outlets within the time period of January, 2015 to December, 2017. The findings are discussed and presented separately for each three media outlets.

### **4.1.1. Fana FM**

Fana Broadcasting Corporate S.Co was called Voice of Ethiopian People Revolutionary Democratic Front (EPRDF) before its establishment as “Radio Fana S.Co.” in 1994. It was in January 2011 Radio Fana S.Co., grew into Fana Broadcasting Corporate S.Co. It operates in three SW, one MW, 7 FM transmissions Nation-wide and currently launching a 24 hours television program. Fana in its FM stations transmitting various socio-political and entertainment programs to Ethiopian audiences through different streams. Fana has covered issues related with illegal migration both in news and documentary programs.

From the review and analysis of the content broadcasted by this radio station, it was possible to proof that on average 25 migration related news or human trafficking incidents were broadcasted annually in the three year period covered with this research. This means at least two illegal migrations or human trafficking news transmitted by this media outlet on monthly basis. However, largest numbers of news report and programs with respect to illegal migration was broadcasted in the year 2015. For instance, in 2015 about 15 news reports in relation to illegal migration with different thematic areas were transmitted while some 20 & more than 40 reports were broadcasted in 2016 and 2017 respectively. There are two reasons for the increasing of illegal migration news coverage by the radio station in 2017. First, in the mentioned year several undocumented Ethiopian migrants who were in different cities and provinces of Saudi were returned to their country by using the 90-day grace period. Second, in the same year the ban of domestic workers moving overseas by the government of Ethiopia following reports of abuse and complaints that employment agencies lured Ethiopians into working abroad in illegal and appalling conditions has opened the chance to Fana to cover the incident broadly.

The issues addressed by the radio station in 2015 mainly focused on causes of illegal migration, trafficking entities, vulnerable group of people, human traffickers role, the participation of

security force in the course of smuggling migrants, illegal migration route and the difficult journey of migrants. In the same year eight of the illegal migration news reports were presented directly by journalists. The report also includes interview with Saudi returnees, government officials and NGO's.

On the other hand, in 2016 Fana has prepared three investigative radio documentary programs broadcasted to all audiences. In addition, in 2016 more than 13 illegal migration and human trafficking news with different topics were transmitted to audiences.

The documentary program covered the hardship the illegal migrants face from origin to destination, the trafficking entities role in illegal migration and the response of government to tackle the problem. The documentary programs were prepared through the direct involvement of journalists in different migration routes as well as interviews of human traffickers and responsible government offices from top to grass root level.

This documentary was prepared and presented by journalist named Dawit Mesfin. First, he travelled to South Wello Kelala Woreda to exhaustively prepare documentary program on human traffickers act by making himself as migrant who wants to travel to Saudi Arabia illegally. According to the story, he was asked by human trafficker to pay 5000 Birr to travel to Yemen. However; if he brings other eight people to the human trafficker, he and one of his friend would get the chance to move without paying the required amount of cash. The human trafficker told him that before he reaches to Saudi he has to cross Galafi the broader city of Ethiopia and Djibouti which takes only two days to reach Djibouti from Galafi by car provided through human traffickers there. After, Galafi he has to reach the other transitory place called Hayu (a port city of Djibouti) then he will travel safely by boat to arrive at Yemen. The human trafficker usually guided people by telling them the appropriateness of all these directions to reach to Yemen.

In the meantime, the journalist gathered information by interviewing returnees from the mentioned country (Yemen and Saudi Arabia) and proved that the human traffickers are falsely convincing people to travel to the Middle East illegally. In many occasions human traffickers initiate people to go abroad by putting wrong pictures in the minds of migrants and usually convince them how good the situations in Yemen.

However, the reverse is true as mentioned in the documentary program. On the contrary, a total of 200 torturing and smuggling camps are available at Haradh town close to Red Sea coast and border with Saudi Arabia in southern direction. In these camp Ethiopian smugglers abused and ruthlessly tortured their own citizens without mercy. According to Human Rights Watch (2014:27), Haradh hosted an average of 25,000 migrants who wish to travel to Saudi Arabia or return to their home country. The weather situation of Haradh, especially the location of the camp is extremely heat and prone to flash flooding. Likewise, almost 80% of their local economy is based on smuggling of people. The following couple of photos are indicative of the sufferings of the migrants in Yemen.



Picture1. Ethiopian migrants in Yemen piling in to pickup car to work in chat farms. (obtained from Human Rights Watch report 2014:29)



Picture2. Migrants travelling to Saudi Arabia through Yemen’s Hodaida-Haradh road.(obtained from Human Rights Watch report 2014:29)

Geographically, migrants are coming from different parts of regions in Ethiopia, mainly from Amhara region North and South Wello and Oromia region Jimma and its surrounding. In this informative radio documentary program the journalist revealed how migrants are financially exploited and physically abused by organized human trafficking networks both in the origin and destination countries. The travel route for illegal migrants is depicted on the map annexed at the end of this paper (annex VII).

The news coverage in 2017 largely emphasized on airing frequently a reminder to the illegal migrants living in Saudi about the situations they face if not returned’ using the 90 day grace period, the possible support the returnees can get from government to reestablish them domestically and the danger of continuity of illegal migration.

In general the presented documentaries and news stories are well articulated in terms of language clarity, source usage and story flow that people can easily understand and learn from it.

#### **4.1.2. Deutsche Welle**

Deutsche Welle is the oldest Amharic radio program transmitted for Ethiopian audience since March 15, 1965. The radio station has got more popularity in Ethiopia in 1991 and its audiences increased throughout the country. Its Amharic program transmitted seven days a week in all over Ethiopia which commence at 1 o'clock in the evening and covers issues of social, political, economic, cultural or educational and entertainment programs. Deutsche Welle Amharic service immensely addresses the issue of illegal migration through news, interviews or discussions. From 2015 to December 31, 2017 a total of 60 news reports, interviews and discussions with experts about Ethiopian illegal migration in Yemen and Saudi Arabia were transmitted to Ethiopian audiences. In each year significant numbers of illegal migration stories with different thematic issues were prepared and broadcasted by the radio station. Specifically, table 4 in the next page summarizes the number and types of stories covered from January 2015 to December 2017.

**Table 4. News stories of illegal migration covered by Deutsche Welle (2015 - 2017)**

<b>Year of coverage</b>	<b>Number of news stories about illegal migration</b>	<b>Coverage in %</b>	<b>Minutes allocated</b>	<b>Content of stories in brief</b>
2015	12	20	98.16	The situation of Saudi's returnees, complains of Ethiopian migrants in Saudi Arabia and the war in Yemen and its challenges for Ethiopian migrants,
2016	7	11.66	30.45	IGAD role in managing migration, the situations of Ethiopian migrants in Yemen, returnees from Yemen, continuity of illegal migration and challenges of youths from prison to migration.
2017	41	68.33	265.19	The continuity of illegal migration to Yemen and Saudi Arabia, discussions on illegal migration, returnees situations from Yemen and Saudi, challenges and risks of migrants travelling to those countries and Saudi's 90 days grace period to expel undocumented Ethiopian migrants.
<b>Total</b>	<b>60</b>	<b>100</b>	<b>393.40</b>	

As described through the tabular form Deutsche Welle had been covering a total of 60 news stories from the year 2015 to 2017 on different issues. Specifically, in 2015 12 news stories or 20% were aired by the radio station of which majority of them was emphasized on Ethiopian migrants challenge and miserable life in Yemen and Saudi Arabia. Among the covered stories, some of them are even demonstrates the lack of security that puts Ethiopian migrants in to danger. For instance the war in Yemen and the continuous bombardment by Saudi-led coalition forces culminated the life of Ethiopian migrants sheltering in a temporary camp called Al-Mazrak. According, to the news report the place (Al-Mazrak) was not safe for migrants' life and quoted the UN report that 40 migrants were killed and wounded by air strike in the mentioned place. The presenter of the news was also balanced the story by making interview the then

(2015) spokes person of the foreign affairs ministry of Ethiopia Tewelde Mulugeta about Ethiopian migrants situation in the war prone areas of Yemen. Due to the civil war in Yemen and the Saudi-led coalition air strike against Houthi rebellions (anti government militants) most of the covered news stories of DW were emphasized on the situations of Ethiopian migrants there. Specifically, out of the covered 12 migration news stories in the year 2015 seven of them were focused on Ethiopian migrants' unsecured life in Yemen.

Though no exact and clear figures of Ethiopian migrants' residence in Yemen are available, the 2014 published reports of Regional Mixed Migration Secretariat revealed that more than 330,000 irregular migrants from Ethiopia had arrived in Yemen since 2006 (2014:19). In addition to, the covered news stories with regard to Ethiopian migrants in Yemen there were also other news stories presented by DW in the same year. Some of these news stories were the situation of Ethiopian returnees from Saudi Arabia; complain of Ethiopian migrants in Saudi Arabia about the delay to renew their passport by the embassy of Ethiopia and the continuity of illegal migration especially from the rural Ethiopia travelling through the dangerous routes to reach in to Yemen and Saudi Arabia.

The news coverage reached to its highest peak in the month of April 2015 in which six news stories out of the total of 12 stories transmitted to audiences by the radio station. The reason for the increasing of coverage in the mentioned month was the war in Yemen and its impact on the life of several Ethiopian migrants who resides there. In similar vein, a total of 98.16 minute i.e. 97 minutes and 16 second was given to the news stories coverage in the year 2015.

The total news coverage of Ethiopian illegal migration in Yemen and Saudi Arabia in 2016 was seven or 11.66%. It emphasized on IGAD role in managing migration, the situations of Ethiopian migrants in Yemen, returnees from Yemen, continuity of illegal migration and challenges of youths from prison to migration. The covered new stories in the mentioned year were varied in terms of content or issue raised. However most of the news stories were focused on Ethiopian migrants' situation in Yemen and the continuity of illegal migration to Yemen and Saudi Arabia. For instance, according to the 2016 news report of DW even if the civil war aggravated chaos and civil unrest in Yemen, the number of migrants moved from Ethiopia to the mentioned country increased at alarming rate in the year 2015 and 2016. This news report was also further elaborated the story by referring the report of the United Nation Higher Commission for Refugee

(UNHCR). It says in 2015 when the war was going to be toughening in Yemen 92,446 Ethiopian and Somalia's were entered in to the country. Out of this number 82,268 or 90% are Ethiopians and the rest are Somalia's. According to the story, the reasons for their migration was seeking to refugee registration and aid from UNHCR, aspire to live a better life or use the country as a transit to the Middle East.

In similar talk, the number of Ethiopian migrated to Yemen rapidly increased in 2016 compared to the previous year. In the meantime, journalists of the radio station had given attention to human interest stories while they present news, discussions or interviews. The total minutes used to cover the news stories were 30.45 (thirty minutes and forty five second). The coverage in 2016 was slightly decreases compared to the 2015 coverage in terms of number and utilized minutes.

However, the highest migration news coverage both in number and minutes had been observed in 2017. In the year 41 news stories or 68.33% coverage which includes discussions, interviews with experts and migrants and direct reports were broadcasted to Ethiopian audiences. The covered news stories were categorized under five main thematic areas such as the continuity of illegal migration to Yemen and Saudi Arabia, discussions with experts and migrants regarding illegal migration, the situations of returnees from Saudi Arabia, challenges and risks of migrants travelled to those countries and Saudi's 90 days of grace period to expel undocumented Ethiopian migrants. In the same year in relation to the news disseminations out of the covered 41 news stories, 30 were emphasized on the situations of Ethiopian migrants in Saudi Arabia, four news stories were on Ethiopian migrants challenge and death in Yemen and seven news stories were given to other issues related with illegal migration.

The issues transmitted through the radio was more of educative and informing the public about the danger of illegal migration. Some of the stories were also demonstrate the pushing factors for illegal migration from Ethiopia. For instance in January 11, 2017 DW aired an informative program under the topic of "young Ethiopians move away from their farming land". The story started by narrating a 30 years of old Bilal Jibril who was born in Amhara region in a small town of Guangua Woreda. He migrated to Saudi Arabia four years ago due to shortage of farming land and lack of support from the government to access land for farming outside of his region. Before, he migrated to Saudi Arabia he was searching for farming land in Benishangul Gumuz region Gulen Woreda and able to obtained fertile land. Then, he began breeding of crops and animals

there. However, the government of the region ordered Bilal and other 500 household families to evacuate from their farm lands due to forest plantation. According to the story, these farmers were presented their cases to get back their farming land, yet the regional government was not properly treated their requests and eventually removed them from their place. In the story the different research studies result with regard to farming land accessibility in rural Ethiopia was also mentioned. It says the opportunity of obtaining farming land for young people was diminishing after the change of farming land policy in the country occurred due to the scarcity of rural farming land. So land shortage accompanied by disruptions of rainfall, low agricultural productivity and lack of alternative job triggers young people to forcefully migrate from their birth place. In the story research findings and interview with researchers in relation to farming land shortage was also presented to justify the problem.

The total minutes given to the news stories coverage in 2017 was 265.19 (two hundred sixty five minutes and nineteen seconds). Comparatively, the news coverage in 2017 especially the number of stories, issues addressed, and minutes consumed are better than the previous two research targeted years (2015 and 2016). The basic reasons for the mounting of news coverage on migration in the mentioned year were the continuity of illegal migration and the expulsion of undocumented Ethiopian migrants from Saudi Arabia.

### **4.1.3 Voice of America**

The Voice of America Amharic program was launched in 1982 in which transmitted seven days a week and covers social, political, cultural and economic issues. VOA listeners tune in to the radio programs through shortwave, satellite, and medium wave, digital and mobile platforms. The transmitted program is about Ethiopian and American culture, politics, current affairs, economics, health, education, entertainment and more. It has a weekly audience of more than five million adults in Ethiopia. Among the various programs the radio station has been covering issues related to migration through news stories, discussions and interviews. Voice of America from January 1, 2015 to December 31, 2017 covered a total of 27 illegal migration news stories focused on Ethiopians who were migrated to Yemen and Saudi Arabia. In 2015 the radio station aired various issues in relation to illegal migration through news stories, interviews and discussions. Hence, table 5 presented the covered stories, the target of the news story, minutes utilized and number of news coverage.

**Table 5. News stories coverage by the Voice of America in 2015**

<b>The covered stories in brief</b>	<b>The target of the news story</b>	<b>Minutes allocated for each news stories</b>	<b>Number of news stories covered in the year (total)</b>
Interview with two academic researchers regarding the pull and push factors of migration particularly the case in Ethiopia.	Two academic researchers	31:22	11
The decreasing of Migration from Ethiopia to Yemen due to air strike in Yemen by Saudi-led coalition.	Yemen	08:22	
Saudi-led coalition air strike in Aden and the situations of Ethiopian migrants.	Yemen	07:05	
The lifts of ban on domestic workers moving overseas.	Ethiopian domestic worker moving overseas	06:52	
Saudi Arabia killed terribly two Ethiopian migrants suspected of murdering people.	Saudi Arabia	03:27	
The death of Ethiopian migrants in Somalia.	Somalia	00:48	
The physical and financial Abuse of Ethiopian migrants in Yemen.	Yemen	02:45	
US America financial aid to support humanitarian effort to control migration crisis.	US America government	02:37	

<b>The covered stories in brief</b>	<b>The target of the news story</b>	<b>Minutes allocated for each news stories</b>	<b>Number of news stories covered in the year (total)</b>
Interview with returnees from Yemen and Ethiopian foreign affairs minister.	Yemen	07:16	
IOM revised plan of action to solve the problem of illegal migration.	IOM	02:05	
EU financial support to the Eastern and Sub Saharan Africa to mitigate the problem of illegal migration.	EU	06:34	
<b>Total</b>		<b>77.13</b>	<b>11</b>

Based on the above provided data Voice of America had been covering 11 news stories in 2015. The coverage includes news stories interviews and discussions of different topics. In the year a sum of 77.13 minutes used to cover the news stories of which majority or nine news stories out of the total 11 news stories were given to illegal migration situation in Yemen, international organizations and researcher's role to mitigate the problem of illegal migration. Particularly, some of the transmitted news stories, discussions and interviews were emphasized on the different causes that trigger illegal migration from Ethiopia to Yemen and Saudi Arabia as well as support from the United States government and international institutions.

For instance, VOA broadcasted the cause of illegal migration from Ethiopia to elsewhere especially, by interviewing two economics professors who studied the basic reasons of migration from Ethiopia. They categorized the causes for migration from origin (Ethiopia) to the destination countries in to three factors such as the push, pull and mediating factors. They put the pull factors to those attractive factors in the destination countries that induced individuals to move from their place of origin. Whereas, the push factors related with youth unemployment in the country, forced displacement resulted by political, ethnical and religious problems, human

rights violation and lack of good governance. The other is mediating factors related with the increasing of human trafficking entities and foreign employment agencies, bribing pictures send by those Ethiopians who reside in foreign countries and wrong demonstrations about the success of those individuals or returnees' from foreign countries. The story mentioned majority of migrants from Ethiopia were youths and was forced to migrate through dangerous routes because of lack of practical migration policies and political commitment by the administration in Ethiopia. Thus, the story concluded by recommending the government to take major steps in combating irregular migration from Ethiopia and the need to increase Ethiopian scholars involvement to bring the possible solutions towards illegal migration.

To some extent the 2016 coverage decreases both in number and minutes devoted to the news stories. Nevertheless, the content of the covered news stories, discussions and interviews were more informative and addressed Ethiopian migrants challenge in broader perspectives. To make it more specific, table 6 elucidate the main theme of the covered news stories, minutes utilized and focused area of the news stories.

**Table 6. News stories coverage in 2016**

<b>The covered stories in brief</b>	<b>The target of the news story</b>	<b>Minutes allocated for each news stories</b>	<b>Number of news stories covered in the year (total)</b>
US government statement of position on illegal migration and smugglers act.	US America government	03:45	8 (Eight)
Undocumented Ethiopian migrant life in Saudi Arabia	Saudi Arabia	03:54	
150 Ethiopian migrants were returned from Yemen to Djibouti and then Ethiopia by the support of IOM.	Yemen	06:57	
The increasing number of Ethiopian migrants to Yemen by crossing Djibouti's small port town Obock.	Yemen	06:35	
The continuity of Ethiopian migrants in	Yemen	00:56	

<b>The covered stories in brief</b>	<b>The target of the news story</b>	<b>Minutes allocated for each news stories</b>	<b>Number of news stories covered in the year (total)</b>
war affected zone of Yemen.			
Yemen government forcefully and perilously expelled Ethiopian migrants to Djibouti port Obock.	Yemen	03:13	
Ethiopian migrants dangerously travel to Yemen in order to reach Saudi Arabia.	Yemen	03:21	
US government direct financial aid to support those countries sheltered migrants and refugees.	US America government	07:12	
<b>Total</b>		<b>33.93</b>	<b>8</b>

Based on the presented table, Voice of America aired eight news stories in different themes of migration. Out of the covered eight news stories five were emphasized on Ethiopian migrants' situation in Yemen. The total minutes used to cover the story was 33.93. The transmitted news stories concentrated on the agony of Ethiopian migrants in Yemen emanated from internal conflict and the criminal act of human traffickers.

The coverage in 2017 was similar with the previous year (2015) in terms of coverage in number. However, the target and the content of the news stories and the allocated minutes are different from the mentioned year. In general, the covered news stories discussed about the troubling situations of Ethiopian migrants in Yemen and Saudi Arabia. To this effect table 7 illustrates the magnitude of Ethiopian migrants problem covered through various news stories, discussions and interviews.

**Table 7. News stories coverage in 2017**

<b>The covered stories in brief</b>	<b>The target of the news story</b>	<b>Minutes allocated for each news stories</b>	<b>Number of news stories covered in the year (total)</b>
The war in Yemen and the situations of Ethiopian migrants in the capital city Sana'a.	Yemen	05:52	8 (Eight)
160 Ethiopian migrants were drowned in to Yemen Sea by human traffickers	Yemen	09:30	
Ethiopian government urged undocumented Ethiopian migrants resides in Saudi Arabia to return to their country based on the remaining grace period.	Saudi Arabia	04:14	
Interviews with migrants in Saudi Arabia about their Fear of deportation, the situations of documented migrant there and inability of Ethiopian embassy in Saudi Arabia to support migrants.	Saudi Arabia	04:44	
The life history an Ethiopian women born and grow in Saudi Arabia and eventually expelled from the country. Currently she resides with her family in Indonesia due to political reasons.	From Saudi Arabia to Indonesia	07:44	
Discussions with foreign ministry of Ethiopia spokesman Melese Alem, Abebaw Minaye (PhD) from Addis Ababa University who studied Ethiopian returnees from Saudi Arabia and Sileshi Shibru DW reporter regarding activities of Ethiopian government to return undocumented Ethiopian migrants from Saudi Arabia and the situation in Saudi Arabia.	Saudi Arabia	41:56	
Hopes and risks of Saudi's grace period to Ethiopian migrants	Saudi Arabia	13:53	
Human Rights Watch urged Saudi government to stop expulsion of Ethiopian migrants.	Saudi Arabia	01:19	
<b>Total</b>		<b>87.12</b>	<b>8</b>

As presented in the above table eight news stories with different topics reached to Ethiopian audiences in the year 2017. In terms of news emphasis the broadcasted news stories gave wide

coverage on Saudi's decision to expel significant number of undocumented Ethiopian migrants through the 90 days grace period. Due to this reason, six news stories out the total eight covered the decision of Saudi government to withdraw undocumented Ethiopian migrants. The covered stories were given due attention on government and other stakeholder's role to protect risked migrants from mistreatment and agony. In the same year, the radio station was also aired the sad death of 160 Ethiopian drowned deliberately by human traffickers in Yemen sea. Likewise, the risked Ethiopian migrants in the war area of Yemen especially, in the capital city Sana'a interviewed frequently and expressed their fear due to the continuity of the civil war.

In general 87.12 minutes was given to the covered eight news stories, out of this the highest minutes that is 41.56 was devoted to discussion with different experts such as the foreign ministry of Ethiopia spokesman Melese Alem, Abebaw Minaye (PhD) from Addis Ababa University who studied Ethiopian returnees from Saudi Arabia and Sileshi Shibru Deutsche Welle reporter in Riyadh. The discussion was focused on the activities of Ethiopian government to return the undocumented Ethiopian migrants from Saudi Arabia.

To put it into a nutshell, the total number of coverage from the year 2015 to 2017 was 27 and utilized an aggregate of 198.18 minutes to cover the news stories in detail. In relative sense, the coverage in 2015 was better in terms of number of coverage. However, the minutes used to cover the news stories in the same year was 77.13 which is less than the minutes allocated for the year 2017 i.e. 87.12. The number of news stories in 2016 was eight and the total amount of minutes used to cover the news stories was 33.93 lower than the coverage in 2015 and 2016. In the meantime, the radio station properly utilized all allocated minutes while broadcasting news stories, interviews and discussions.

#### **4.1.4. Informants Response about the Coverage of the Selected Media Outlets**

The fact that the selected three media outlets coverage from 2015 to 2017 demonstrates the situation of illegal migration and human trafficking entities role in Ethiopia which in did analyzed in the preceding three separate subtitles. In addition to the review of the coverage, informants and focus group discussants were asked on how frequent they follow Amharic programs and news broadcasted by Fana FM 98.1, Deutsche Welle and Voice of America Amharic Radio services.

Accordingly, three informants (Alemayehu, Getachew and Wegayehu) follow Fana FM 98.1, Deutsche Welle and Voice of America Amharic radio programs more than once in a day, one informant (Alula) and five FGD participants are tune in to the programs of Fana FM 98.1 once every day and they occasionally listening Deutsche Welle and Voice of America radio programs. Only one informant (Suleiman) listening to the selected media stations program three days per week. However, the other one informant (Gideon) didn't follow the selected media outlets programs rather informed about the transmitted programs through his friends or colleagues. Alongside to this, some informants even do have better participation in the media through talk shows and interviews.

Various studies with regard to media and societies demonstrate that people exposure to the media change's their behavior or beliefs since, the mass media occupy a high proportion of our leisure time: people spend, on average, 25 hours per week watching television, and they also find time for radio, cinema, magazines and newspapers. Actually, the media effect not only generates changes in the beliefs and attitudes of people but also reinforce their existing outlooks (Mehraj et al., 2014:57-58).

Informants were also asked on any migration related news, reports, documentaries and interviews that they listened from these media stations and how they evaluate those migration related programs in terms of addressing the causes, challenges and consequences of illegal migration to Yemen and Saudi and informing the public about these issues. Accordingly, Getachew responded that only the two media outlets namely Deutsche Welle and Voice of America Amharic Radio programs are very well addressed and informed the public about the causes of illegal migration, its challenges and consequences. However, Alula, Wegayehu, Suleiman and Alemayehu responded that the three media outlets moderately addressed and informed the public about the causes, challenges and consequences of illegal migration. These informants had justified their reasons on why they choose to answer moderate about the transmitted programs by the selected media outlets. For instance, Suleiman and Alula claimed that the media's rather than focusing on illegal migration from the broader perspectives, they targeted only reporting incidents like interviewing victims or illegal migration situations in destination countries. Nevertheless, the other informants such as Alemayehu and Wegayehu

oppositely justified their reasons from the previous two informants and they said the selected media outlets were covering the situations of illegal migration in a broader manner through news report, interviews and discussions.

As for Wegayehu media's like Fana FM 98.1 transmitted radio program on migration issues prepared by the National Task Force to prevent illegal migration. This National Task force has been set up by the representatives of the Ministry of Foreign Affairs, the Ministry of Labor and Social Affairs, the National Intelligence and Security Service and the Federal Police to find solutions in order to stop illegal migration by Ethiopian nationals and safeguard the interests and rights of Ethiopians working abroad (International Organization for Migration, 2015:9).

Likewise, Alemayehu also affirmed that these media stations are enormously contributed to show the magnitude of the problem through their various programs. However, he commented that some of the transmitted programs were bounded by their agenda and sometimes they covered news stories which require verifications or balance from other involving parties. Contrary to the above mentioned points, the focus group participants except Wessene mentioned that those migrations related news programs transmitted by the selected media outlets were poorly addressed and informed the public. Whereas, Wessene was failed to agree with her teammates evaluation and she said these media is somehow moderately addressed and informed the public about the issue.

Informants rated the coverage given to the topic of illegal migration by the three media stations in four categories such as adequacy, quality, comprehensibility and reliability and also provided short reasons as to why they gave the rating. Therefore, except one informant (Gideon who doesn't have information) all other informants were rated the coverage from the level very high to poor based on the above mentioned categories. Accordingly, Alemayehu puts the rate of the coverage very high. His reason was these media adequately and comprehensibility covers the issue of illegal migration with better quality and reliability. He added that the transmitted news stories were reliable and free from jargon in which audiences can easily understand the message. Informants like Suleiman, Wegayehu and Getachew rated the coverage high with some reservations. For instance, Getachew rated high for the two media outlets (Deutsche Welle and

Voice of America) because of their repeated coverage of the issue. For Getachew the coverage by Fana FM 98.1 was very meager since, they don't have first hand information and they rarely cover the news stories from the place where incidents are occurred. The other informant (Wegayehu) has also doubts in relation to the reliability of reporting particularly, to the causes of illegal migration by the all local Medias. She didn't trust what has been said by the media especially, the availability of jobs in the country that the young people can work and change themselves. Even, she questioned that "if jobs are available here at home why hundreds of young women from the rural and urban areas of the country migrate increasingly to the Middle East through the dangerous routes".

However, Suleiman in another point of view rated these media outlets high in relation to their coverage such as reporting incidents and presenting facts about illegal migration. Whereas, Alula puts the coverage of the selected media outlets in moderate category and justified that though these media are properly covering news on illegal migration, they rarely evaluate the impact brought by their coverage. In the meantime, among, the five FGD participants Wessene rated moderate to the coverage of the selected radio stations while, the rest four participants rated lower.

Nevertheless, the responses of the selected media outlets journalists are somehow different from the above mentioned informants. These journalists were asked to rate their radio station coverage particularly, the transmitted illegal migration related programs in terms of adequacy, quality, comprehensibility and reliability. Their response is based on the practice and trends of their media organizations in managing and disseminating information. In the case of Fana 98.1 two journalists (Dawit Mesfin and Adam Tadesse) were interviewed to demonstrate their radio station coverage and they were responded variedly based on the above mentioned categories. For example Dawit rated moderate to the adequacy of coverage given that the radio station covered issue of illegal migration or human trafficking cases when incidents are occurred. However, he added that incidents and events are not always occurred and that becomes the major reason to rate moderate about the coverage. Yet, Adam rated high to the coverage given that the radio station usually follows to integrate and present migration related agenda in different programs. As a result the transmitted news stories, discussions or documentaries by integrating with other

issues increased the interest of audience to follow the program. In terms of quality Dawit puts the transmitted migration related program in the highest level. Likewise, Adam also rated very high to the quality of the transmitted program since, they used first hand information to cover news stories and documentaries directly from the area where events are occurred. However, in terms of comprehensibility both responded variedly. Dawit categorized the transmitted program in moderate level. He mentioned the programs are still far from changing the attitude of people in relation to illegal migration. Nevertheless, Adam responded that the transmitted migration related programs have high influence in improving the awareness of young people. He said they frequently obtained audience suggestions or comments regarding the coverage in which essential to strength their program. In the meantime, they have similar stand in rating the quality of the program and both of them categorized the quality of the program in to higher level.

Likewise, journalist from DW namely Merga Yonas and Yohannes G/egziabher were also interviewed to obtain data on the coverage of their radio station. Accordingly, Merga stated that the radio coverage was better in all aspects especially, adequacy, quality, comprehensibility and reliability of the program. Hence, he gave very high rank to the coverage by considering the reliability and objectivity of the presented migration related programs. However, the opinion of Yohannes was different from Merga in terms of adequacy of coverage. He said that, though the radio coverage addressed the multifaceted nature of illegal migration through interview, discussions and news reports, most of the presented programs were focused on events that happen for once. He added that, based on the extent of the problem the covered program was insufficient. On the other hand, he rated high to the remaining categories of coverage such as quality, comprehensibility and reliability.

Journalists from the Voice of America have also reflected their views towards the coverage of illegal migration programs by their radio station. According to the interview with Tizita Belachew a senior journalist of VOA, the coverage for the transmitted programs in terms of adequacy, quality, comprehensibility and reliability were very high. She reasoned out that the radio station under its different programs provided chance to let the victims to tell their own stories. In general their transmitted program on migration was accurate, comprehensive and credible. Likewise, Melskachew Amaha a correspondent journalist of Voice of America was also

strengthened the response of Tizta regarding the coverage of the program. He ranked high to all categories of the coverage and stated that their radio station has long experiences and well organized structure usually work based on quality. He further mentioned that, the radio station has always tries to reach significant number of audiences in Ethiopia. However, the coverage might not sufficient in rural part of Ethiopia due to lack of technological accessibility/satellite dish/ there.

The three radio stations journalists were also responded about the accessibility of programs to Ethiopian audiences who are highly vulnerable for illegal migration in the Middle East such as Yemen and Saudi Arabia as well as in Ethiopia. With regard to the accessibility of Fana radio programs, the interviewed journalists have reflected different views. For instance, Dawit said although the programs are accessible through website everywhere, people in the Middle East couldn't access it due to lack of knowledge, capacity and opportunity. Meanwhile, he added that in all aspects the accessibility of the radio programs is high in different regions of the country. Nonetheless, Adam has different view with regard to the accessibility of the radio program to Ethiopian audiences in the Middle East. He said the transmitted radio programs are accessible to all Ethiopian audiences found in Ethiopia and Middle East. Even, Ethiopians in the Middle East were participated in issues like migration program by talking to journalists through phone and calling the government to support them. He further asserted that the programs are reachable to the Middle East Ethiopian community either through website [www.Fanabc.com](http://www.Fanabc.com) which can be downloaded or by any other technological means.

In the case of Deutsche Welle, their programs are accessible to Ethiopian audiences in different ways either through website or by other electronically made devises. According to, Merga their programs especially accessible to Ethiopian audiences in the Middle East and they usually share and send their day to day life or experience of migration to the radio station. However, as Yohannes mentioned considering the technological barriers and capacity of people to listen the program through satellite dish creates difficulties to get the most vulnerable section of the community for illegal migration in Ethiopia. He added that, the current radio set up is also lacks medium wave and short wave frequency rather they structured through FM frequencies.

In relation to the Voice of America, Tizita mentioned that the program is very accessible to Ethiopian audiences in the Middle East especially, when migrants faced with danger they call to VOA for help at every point of their journey. In addition, the radio station also aired migrants' stories to ensure their safety. In similar talk, Melskachew also affirmed what has been said by Tizita and he said the radio program is accessible to Ethiopian audiences who reside in the Middle East. He further added through the accessibility of the program so many Ethiopian audiences in the Middle East were able to share their situations with regard to illegal migration.

On the whole, though the degree of coverage are varies in terms of contents, time, accessibilities and issues addressed, the selected radio stations significantly addressed the issue of illegal migration through their coverage. The responses of non media informants and the selected media stations journalists confirmed that the covered programs of these radio stations have played pivotal role to aware and inform the society about the multifaceted problems of illegal migration.

#### **4.2. The Contributions of the Selected Media Outlets in Minimizing Illegal Migration**

As I pointed out in the literature review part the nature of messages communicated by the media in all its forms can have a visible impact on overall societal attitudes, which in turn can have influence on behavior. Particularly, communicating message by its kind or form is relevant to the public discussion of migration, aspects of which have become increasingly controversial in national, regional and global arenas (Kosho, 2016:86). Researches indicated that media has impact on diverse aspects of how to manage migration by a range of actors. This impact can be categorized in three separate ways. First, it can have an impact on potential migrants' decision making processes. Second, media messaging within a broader public discourse can influence the perceived level of public support of migration and specific migration policies. Thirdly, it can have an impact on governments of both origin and destination countries by feeding into policy deliberations and the ways in which migration policies are communicated (Weeks and McAuliffe, 2015:6).

Beginning from recent years the issue of migration increasingly clutches the attentions of international and local media. The increasing news reports on migration both in quantity and quality of coverage is a good indication for the widespread interest of the different media outlets.

In fact, there is an argument that media in most cases gathered news on migration when something is sensational and worth for reporting. Nevertheless, as I mentioned previously the frequent media coverage regarding migration related programs and audience responses about the transmitted programs demonstrated that media would have significant role to enhance the awareness level of society with regard to illegal migration. Thus in this specific part I have tried to discuss the level of contributions that selected media outlets has in the minimization of illegal migration based on the obtained data from informants and focus group discussants.

#### **4.2.1. The Responses of Journalists to their Media Outlets Contributions**

As I have made clear from the very beginning that this research does not fully and quantitatively show the actual effect of any of these media stations in reducing illegal migration to Yemen and Saudi Arabia. Despite that attempt has been made to see if the news and programs broadcasted by the media have contributions to lower illegal migration to those countries since 2015. But before discussing the contributions of the three media outlets in the minimization of illegal migration, I have summarized the responses of journalists about the key factors for illegal migration from Ethiopia to the Middle East (Yemen and Saudi Arabia) as well as their level of information or understanding about causes, risks, and the highly vulnerable segment of the society, trafficking entities and consequences of illegal migration.

Accordingly, the interviewed journalists have mentioned different reasons that force people to migrate illegally from Ethiopia to the mentioned countries. In general the mentioned reasons are categorized under the pushing and pulling factors. In relation to the pushing factor, the first and predominant factor for the migration of Ethiopians from their country was economy such as poverty, lack of job opportunity to grow and dissatisfactions by their work. The second factor was related to politics like avoiding of persecution and political repression by the government, inequality based on political beliefs of people, lack of good governance, corruptions extensive nepotism and ethnic affiliated discriminations. The third was social and other mediated factors

such as pressure from family, neighbors and team mates (friends) and false information by human traffickers regarding the good life of the destination places.

The pulling factors were mainly external and related with the attraction of destination countries by migrants. These are seeking of better or desirable life in destination countries and searching of better employment and quality of life. In the meantime, journalists were also asked to assess their level of information or understanding about causes, risks, and the highly vulnerable segment of the society, trafficking entities and consequences of illegal migration. Thus, all the interviewed journalists responded that they have very high understanding on the above mentioned information.

With regard to the contributions, journalists of the selected media outlets were asked on the level of influence their media stations has on illegal migration compared with family, peer group, religious institutions or schools. They were responded differently based on their media practices and overall experiences in relation to broadcasting migration related information. In this case, Adam from Fana 98.1 responded that their media station have better influence than the mentioned social institutions. His justification was the radio station usually addressed large number of audiences disregarding of any social, economic or religious differences. He also added that sometimes they provided information with regard to migration to the mentioned institutions. Likewise, Dawit from the same media outlet strengthened the response of Adam and he said they can address massive audiences in wider geographical locations including religious institutions, students and individuals at once.

Akin to that, Merga from Deutsche Welle responded that their media outlet have better influence than the mentioned social institutions i.e. they can inform or aware societies at a larger level compared with family, peer group, religious institutions or schools. However, Yohannes responded differently and said that though their media outlets have irreplaceable role in addressing quite significant number of audiences with diverse issues in a given one hour, has limitation to deeply entertain the issue of illegal migration. He further added that, the social institutions including *iddir* (It is an indigenous voluntary and mutual help association) have better influence since; they have regular face to face communications with their members and can use more hour to discuss in detail about the problems of illegal migration.

Nonetheless, Tizita from Voice of America is quite unsure of the influence of media in relation to illegal migration given that there needs to be research evidence to justify the level of influence. But, they (the media station) believed that they are one of the media outlets that influences on illegal migration and provide for information about challenges of migration. On the other hand, Melskachew believed that the influences of family and peer groups are better than media, religious institutions and schools. He added that both (family and peer group) have direct and huge influence based on their proximity and level of attachment with individuals.

Majority of the selected media stations have given chances to illegal migrants to have a say on to their challenges. Accordingly, five of the six interviewed journalists responded that their radio stations have provided sufficient air to migrants to speak their challenges either through interviews or discussions. To be more specific, Adam pointed out that radio Fana presented migrants' life, feelings and their situations in the Middle East and in their place of origin through direct interviews. In contrast to this, Dawit said the radio station has left to offer chance to migrants to speak about their situation or challenges in their place of destination and origin.

In the case of Deutsche Welle, Merga claimed that they frequently travel to camps where migrants are kept or their resident areas to tell their story. Likewise, Yohannes strengthened the idea of Merga and said in many occasions the radio station reported challenges of migrants directly from their place by giving them the chance to speak their problems in relation to illegal migration. He further claimed that DW reporter in Saudi Arabia usually interviewed migrants who are in difficult situations and aired their problems frequently.

Based on the responses of VOA journalists the radio station has frequently broadcasting stories or interviews related to illegal migration through participatory ways. Meaning that, people who are under the risk of illegal migration can have the chance to tell their situations or personal stories either by calling through phone or by making interviews. In the meantime, the interviewed VOA journalists were also responded positively on the impact of migration related news or other programs broadcasted by their media stations in terms of protecting citizens from making wrong decision about their travel to the Middle East (Yemen and Saudi Arabia) along the dangerous routes. They said that though they don't have research based findings, just by

taking audience random comments the broadcasted programs significantly contributes citizens to have basic information on illegal migration.

With regard to Fana FM 98.1, the broadcasted news or documentary program significantly contributes to protect citizens from making wrong decision about their travel to the Middle East (Yemen and Saudi Arabia). Based on the interview with Adam the basic reason for rating the significant contributions was majority of audiences especially, returnees from the Middle East reacted while interviewed that they were obtained positive lessons from the program and decided to cancel to migrate to the Arab countries. He added that the presented news stories were based on first hand information which enables audiences to access tangible information regarding illegal migration. On the other hand, Dawit responded variedly from Adam and said that the migration related news or other programs broadcasted by Fana 98.1 were moderately contributed to aware citizens from making wrong decisions. The reason was the transmitted news or programs are incident based and it stays in the minds of people for a short period of time. He also said that there were also people who informed by the transmitted illegal migration related radio program and decided to stay in their place of origin.

In similar talk, Merga and Yohannes from Deutsche Welle believed their media have positive impact in protecting citizens from wrong decisions of migrating illegally. However, their degree of rating was differing from one another. For instance, Merga claimed that they often not only report migrants' situation but also tell a story that would help them to make an informed decision. Whereas, Yohannes believed that the transmitted migration related programs were moderately contributes to citizens to have better information on the situations of destination countries. He added that there needs to be continuity on migration related programs by the radio stations to change the attitude of people.

#### **4.2.2. The Responses of Informants and Focus Group Discussion Participants towards the Contributions of the Selected Media Outlets**

Prior to making analysis on the responses of informants about the contributions of the selected media outlets, I have summarized informants' response on the key factors for illegal migration from Ethiopia to Yemen and Saudi Arabia. In general the following factors were mentioned by informants to demonstrate illegal migration from Ethiopia to those countries.

- 1) Economic factors related to poverty such as unemployment like the availability of jobs are not balanced with the demand of people. People especially, young women from rural areas of Ethiopia are forced to search employment in Arab countries,
- 2) In addition to the above, people migrates continuously to those countries to search for better life,
- 3) The proximity of transitory countries like Djibouti with Ethiopia,
- 4) Pressure from peer groups, family and society,
- 5) Persuasion from relatives or friends who resides in Arab countries,
- 6) Human traffickers false information,
- 7) Conflict and political persecutions.

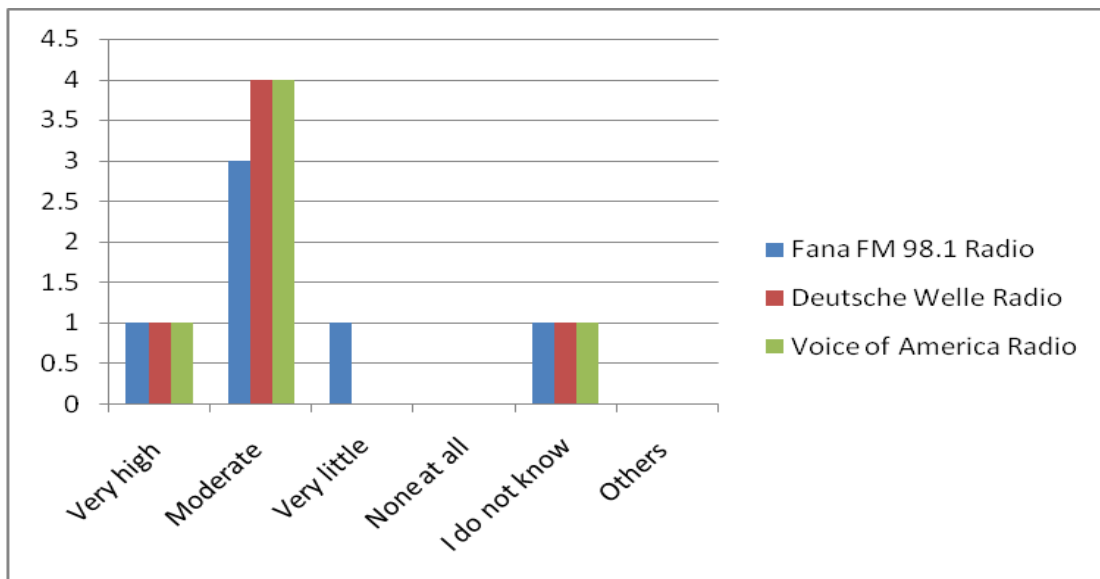
Therefore, by taking in to consideration the mentioned factors, informants were asked to mention the responsible body to raise the awareness of citizens on migration particularly, to Yemen and Saudi Arabia. Based on their list of preference, informants stated the government, nongovernmental organizations, the community, family and migrants itself; influence makers such as religious institutions, artists and the media in general have the role to raise the awareness of people. The role they played are differs from place to place but they have central role to minimize illegal migration. For instance, one of my informants (Gideon) explained that the government should regularizing the labor system and needing to negotiate with those labor agencies to preserve migrants' healthy working atmosphere. In the same way, the society, the religious institutions, the local leaders and the media have equal role to raise the awareness of the citizens. Similarly, other informants like Getachew was prioritized the role of the government and he said that instead of creating awareness the government has obligation to fulfill the basic needs of the young force by creating employment and implementing fair share economy.

The interviewed informants' believed that the broadcasted migration related programs by these media stations have improved the awareness levels of Ethiopian citizens regarding illegal migration to Saudi and Yemen. Yet, none of them think that the mentioned media stations have negative effects to lead to increased illegal migration to those countries. However, in general

some electronic and print media unintentionally promotes migration through their advertisements or entertainment programs. For instance, the usual advertisement practice of our media is completely changed during holidays and most of them promote remittances by Ethiopians who resides in foreign countries. Nevertheless the advertising mode not only promotes remittance, it also encourages young people to look for migration for better life. In this regard, the different theories conducted on media show that media can affect the behavior of people unless managed in responsible manner. According to, the cultivation theory the more time people spend in the television is the more likely they are to believe social reality portrayed on television (Mosharafa, 2015:23).

In the meantime, informants assessed and come up with the contribution of coverage of illegal migration issues by the selected media stations in reducing the number of Ethiopian citizens who decides to go to Yemen and Saudi through the dangerous roots via Red Sea and Gulf of Aden. Thus, I summarized their responses through the graphical form presented below.

**Graph 1. Informants’ response for the contributions of the selected media outlets in reducing illegal migration.**



As portrayed through the above presented graph most of informants choose moderate to the contributions of coverage by the selected media outlets to reduce Ethiopian citizens who decides

to migrate illegally. Only one informant (Alemayehu) rated very high to the contributions of the coverage. He justified that though it is difficult to quantify the media contributions in terms of number, these radio stations have frequently cover to reduce illegal migration through their news stories or discussions. Meanwhile, only one informant does not have information at all to rate the contribution of the coverage.

In similar vein, informants have also diverse views towards the influences of these radio stations compared with family, peer group, religious institutions or schools. The following table presents the level of influence that these media stations have compared to the mentioned four social institutions.

**Table 8 level of influences by the media stations and social institutions**

Level of influence	The selected media stations such as Fana FM 98.1, Deutsche Welle and Voice of America Amharic Radio programs			
	Family	Peer group	Religious Institutions	Schools
Better	1			
No difference	1			
Lower	3			
I do not know	0			
Others	1			
<b>Total</b>	<b>6</b>			

Based on the above table, informants were variedly responded about the influence of media compared with family, peer group, religious institutions or schools. In relative sense out of the

interviewed six informants three of them believed that the media have lower influence compared to the mentioned social institutions. For instance, informants like Alemayehu said that the mentioned social institutions have better influence compared to media since; they have close attachments with individuals. Whereas, Gideon responded that the media have better influence in minimizing illegal migration since, media can portrays issues like illegal migration from the broader pictures compared to the mentioned institutions. Whereas, Alula said that these social institutions and the selected media stations have equal influence in minimizing illegal migration. In contrast to the above, Getachew believed that the social institutions instead of mitigating irregular migration, they indirectly promotes people to migrate illegally. He said that in most cases in religious places such as synagogue, churches and mosques the priests and Sheiks usually appreciates the remittance or gift obtained from Diaspora which indirectly stimulates the attitude of believers to look for migration.

The focus group discussants were responded quite variedly towards the contributions of the selected media outlets. Basically, all FGD participants were lived for more than three years in Saudi Arabia and returned last year based on the 90 days grace period of Saudi government. All are categorized under the younger age group ranges from 26 to 35; their educational status shows that among the five FGD participants three of them were reached to grade ten and beyond (grade 12) the other two were in primary education level (grade seven and eight). In relation to occupation except one FGD participant, the rest four are engaged in small and micro business. None of them believed that educational age can forced them to migrate illegally. But, they said that language problem brought them difficulties to communicate with their employers while working in Saudi Arabia.

According to the discussion with these participants the main reason for their migration was lack of job here at home and no one influenced them to migrate to Saudi rather they decided to go just to escape from poverty and unemployment. In the meantime, most of them were learned about the negative consequences of illegal migration from the different media as well as friends who lived in Arab countries. They said though the media have the role to cover the bad side of illegal migration through their news stories or documentaries, they failed to show or broadcast the life of returnees who were migrated from their place of origin. Meanwhile, based on the discussion all FGD participants were informed about the danger of illegal migration and their level of

awareness increased through the role of the media. However, they said information alone do not change their decision to migrate illegally rather, there should be job opportunity compatible to their skill and interest.

### **4.3. Challenges of the Selected Media Outlets in relation to Addressing Illegal Migration**

These media stations had been facing challenges both internally and externally in the course of covering migration related news, documentaries and interviews. In this regard, the interviewed journalists and informants responded the different challenges that the selected media faced in relation to covering illegal migration with their news or programs. To be more specific, FM 98.1 faced challenges such as not getting adequate time, shortage of budget and lack of information to cover the issue of illegal migration. As Adam mentioned sometimes the challenge were also emanated from those authorities who are responsible to provide information. The other informant (Dawit) mentioned the radio station faced three main external challenges like inability to access information and informants, inability to deeply investigate the problem human trafficking due to lack of budget, insecurity and unavailability of logistics and lack of sufficient support from the government to cover the issue. In addition to the external one the radio station also faced internal challenges such as lack of continuous planning, inadequate budget and lack of confidence and interest by the journalists who are working in the radio station.

In the case of Deutsche Welle, they faced the following key external and internal challenges. Externally, they faced the following difficulties such as inability to access information from authorities, remoteness of migrants' residence, the frequency of traveling which requires huge amount of finance to meet migrants and follow-up their situation to tell story, false information by the local level authorities and lack of cooperation to provide information by the embassy of Ethiopia in Jeddah, Saudi Arabia. Internally, the major problem that they faced was keeping the pace of following the story up.

With regard to Voice of America, they were encountered problems in covering migration issues particularly in Ethiopia. According to Tizita and Melskachew the major external problems that they faced were Ethiopian officials are not forthcoming on why people opt to migrate, lack of in-

depth investigative reporting on agencies who traffic Ethiopians, lack of fund to cover the cost of location for reporting and inability to access information from the government offices and those entities who are involved in mitigation of illegal migration. Internally, the main problems were due to the vast nature of the situations in the world, Voice of America is required to covers multiple issues both in Ethiopian and the rest of the world, so there are competing stories to be dealt with. In other word not enough time devoted to the issues of illegal migration. The other challenge they faced were the inability to produce comprehensive reporting directly from the location since, VOA's report is almost based on phone calls from migrants'.

Informants and FGD participants were also reflected their views regarding the challenges of the radio stations in relation to disseminating information on illegal migration. Most of them responded that media in general and the selected radio stations in particular might face challenges while reporting the issue of illegal migration such as when they cross borders of different countries to report the incidents they faced challenges, they also lacked cooperation to share information from the responsible government and non-government offices, absence of sufficient documents and information from the source areas are major drawbacks of media listed by informants and FGD participants.

## **CHAPTER FIVE**

### **5. Summary, Conclusion and Recommendations**

#### **5.1. Summary**

The main purpose of the study was to analyze the contributions of media in minimizing Ethiopian illegal migration by focusing on Fana FM 98.1, Deutsche Welle and Voice of America Amharic Radio Programs. The study also tried to answer the three major research questions of how these media stations covered the issue of illegal migration, what are the contributions of the selected media outlets in creation of awareness on illegal migration and how challenges are obstructing these media stations in contributions to minimize illegal migration. Above all, the research tried to prove or disprove my hypothesis that asserts Fana FM 98.1, Deutsche Welle and Voice of America Amharic Radio Programs has made contributions to minimize illegal migration from Ethiopia to Yemen and Saudi Arabia.

The different literature works and theoretical perspectives were also reviewed in the study. Specifically, a number of studies related with media and migration were seen and relevant parts have been included in my paper wherever appropriate to support the discussion. The theoretical frameworks that I found to be central for this study namely, the social learning theory, social responsibility and cultivation theories were deeply discussed by relating with media and migration.

The researcher also utilized different data collection techniques such as purposive, snow ball and convenient sampling techniques to gather data. Sufficient data were obtained from the selected media stations, informants and focus group discussants. Additionally, content review and qualitative analysis of the programs broadcasted by the selected media outlets from the period of January, 2015 to December, 2017 has also been analyzed to assess these media stations' extent of coverage regarding illegal migration.

Based on the content review, the three media stations have given significant media coverage through their news stories, interviews and discussions. Though, most of the covered news stories were incident based, it gives for audiences the exact picture on how illegal migration disrupt the life of several young women and men who are living in Yemen and Saudi Arabia.

The responses of informants, journalists and FGD participants were also analyzed to investigate the contributions of the selected media. Accordingly, the interviewed informants' believed that the broadcasted migration related programs have increased the level of awareness of Ethiopian citizens regarding illegal migration to Saudi and Yemen. Yet, the response confirms in relative sense the influence of social institutions is slightly better than media due to their proximity. Nevertheless, these respondents generally agree that the increased in more frequent coverage of illegal migration by the selected media outlets moderately contributed to reduce the size of Ethiopian citizens who decide to migrate illegally.

FGD participants believed that the media have the role to cover the danger of illegal migration in every aspect, but they consider that there is little or no activities observed from media to interview and broadcast the life of migrants after returned to their country. They also believe that the can be a reliable source of information about the danger of illegal migration as they have witnessed it in actual.

However, both the informants and FGD participants have stressed that the disseminated information or news regarding illegal migration have not reached adequately to the rural community leaving them with low level of awareness about the danger of illegal migration despite that most of the migrants to Yemen and Saudi Arabia were from the rural parts of Ethiopia.

It is true that the selected media outlets were not free from internal and external challenges while transmitting their program with regard to illegal migration. Absence or insufficient cooperation from the concerned government and non government offices, insecurity of journalists to freely report incidents of illegal migration and inaccessibility to information or data in relation to migrants and human trafficking entities are some of the major challenges identified. In addition, shortage of budget allocated to thoroughly investigate the problem, interruption of coverage and insufficient time allocation to the issues were the major internal challenges enlisted by journalists and non media informants.

## **5.2. Conclusion**

As part of the statements under the summary subtitle in section 5.1 above can also be taken as general conclusions, I would like to pinpoint only the key conclusions here.

The study as it has already been pointed out by the other researchers confirmed that the continuity of migration of Ethiopian citizens from the rural and urban parts of Ethiopia is caused by poverty, unemployment and other social and political factors clutch the attention of local and international media. Due to such diverse root causes of illegal migration from Ethiopia, heightening awareness of the community about this subject through media alone will not have full impact in stopping it. In spite of this fact, this research confirmed that media has greater and indispensable role in the concerted effort needed to mitigate the awful nature of illegal migration. The findings have also identified that media have the power to change the behavior and attitudes of people in aspects of personal and social decision regarding illegal migration.

As thoroughly discussed elsewhere in this paper, the increase in frequency of coverage by the media stations towards illegal migration is a reflection for the magnitude of the problem. Specifically, from January, 2015 to December, 2017, Fana FM 98.1, the Deutsche Welle and Voice of America Amharic Radio Programs covered a total of 127 news stories, interviews and discussions with regard to illegal migration. Thanks to the current technological advancement the broadcasted news stories, interviews or documentaries in relation to illegal migration from Ethiopia to Yemen and Saudi Arabia can easily be accessibility through mobile phones or downloadable website. With this research it was possible to validate that, the selected media outlets have improved the awareness levels of Ethiopian citizens regarding illegal migration to Saudi and Yemen because most of the interviewed informants believed that the broadcasted news stories in relation to migration moderately contributed to minimize the number of Ethiopian citizens who decides to go to Yemen and Saudi through the dangerous roots via Red Sea and Gulf of Aden.

On the other hand, all the media outlets did not properly and continuously planned and implemented programs to address the illegal migration issues. That is, whatever broadcasted as news or other programs were primarily incident based and mainly aired at times when touching stories occurred at some part of the destination. This will have little effect in teaching and

reaching the community because people would consider it not to represent the general trend and rather take it as an isolated case. Moreover, such kind of story telling may not be broadcasted at convenient time for the largest susceptible section of the community.

With regard to the accessibility, the transmitted radio programs of the selected media stations are accessible to the Middle East audiences through different alternative streaming such as radio, internet, Facebook, twitter and YouTube. As considerable numbers of migrants come from the rural area of the country the reach of some of the programs transmitted by the media stations particularly; the Voice of America and Deutsche Welle has no or little accessibility to the main susceptible segment of the community in Ethiopia. Despite such practical constraint, majority of the informants and FGD participants believed that the selected media stations has offered at least the chance to illegal migrants to have a say with regard to their challenges by different techniques such as interviewing, direct phone calls or reporting their situations directly from their place. More importantly, it was possible to understand that these media stations have no negative effects in increasing illegal migration to those countries. Nevertheless, some electronic and print media unintentionally promotes migration through their advertisements or entertainment programs.

To sum up, regardless of the numerous challenge encountered by the media stations, it is safe to conclude that the selected media outlets have positively contributed to minimize illegal migration.

### **5.3. Recommendations**

It is true that for the past three years the issue of migration had been covered frequently through the electronics and print media found in Ethiopia. As a result, the level of awareness of citizens regarding illegal migration to Saudi and Yemen has improved significantly. However, still both the print and electronic media should further do more for the minimization of illegal migration focusing on what has not been done at all or done very little. Hence, I have provided the following nine recommendations to further enhance the contributions of media in the minimization of illegal migration.

- 1) Considering the magnitude of the problem it is vital to mainstream the issue of illegal migration by the radio stations regularly and it should be supported by government and non-governmental organizations,
- 2) The media stations should adopt different approaches to systematically grasp the attentions of the young people to inform and educate them about the bad features of illegal migration like preparing and broadcasting informative spots, drama and talk shows,
- 3) They (the media) need to cover the situations of Ethiopian migrants, who are in difficult situations and trapped in concentrate camps by travelling to different places in side Yemen and Saudi,
- 4) The media stations should invites responsible persons or officials from governmental and non-governmental organizations in order to push the government to revise its migration policy and pay serious attention towards the issue,
- 5) Disseminate information regularly to up heave the awareness of the younger generation regarding the awful consequences of illegal migration and try to invite people to tell their stories regarding the challenge they faced while migrating illegally,
- 6) Try to have more access to information, further practice the principle of objectivity and credible reporting and further use the advancing new media technologies to reach the unreached people particularly, the rural community,

7) The media should freely broadcast cases on corruptions associated with traffickers or illegal agencies and the government role, provide sufficient and convenient air time to the coverage of illegal migration and try to inform and educate people to follow the regular way for migration and must pay due attentions to the causes of illegal migration from Ethiopia to the Middle East such as Yemen and Saudi Arabia,

8) The media should reinforce legal measures against the human traffickers,

9) Finally, there should be adequate budget allocation to exhaustively cover the issue of illegal migration.

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# ANNEXES

## Annex I

### ADDIS ABABA UNIVERSITY

#### School of Journalism and Communication

### Introduction

The following interview questions are designed to collect data through face-to-face with respondents (journalists and program heads) who would be purposefully selected from the three media stations such as Fana FM 98.1, Deutsche Welle and Voice of America Radio services. The data obtained from the respondents would only be used for research purposes and will be kept confidential. In order to manage properly the responses of interviewees, the researcher with the consent of the respondents would capture their voices electronically. Your answers to my question would determine the content and findings of my research. Therefore; I kindly request you to provide your genuine response to all the questions openly to the best of your knowledge.

### Thank you in advance for your kind cooperation!

1. What do you think are the key factors for illegal migration from Ethiopia to the Middle East (Yemen and Saudi Arabia via the Republic of Djibouti, Red Sea and Gulf of Aden) since 2015? Please enumerate at least three factors in their order of priority?  
1<sup>st</sup> reason:  
2<sup>nd</sup> reason:  
3<sup>rd</sup> reason:  
Others:
2. As a journalist how do you assess your level of information or understanding about causes, risks, and the highly vulnerable segment of the society, trafficking entities and consequences of illegal migration?

Information or understanding level	causes	risks	trafficking entities	About most vulnerable segment of the society	consequences
Very high					
Moderate					
Very little					
None at all					
I do not know					

**Note: Please put "X" in the place of your choice**

3. How do you rate the coverage of illegal migration by your media stations in terms of adequacy, quality, comprehensibility and reliability? Why?

Rating	adequacy	quality	comprehensibility	reliability	Reason for your rating
Very high					
Moderate					
Very little					
None at all					
I do not know					
Others					

**Note: Please put "X" in the place of your choice of rating**

4. How much influence on illegal migration has your media station compared with family, peer group, religious institutions or schools? Why is so?

Level of influence	Your comparison				Short reason for such comparison
	Family	Peer group	Religious institutions	Schools	
Better					
No difference					
Lower					
I do not know					
Others					

**Note: Please put "X" in the place of your choice**

5. Has your radio station offered chance to illegal migrants to have a say on with regard to their challenges? If yes in what way?
6. How much is your radio program accessible to Ethiopian audiences who are highly vulnerable for illegal migration in the Middle East such as Yemen and Saudi Arabia?
7. How do you evaluate impact of migration related news or other programs broadcasted by your media stations in terms of protecting citizens from making wrong decision about

their travel to the Middle East (Yemen and Saudi Arabia) along the dangerous routes?  
And why?

Level of impact	Rating	Reason for your rating
Positive & significant contribution		
Positive & moderate contribution		
Negative & significant contribution		
Has no contribution at all		
Others .....		

**Note: Please put "X" in the place of your choice of rating**

8. What are the three key external challenges you face in relation to addressing the issue of illegal migration in your organization?

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_

9. What are the three key internal challenges you face in relation to addressing the issue of illegal migration in your organization?

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_

10. In your opinion, what should be done to improve the coverage, quality and impact of your media organization about the issue of illegal migration?

a) Recommendation to improve coverage:

b) Recommendation to improve quality:

c) Recommendation to improve program impact:

Annex II

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የጋዜጠኝነትና ኮሙኒኬሽን ትምህርት ክፍል

መግቢያ

ይህ ቃለ-መጠይቅ መረጃ በተናጥል ወይም ፊት ለፊት ለዚህ ጥናት ከተመረጡ ሶስት የሚዲያ ተቋማት ማለትም ከፋና ኤፍ ኤም 98.1፣ ከጀርመን ድምጽና ከአሜሪካ ድምጽ ሬዲዮ ጣቢያዎች ውስጥ ከሚሰሩ ጋዜጠኞችና ፕሮግራም ክፍል ሃላፊዎች ለመሰብሰብ ታስቦ የተዘጋጀ ነው። በመጠይቁ የተገኙ መረጃዎች በሙሉ ለጥናቱ ዓላማ ብቻ የሚውሉ በመሆናቸው የሁሉም ምላሾች ሚስጥራዊነት የተጠበቀ ይሆናል። አጥኚው በተጠያቂዎቹ ፍቃድ መሰረት በቃለ መጠይቅ የተገኙትን ምላሾች በአግባቡ ለማደራጀት ይረዳው ዘንድ የድምጽ መቅጃ መሳሪያ ይጠቀማል። በመጨረሻም ጥናቱ የእርስዎን ተዓማኒ ምላሽ መሰረት ያደረገ በመሆኑ ከስር ለተዘረዘሩት ጥያቄዎች በሚያውቁት መጠንና በነጻነት እንዲመልሱልኝ በትህትና እጠይቃለሁ።

ለመልካም ትብብርዎ በቅድሚያ አመሰግናለሁ!

1. ወደ መካከለኛው ምስራቅ በተለይ ከ2007 ዓ.ም ጀምሮ ወደ የመንና ሳኡዲ አረቢያ አስቸጋሪ የሆኑትን እንደ ጅቡቲ ቀይ ባህርና የኤደን ባህረ ሰላጤ በማቋረጥ የሚደረገውን የኢትዮጵያውያን ህገወጥ ስደት መሰረታዊ ምክንያቶች ምንድናቸው ብለው ያስባሉ? እባክዎትን ቢያንስ ሶስት ምክንያቶችን በቅደም ተከተል ያስቀምጡ?

- 1. የመጀመሪያው ምክንያት: \_\_\_\_\_
- 2. ሁለተኛው ምክንያት: \_\_\_\_\_
- 3. ሶስተኛው ምክንያት: \_\_\_\_\_
- 4. ሌላ ካለ ይጥቀሱ: \_\_\_\_\_

2. እንደ ጋዜጠኛ እርስዎ የህገወጥ ስደት መንስኤና ውጤት፣ ስጋት፣ በከፍተኛ ችግር ውስጥ ስላሉ የህብረተሰብ ክፍሎች፣ ስለህገወጥ ስደት ደላሎች ያልዎትን መረጃና መረዳት እንዴት ይገመግሙታል?

ያልዎት የመረዳት መጠን	መረጃና	መንስኤ	ውጤት	ስጋት	በከፍተኛ ውስጥ የህብረተሰብ ክፍሎች	ችግር ስላሉ	የህገወጥ ደላሎች	ስደት
ከፍተኛ ነው								
መካከለኛ								
ዝቅተኛ ነው								
ምንም የለኝም								
አላውቅም								

ማስታወሻ እባክዎትን የኤክስ (X) ምልክትን በምርጫ ላይ ያስቀምጡ።

3. በሚዲያ ተቋማችሁ በኩል ለህገወጥ ስደት የሚሰጠውን ሽፋን በተለይ ከሽፋኑ በቁነት ፣ ጥራት፣ በቀላሉ ከመረዳትና ተግማኒነት አንጻር እንዴት ይመዘኑታል? ምላሽዎን በሰንጠረዥ በተዘረዘሩት አማራጮች የኤክስ ምልክት በማድረግ ይመልሱ። ለምርጫዎ ምክንያትዎን ያስቀምጡ።

መጠን	የሽፋኑ በቁነት	ጥራት	በቀላሉ መረዳት የሚቻል	ተግማኒነት	ለሰጡት ምላሽ ምክንያት
እጅግ ከፍተኛ					
ከፍተኛ					
መካከለኛ					
ዝቅተኛ					
ምንም መረጃ የለኝም					
ሌላ ካለ ይጥቀሱ					

4. ከሌሎች ማህበራዊ ተቋማት ማለትም እንደ ቤተሰብ፣ ንደኛ፣ ሃይማኖታዊ ተቋማት ወይም ትምህርት ቤቶች ጋር ሲያነጻጽሩ የሚዲያ ተቋማችሁ በህገ ወጥ ስደት ላይ ያለው ተጽእኖ ምን

ያህል ነው? ለምን? ምላሽዎን በሰንጠረዥ በተዘረዘሩት አማራጮች የኤክስ ምልክት በማድረግ ይመልሱ። ለምርጫዎ ምክንያትዎን ያስቀምጡ።

የተጽእኖ ደረጃ	ንጽጽር				ለንጽጽርዎ አጭር ማብራሪያ/ምክንያቶን ያስቀምጡ/
	ቤተሰብ	ጓደኛ	ሃይማኖታዊ ተቋማት	ትምህርት ቤቶች	
የተሻለ ነው					
ምንም ልዩነት የለውም					
ዝቅተኛ ነው					
ምንም አላውቅም					
ሌላ ካለ ይጥቀሱ					

5 የሬዲዮ ጣቢያችሁ ህገ ወጥ ስደተኞች የደረሰባቸውን ችግር የሚገልጹበት መድረክ ወይንም እድል ያመቻቻል? ካመቻቸ በምን መልኩ ነው? \_\_\_\_\_

6. ሬዲዮ ጣቢያችሁ ለህገ ወጥ ስደት ተጋላጭ ለሆኑና በመካከለኛው ምስራቅ ማለትም በየመንና ሳኡዲ አረቢያ ለሚገኙ ኢትዮጵያውያን አድማጮች ምን ያህል ተደራሽ ነው? \_\_\_\_\_

7. ከስደት ጋር በተያያዘ በሚዲያ ተቋማችሁ የሚተላለፉ ዜናዎች ወይንም ፕሮግራሞች በተለይ ዜጎች በአደገኛና በህገወጥ መንገድ ወደ መካከለኛው ምስራቅ ማለትም ወደ የመንና ሳኡዲ አረቢያ ለመውጣት እንዳይወስኑ ከማድረግ አንጻር ያመጣውን ተጽእኖ እንዴት ይገመግሙታል? ለምን? ምላሽዎን በሰንጠረዥ በተዘረዘሩት አማራጮች የኤክስ ምልክት በማድረግ ይመልሱ። ለምርጫዎ ምክንያትዎን ያስቀምጡ።

ያሳደሩት ተጽእኖ	ደረጃ	ለንጽጽርዎ አጭር ማብራሪያ/ምክንያቶን ያስቀምጡ/
አዎንታዊና ከፍተኛ የሆነ አስተዋጽኦ አበርክቷል		
አዎንታዊና መካከለኛ አስተዋጽኦ አበርክቷል		
አዎንታዊ ዝቅተኛ አስተዋጽኦ አበርክቷል		
አሉታዊ አስተዋጽኦ አበርክቷል		
ምንም አስተዋጽኦ አላደረገም		
ሌላ ካለ ይጥቀሱ		

8. የህገወጥ ስደትን ለመቀነስ በሚደረገው ተግባር ላይ ከሚዲያ ተቋማችሁ ውጭ የገጠማችሁ ሶስት ዋና ዋና ተግዳሮቶች ምንድናቸው? ይጥቀሱ?

ሀ) \_\_\_\_\_

ለ) \_\_\_\_\_

ሐ) \_\_\_\_\_

9. የህገወጥ ስደትን ለመቀነስ በሚደረገው ተግባር ላይ ከውስጥ ወይም ከተቋም የገጠማችሁ ሶስት ዋና ዋና ተግዳሮቶች ምንድናቸው? ይጥቀሱ?

ሀ) \_\_\_\_\_

ለ) \_\_\_\_\_

ሐ) \_\_\_\_\_

10. በእርስዎ አመለካከት ከህገወጥ ስደት ጋር በተያያዘ የሚዲያ ተቋማችሁን ሽፋን፣ ጥራትና ተጽእኖ ለማሻሻል ምን መደረግ አለበት ይላሉ?

ሀ) ሽፋንን ከማሻሻል አንጻር፡

ለ) ጥራትን ከማሻሻል አንጻር፡

ሐ) የፕሮግራሙን ተጽእኖ ከማሻሻል አንጻር፡

## Annex III

### ADDIS ABABA UNIVERSITY

#### School of Journalism and Communication

### Introduction

The following interview questions are designed to collect data through face-to-face with respondents who would be purposefully selected from non-media stations. The data obtained from the respondents would only be used for research purposes and will be kept confidential. In order to manage properly the responses of interviewees, the researcher with the consent of the respondents would capture their voices electronically. Your answers to my question would determine the content and findings of my research. Therefore; I kindly request you to provide your genuine response to all the questions openly to the best of your knowledge.

### Thank you in advance for your kind cooperation!

1. What do you think are the key factors for illegal migration from Ethiopia to the Middle East (Yemen and Saudi Arabia via the Republic of Djibouti, Red Sea and Gulf of Aden) since 2015? Please enumerate at least three factors in their order of priority?

1<sup>st</sup> reason:

2<sup>nd</sup> reason:

3<sup>rd</sup> reason:

Others:

2. Who do you think should play major role in raising the awareness of citizens on migration and particularly about the danger of illegal migration to Yemen and Saudi Arabia? What and how this actors could play their role?

Responsible body	What role could they have?	How should they contribute?
Actor 1:		
Actor 2:		
Actor 3:		

3. How frequent do you follow Amharic programs and news broadcasted by Fana FM 98.1, Deutsche Welle and Voice of America Radio services?

Frequency of listening	Fana FM 98.1 Radio	Deutsche Welle Radio	Voice of America Radio
More than once in a day			
At least once every day			
At least once per week			
Occasionally			
Not at all			
Others			

**Note: Please put "X" in the place of your choice**

4. Have you ever listened any migration related news, reports, documentaries and interviews broadcasted by these media stations? How do you evaluate those migration related programs in terms of addressing the causes, challenges and consequences of illegal migration to Yemen and Saudi and informing the public about these issues?

Rating	About causes	About challenges	About consequences
Very well addressed and informed the public			
Moderately addressed and informed the public			
Poorly addressed and informed the public			
I do not know			
Others			

5. How do you rate the coverage given to the topic of illegal migration by the three Medias mentioned above? Please give your rating in the next tables in terms of adequacy, quality, comprehensibility and reliability and also give short reason as to why you give the rating?

a) Coverage by Fana FM 98.1:

Rating	Adequacy	quality	comprehensibility	reliability	Reason for the rating
Very high					
High					
Moderate					
Poor					
I do not have information					

**Note: Please put "X" in the place of your choice of rating**

b) Coverage by Deutsche Welle:

Rating	Adequacy	quality	comprehensibility	Reliability	Reason for the rating
Very high					
High					
Moderate					
Poor					
I do not have information					

c) Coverage by VOA:

Rating	Adequacy	quality	comprehensibility	Reliability	Reason for the rating
Very high					
High					
Moderate					
Poor					
I do not have information					

6. Have these media stations improved awareness levels of Ethiopian citizens regarding illegal migration to Saudi and Yemen? If yes, in what sense?
7. Have these media stations negatively affected the decision of citizens to lead to increased illegal migration to Yemen and Saudi? If yes, in what way?

8. How do you assess the contribution of coverage of illegal migration issues by these media stations in reducing the number of Ethiopian citizens who decides to go to Yemen and Saudi through the dangerous roots via Red Sea and Gulf of Aden?

<b>Contributions for coverage</b>	<b>Fana FM 98.1 Radio</b>	<b>Deutsche Welle Radio</b>	<b>Voice of America Radio</b>
Very high			
Moderate			
Very little			
None at all			
I do not know			
Others			

**Note: Please put "X" in the place of your choice**

9. How much influences these media stations do have compared with family, peer group, religious institutions or schools?

<b>Level of influence</b>	<b>The selected media stations such as Fana FM 98.1, Deutsche Welle and Voice of America Amharic Radio programs</b>				<b>Short reason for your comparison</b>
	<b>Family</b>	<b>Peer group</b>	<b>Religious Institutions</b>	<b>Schools</b>	
Better					
No difference					
Lower					
I do not know					
Others					

**Note: Please put "X" in the place of your choice**

10. Have these media stations any challenge in relation to covering illegal migration with their news or programs? If yes, please mention at least 3 key internal or external challenges.
11. What do you think of media (print and electronic) should further do for the minimization of illegal migration? (focus on what has not been done at all or done very little)
- a) Recommendation 1:
- b) Recommendation 2:
- c) Recommendation 3:

Annex IV

አዲስ አበባ ዩኒቨርሲቲ

የጋዜጠኝነትና ኮሙኒኬሽን ትምህርት ክፍል

መግቢያ

ይህ ቃለ-መጠይቅ መረጃ በተናጥል ወይንም ፊት ለፊት ለዚህ ጥናት ከተመረጡ ከሚዲያ ተቋም ውጪ ካሉ መላሾች ለመሰብሰብ ታስቦ የተዘጋጀ ነው። በመጠይቁ የተገኙ መረጃዎች በሙሉ ለጥናቱ ዓላማ ብቻ የሚውሉ በመሆናቸው የሁሉም ምላሾች ሚስጥራዊነት የተጠበቀ ይሆናል። አጥኚው በተጠያቂዎቹ ፍቃድ መሰረት በቃለ መጠይቅ የተገኙትን ምላሾች በአግባቡ ለማደራጀት ይረዳው ዘንድ የድምጽ መቅጃ መሳሪያ ይጠቀማል። በመጨረሻም ጥናቱ የእርስዎን ተዓማኒ ምላሽ መሰረት ያደረገ በመሆኑ ከስር ለተዘረዘሩት ጥያቄዎች በሚያውቁት መጠንና በነጻነት እንዲመልሱልኝ በትህትና እጠይቃለሁ።

ለመልካም ትብብርዎ በቅድሚያ አመሰግናለሁ!

1. ወደ መካከለኛው ምስራቅ በተለይ ከ2007 ዓ.ም ጀምሮ ወደ የመንና ሳኡዲ አረቢያ አስቸጋሪ የሆኑትን እንደ ጅቡቲ ቀይ ባህርና የኤደን ባህረ ሰላጤ በማቋረጥ የሚደረገውን የኢትዮጵያውያን ህገወጥ ስደት መሰረታዊ ምክንያቶች ምንድናቸው ብለው ያስባሉ? እባክዎትን ቢያንስ ሶስት ምክንያቶችን በቅደም ተከተል ያስቀምጡ?

1. የመጀመሪያው ምክንያት: \_\_\_\_\_

2. ሁለተኛው ምክንያት: \_\_\_\_\_

3. ሶስተኛው ምክንያት: \_\_\_\_\_

4 ሌላ ካለ ይጥቀሱ: \_\_\_\_\_

2. በህገወጥ ስደት ላይ የዜጎችን ግንዛቤ ለመጨመር ወይንም ለማስፋት በተለይ ወደ የመንና ሳኡዲ አረቢያ የሚደረገውን አደገኛ ስደት ለመቀነስ ወሳኝ ሚና የሚጫወተው ማነው ብለው ያስባሉ? እነዚህ አካላት ምን አይነት ሚና አላቸው? በምን መልኩ ነው አስተዋጽኦ የሚደርጉት? መልስዎን ከስር በተቀመጠው ሰንጠረዥ መሰረት ያስቀምጡ።

ሃላፊነት ያለበት አካል	ምን አይነት ሚና አላቸው ብለው ያስባሉ ?	በምን መልኩ ነው አስተዋጽኦ የሚያደርጉት?
1:		
2:		
3:		

3. በፋና ኤፍ ኤም 98.1፣ በጀርመን ድምጽና በአሜሪካ ድምጽ ሬዲዮ ጣቢያ የሚተላለፉ ፕሮግራሞችና ዜናዎችን ለምን ያህል ጊዜ ይከታተላሉ?

የሚያዳምጡት መጠን	ፋና ኤፍ ኤም 98.1	የጀርመን ድምጽ ሬዲዮ ጣቢያ	የአሜሪካ ድምጽ ሬዲዮ ጣቢያ
በቀን ውስጥ ከአንድ ጊዜ በላይ			
አንድ ጊዜ በየቀኑ			
በየሳምንቱ አንድ ጊዜ			
አልፎ አልፎ			
ምንም አላዳምጥም			
ሌላ ካለ ይጥቀሱ			

4. በእነዚህ ሬዲዮ ጣቢያዎች የሚሰራጩ ከስደት ጋር ተያያዥነት ያላቸውን የዜና ዘገባዎች፣ ዶክመንቶችና ቃለ-መጠይቆችን ሰምተው ያውቃሉ? ከስደት ጋር ተያያይዥነት ያላቸውን የሚተላለፉ ፕሮግራሞችን እንዴት ይገመግሟቸዋል? በተለይ ወደ የመንና ሳኡዲ አረቢያ የሚደረገውን ህገወጥ ስደት መንስኤውን፣ ውጣ ወረድና ውጤቱን ከማስተላለፍና ለህብረተሰቡ መረጃ ከማድረስ አንጻር?

መጠን	የህገወጥ ስደት መንስኤ በተመለከተ	የህገወጥ ስደት ውጣወረድ በተመለከተ	የህገወጥ ስደት ውጤቱን በተመለከተ
እጅግ በጥሩ ሁኔታ በመሸፈን ህብረተሰቡ መረጃ እንዲያገኝ አድርገዋል			
በመካከለኛ ደረጃ በመሸፈን ህብረተሰቡ መረጃ እንዲያገኝ አድርገዋል			
በዝቅተኛ ደረጃ በመሸፈን ህብረተሰቡ መረጃ እንዲያገኝ አድርገዋል			
መረጃው የለኝም/አላውቅም/			
ሌላ ካለ ይጥቀሱ			

5. ከላይ ስማቸው የተጠቀሰው ሰብቱ የሚዲያ ተቋማት ለህገወጥ ስደት የሰጡትን ሽፋን እንዴት ይመዘኑታል እባክዎን የእርስዎን ምላሽ ከስር በሰንጠረዥ በተዘረዘሩት አመራጮች ማለትም የሽፋኑ በቂነት፣ ጥራት፣ በቀላሉ መረዳት የሚቻል፣ ተግማኒነት ላይ የኤክስ ምልክት በማስቀመጥ ይመልሱ። ለምርጫዎ ምክንያትዎን ያስቀምጡ።

ሀ) የፋና 98.1 ፊዲዮ ሽፋን በተመለከተ

መጠን	የሽፋኑ በቂነት	ጥራት	በቀላሉ መረዳት የሚቻል	ተግማኒነት	ለሰጡት ምላሽ ምክንያት
እጅግ ከፍተኛ					
ከፍተኛ					
መካከለኛ					
ዝቅተኛ					
ምንም መረጃ የለኝም					

**ለ) የጀርመን ድምጽ ፊደሎ ጣቢያ ሽፋን በተመለከተ**

መጠን	የሽፋኑ በቂነት	ጥራት	በቀላሉ መረዳት የሚቻል	ተዳማኒነት	ለሰጡት ምላሽ ምክንያት
እጅግ ከፍተኛ					
ከፍተኛ					
መካከለኛ					
ዝቅተኛ					
ምንም መረጃ የለኝም					

**ሐ) የአሜሪካ ድምጽ ፊደሎ ጣቢያ ሽፍን በተመለከተ**

መጠን	የሽፋኑ በቂነት	ጥራት	በቀላሉ መረዳት የሚቻል	ተዳማኒነት	ለሰጡት ምላሽ ምክንያት
እጅግ ከፍተኛ					
ከፍተኛ					
መካከለኛ					
ዝቅተኛ					
ምንም መረጃ የለኝም					

6. ወደ የመንና ሳኡዲ አረቢያ የሚደረገውን ህገወጥ ሰደት በተመለከተ እነዚህ የሚዲያ ተቋማት የኢትዮጵያውያንን ግንዛቤ አሻሽለዋል ብለው ያስባሉ? አዎ ካሉ በምን መልኩ?

7. ወደ የመንና ሳኡዲ አረቢያ የሚደረገውን ህገወጥ ሰደት በተመለከተ እነዚህ የሚዲያ ተቋማት በዜጎች ውሳኔ ላይ አሉታዊ ተጽእኖ በማሳደር ህገወጥ ሰደቱ እንዲጨምር አድርገዋል ብለው ያስባሉ? አዎ ካሉ በምን መልኩ?

8. እነዚህ የሚዲያ ተቋማት ለህገ ወጥ ስደት ሽፋን በመስጠት ረገድ በተለይ በአደገኛ ሁኔታ የቀይ ባህርና የኤደን ባህረ ሰላጤን በማቋረጥ ለመሄድ የወሰኑትን ኢትዮጵያውያንን ቁጥር በመቀነስ ረገድ ያላቸው አስተዋጽኦ እንዴት ይገመግሙታል?

ሽፋን በመስጠት ረገድ ያላቸው አስተዋጽኦ	ፋና ኤፍ ኤም 98.1	የጀርመን ድምጽ ፊደር ጣቢያ	የአሜሪካ ድምጽ ፊደር ጣቢያ
በጣም ከፍተኛ			
መካከለኛ			
በጣም ዝቅተኛ			
ምንም አስተዋጽኦ አላደረጉም!			
ምንም አላውቅም			

9. ከሌሎች ተቋማት ጋር ማለትም እንደ ቤተሰብ፣ ጓደኛ፣ ሃይማኖታዊ ተቋማት ወይም ትምህርት ቤቶች ጋር ሲያነጻጽሩ የእነዚህ የሚዲያ አካላት ተጽእኖ ምን ያህል ነው? ምላሽዎን በሰንጠረዥ በተዘረዘሩት አማራጮች የኤክስ ምልክት በማድረግ ይመልሱ። ለምርጫዎ ምክንያትዎን ያስቀምጡ።

የተጽእኖ ደረጃ	ፋና ኤፍ ኤም 98.1፣ ጀርመን ድምጽና የአሜሪካ ድምጽ ፊደር ጣቢያ				ለንጽጽርዎ አጭር ማብራሪያ/ምክንያቶን ያስቀምጡ/
	ቤተሰብ	ጓደኛ	የሃይማኖት ተቋም	ትምህርት ቤቶች	
ከተጠቀሱት ተቋማት የተሻለ ነው					
ምንም ልዩነት የለውም					
ከተጠቀሱት ተቋማት ዝቅተኛ ነው					
ምንም አላውቅም					

10. እነዚህ የሚዲያ ተቋማት ከህገ ወጥ ስደት ጋር በተያያዘ በሚሸፍኗቸው ዜናዎች ወይንም ፕሮግራሞች አንጻር ተግዳሮቶች ይገጥማቸዋል ብለው ያስባሉ?ይገጥማቸዋል ካሉ ቢያንስ ሶስት ምክንያቶችን ያስቀምጡ

11. ሚዲያ በአጠቃላይ የኤሌክትሮኒክስና የህትመት ሚዲያዎች በዋናነት በቀጣይ ህገ ወጥ ስደትን ለመቀነስ ምን ማድረግ አለባቸው ብለው ያስባሉ? (በተለይ በጉዳዩ ላይ ዝቅተኛ ወይንም ምንም ተግባር ያላከናወኑትን አካላት ከግንዛቤ በመክተት)

ሀ) ምክረ ሀሳብ 1

ለ) ምክረ ሀሳብ 2

ሐ) ምክረ ሀሳብ 3

## Annex V

### ADDIS ABABA UNIVERSITY

#### School of journalism and communication

#### Focus Group Discussion (FGD) guideline questions for returnees from Saudi Arabia and Yemen

1. Age, gender and educational classification of FGD participants

SN	Classification	Male	Female	
1	<b>Gender</b>			
2	<b>Age</b>			
	18-24			
	25-30			
	31-45			
	45 above			
3	<b>Educational level</b>			
	Only read and write			
	Completion of Primary education			
	Completion of grade ten			
	Diploma and above			
	Non educated			

2. Where do you migrate?
3. How much is your age and educational level influence you to migrate illegally
4. How did you know the illegal way to migrate to these countries?
  - A) From family or relatives?
  - B) From traffickers?
  - C) From media?
  - D) From friends who travelled there?

5. Have you learned about any negative consequences of the illegal migration to you? If yes from where?
6. How often do you follow any news programs from Fana FM 98.1, DW and VOA about illegal migration?
7. How do you rate the information obtained from these media in terms of adequacy, reliability, and informative to your decision? Why you rate so?

Rating	Adequacy	reliability	Informative	Reason for the rating
Very high				
High				
Moderate				
Poor				
I do not have information				

8. How do you assess migration related programs and news broadcasted by Fana FM 98.1, DW and VOA in reaching to the vulnerable community and age group?  
It is very good because -----  
It is more than enough because-----  
It is very little because-----
9. Have these media stations increased your and other people awareness levels towards illegal migration? If yes, in what sense?
10. In your observation is there any challenges hindering media engagement in the minimization of illegal migration?
11. What do you feel that media stations have not done at all or done very little regarding illegal migration?
12. What do you expect to get or to know from media stations about the minimization of illegal migration to Yemen and Saudi Arabia?

Annex VI

አዲስ አበባ ዩኒቨርሲቲ

የጋዜጠኝነትና ኮሙኒኬሽን ትምህርት ክፍል

ከሳኢዲ አረቢያና የመን የተመለሱ ፍልስፍኞችን በቡድን ለማወያየት እንዲረዳ የተዘጋጀ ጥያቄ

1. የቡድን ወይይቱ ተሳታፊዎች የእድሜ፣ ጾታና የትምህርት ሁኔታ

ተ.ቁ	ክፍሎች	ወንድ	ሴት	
ሀ	ጾታ			
ለ	እድሜ			
	18-24			
	25-30			
	31-45			
	45 ዓመትና ከዛ በላይ			
ሐ	የትምህርት ደረጃ			
	ማንበብና መጻፍ ብቻ የሚችል			
	አንደኛ ደረጃ ትምህርት ያጠናቀቀ			
	የአስረኛ ክፍል ትምህርት ያጠናቀቀ			
	ዲፕሎማና ከዛ በላይ			
	ያልተማረ			

2. ወይስ አገር ነው የተሰደዳችሁት?

3. እድሜያችሁና የትምህርት ደረጃችሁ በህገወጥ መንገድ ለመሰደድ ምን ያህል ተጽእኖ አሳድሮባችኋል?

4. በህገወጥ መንገድ ወደ እነዚህ ሃገራት መሰደድ እንደሚቻል እንዴት አወቃችሁ?

ሀ)ከቤተሰብ?

ለ)ከህገወጥ የሰዎች አዘዋዋሪዎች ወይም ደላሎች?

ሐ) ከሚዲያ?

መ) ወደ እዛ ሃገር ተሰዶ ከነበረ ጓደኛችሁ?

5. ህገወጥ ስደት በእናነት ላይ ማንኛውም አይነት አሉታዊ ተጽእኖ እንደሚያመጣ ስምታችሁ ታውቃላችሁ? ካወቃችሁ ከየት ነው የሰማችሁት?
6. በፋና ኤፍ ኤም 98.1፣ በጀርመን ድምጽና በአሜሪካ ድምጽ ሬዲዮ ጣቢያ የሚተላለፉ ፕሮግራሞችና ዜናዎችን ለምን ያህል ጊዜ ይከታተላሉ?
7. ከላይ ስማቸው ከተጠቀሰው ከሶስቱ የሚዲያ ተቋማት ያገኛችሁትን መረጃ ከበቂነት፣ ከተግባራዊነትና ለውሳኔያችሁ በቂ መረጃ ከማግኘት አንጻር እንዴት ትመዘናላችሁ? ለምርጫችሁ ምክንያታችሁን አስቀምጡ።

መጠን	በቂነት	ተግባራዊነት	ለውሳኔ በቂ መረጃ ማግኘት	ለሰጣችሁት ምላሽ ምክንያት
እጅግ ከፍተኛ				
ከፍተኛ				
መካከለኛ				
ዝቅተኛ				
ምንም መረጃ የለኝም				

8. በፋና ኤፍ ኤም 98.1 ፣ በጀርመን ድምጽና በአሜሪካ ድምጽ ሬዲዮ ጣቢያ የሚተላለፉ ከስደት ጋር የተያያዙ ዜናዎችና ፕሮግራሞች በተለይ በአስቸጋሪ ሁኔታ ውስጥ ያሉትን የህብረተሰብ ክፍሎች ከመድረስ አንጻር እንዴት ይገመግሟቸዋል?

እጅግ በጣም ጥሩ ነው ምክንያቱም-----  
 -----

ከበቂ በላይ ነው ምክንያቱም-----  
-----

በጣም ዝቅተኛ ነው ምክንያቱም-----  
-----

9. ሚዲያ ተቋማቱ የራሳችሁንና የሌሎችን ሰዎች በህገወጥ ስደት ላይ ያላችሁን ግንዛቤ ጨምሯል ብላችሁ ታስባላችሁ? ጨምሯል ካላችሁ በምን መልኩ?
10. በእናንተ እይታ የሚዲያ ተቋማት ህገወጥ ስደትን ለመቀነስ በሚያደርጉት ተሳትፎ ተግዳሮቶች ይገጥማቸዋል ብለው ያስባሉ?
11. የሚዲያ ተቋማቱ ከህገወጥ ስደት ጋር ተያይዞ ያላከናወኑት ተግባር ወይንም ስለአከናወኑት አነስተኛ ስራ ምን ይሰማዎታል?
12. ከህገወጥ ስደት ጋር በተያያዘ ወደ ሳኡዲ አረቢያና የመን የሚደረገውን ስደት ለመቀነስ ከሚዲያ ተቋማት ምን ይጠብቃሉ?

## Annex VII

Migration routes from the different parts of Ethiopia to Yemen and Saudi Arabia (the map is obtained from RMMS, 2015:3)



**Source:** The above demarcated routes were created by the researcher of this study

## Annex VIII

The bodies of migrants wash up on a beach in Shabwa, Yemen on Wednesday August 10, 2017 obtained from CNN

