

Addis Ababa University
School of Graduate Studies
School of Journalism and Communication



**Analysis of Malaria Coverage in Ethiopian
Print Media: the case of Addis Zemen
Amharic Daily Newspaper**

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A thesis submitted to the School of Graduate Studies of Addis Ababa University in partial fulfillment of the requirements for the degree of Master's of Arts in Journalism and Communication

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List of acronyms/abbreviations

AMR:	Africa Malaria Report
CWG:	Communication Working Group
ENA:	Ethiopian News Agency
FSS:	Forum For Social Studies
HSDP:	Health Sector Strategic Plan
ICT:	Information and Communication Technology
IWMF:	International Woman's Media Foundation
MDGs:	Millennium Development Goals
MOFED:	The Ministry of finance and Economic Development
MOH:	Ministry of Health
MOI:	Ministry of Information
RBM:	Role Back Malaria
UNICEF:	United Nations Children's Fund
WEF:	World Economic Forum
WHO:	World Health Organization

Abstract

Malaria is a devastating health issue that is hampering the physical, social and economical well being of millions of people world wide. In Ethiopia, malaria threatens 68% of the population and it is reported to be one of the leading reasons why the country hasn't still got out of the economic ditch that it is in. On the other hand, there is a growing acknowledgement that news plays an important role in an interpretation of a disease, in setting the agenda of the public and in influencing policy makers. With this in mind, the study is conducted to find out the contribution of Addis Zemen newspaper in creating the necessary awareness and in providing up-to-date information about malaria to the community.

The research adopts both quantitative and qualitative methods for the analysis of malaria coverage in Addis Zemen newspaper. Newspapers appearing between July-Jan of 2006/7 and 2008 are content analyzed for different aspects such as; overall health issues raised, frequency of coverage, space allotted and sources used. The findings of the content analysis were supported with results gathered from three kinds of questionnaires and interviews in order to reach at the current representation of malaria in the newspaper.

The findings of the study reveal that despite the great impact that the disease is causing to the country, malaria is given poor coverage by the newspaper. The representation of the disease is also found to be very low. Even when compared with other health issues that are covered in the newspaper malaria seems to be over shadowed with high profile diseases such as HIV/AIDS. The study has attempted to find out the possible reasons and it has also forwarded a recommendation for a better coverage of malaria in the newspaper agency.

CHAPTER ONE

Introduction

1.1. A brief overview of malaria world wide and in Ethiopia

Malaria is an ancient disease that has plagued humans throughout history. More soldiers have been lost to malaria than to bullets in the wars of the 20th century (Microsoft ® Encarta ® 2007). The World Health Organization (WHO, 2005) has estimated that malaria threatens approximately 2 billion to 3 billion people, or roughly 40 percent of the world's population. Approximately 350 million to 500 million people are infected with malaria each year globally, resulting in over a million deaths (WHO, 2006). The majority, over 90 percent, of the deaths are reported to occur among children in Sub-Saharan Africa (ibid).

As it is too many Sub-Saharan countries, malaria is also one of the top health problems in Ethiopia, where an estimated 48 million (68 percent of the population) live in areas at risk of malaria (MOH, 2001). Next to Nigeria, DRC and Tanzania, (Global Fund, et al. 2005, p. 40) designate Ethiopia as one of the leading four African countries with “the greatest number of [malaria] cases”. The proportion is increasing yearly and is even becoming an increasingly significant public health problem due to drug shortages, deteriorating health care services, growing resistance to drug and insecticides, climatic change, famine and war (Kassahun Negash et al. 2004).

In Ethiopia, Malaria transmission is seasonal and depends on altitude and rainfall and is characterized by frequent and large-scale epidemics. Although the disease usually occurs at altitudes less than 2000 meters above sea level, malaria cases are recently reported in altitudes 2,500 meters above sea level (MOH, 2003). Transmission of malaria usually takes place following the heavy rainy seasons of March-April and June- August/September, as the latter is the heavier rainy season, peak transmission occur in September through December (ibid) where substantial proportion of malaria deaths occur (WHO, 2006).

Malaria has become an impediment to the overall development of the country by accounting for 30% of the disease burden among all age groups and as a result it has become a major cause for over population, ecological degradation, reduced productivity and hence famine and poverty (MOH, 2001). While talking about the burden of malaria in Ethiopia, (ibid, p. 3) states as follows:

Fertile low lands and major river valleys have not been fully inhabited and developed largely due to high malaria transmission in these areas...In endemic areas malaria strikes during planting and harvesting seasons, cutting down productive capacity at a time when there is the greatest need for agricultural work. The disease is also associated with loss of earning, low school attendance and high treatment cost [...] Malaria also impedes flow of trade, foreign investment and commerce. During epidemics, malaria generally causes panic in the general population and economic activities, particularly agricultural activities are paralyzed. Health facilities are also overwhelmed with patients and a lot of unnecessary resources are spent on dealing with the emergency situation.

1.2. Background of the Study

In the 20th century human kind was able to invent a number of modern and powerful communication technologies that have become instrumental in the economic and social development of human beings. These communication technologies have enabled humanity to a better life by bringing knowledge and information in the fastest way there is. Communication has also made many fundamental and sustainable development programs such as health successful. Various health strategies have now directed their attention and interest towards communication as a key to a healthy society (Servas, 2007).

Mass media, being one of the most important inventions of mankind, have contributed to the overall development of a society. Healthy Alaskans (n.d:3) consider media campaigns (print, radio, television and billboard advertising) as an important channel of health communication. The 2007 World Congress report on Communication for Development also supports this fact by stating, "...though there are different ideas about how they [media

and ICTs] could best be used for development purposes, their role is considered important” (Servas, 2007, p. 9). Moreover, the media, as information disseminators, as agenda setters and as a forum for public debate, are crucial in tackling health issues in a country. Thus, if a country wishes to have well informed and knowledgeable citizens who know how to take care of themselves, the media need to make major health issues their regular agenda so that both the public and the government make those issues their agenda as well.

Mass Media are also found to be very crucial in the struggle against malaria. For example, the Roll Back Malaria communications working group identifies mass media as an important channel for malaria communication and states:

Communication is an important process in convincing, through advocating, marketing and mobilizing, a broad range of individuals and organizations to take malaria seriously; for individuals to take preventive action against malaria; for individuals to understand the symptoms of malaria early and seek appropriate treatment; and on a broader scale for society to generate political will and resources to tackle the debilitating effects of the disease (WHO et al. 2002, p. 11)

More over, the advocacy guide of (RBM, 2000, p. 33) designates the media as ‘the most influential advocacy vehicle’ there is and thus can be used to mobilize the public and to set the political agenda. Apart from playing a significant role in shaping public opinion and influencing policy makers, (Hay, 2002, p. 36-38) states timely media reporting on malaria as ‘a cost effective way of disseminating information’ to a community, and that they should be embraced in the future as a means of disseminating useful information to the community.

While stressing on the importance of media a journalist quoted in (RBM, 2000, p. 33) went as far as saying, “If you don’t exist in the media, for all practical purposes, you don’t exist.” One question here is whether Ethiopian media cover critical health issues, like malaria, frequently and consistently enough so that people know what they need to know on timely basis. Unfortunately, only a limited research has been conducted on this in the country, hence it is very difficult to give a straightforward answer. This study thus intends to throw

light on the contribution of one of the print media in the country, *Addis Zemen* daily Amharic newspaper, in covering health issues especially of malaria and its contribution to a healthy society.

1.3. Statement of the Problem

In Ethiopia, where malaria is affecting an estimated 10 million people every year and up to 35 percent of mortality (MOH, 2001); the importance of media's promotion and advocacy is quite massive. Various studies indicate that community perceptions about causation, transmission, prevention, and treatment are crucial socio-cultural factors that influence control of the disease (Wakgari Deressa et al. 2003). Media can play a vital role in producing citizen who can act positively to prevent infection in themselves and others. Hence, to successfully control the disease and to minimize its burden in the country, communication and up to date information are essential.

Malaria is both preventable and curable if addressed properly and quickly (WHO, 2005). With this in mind, in line with the Millennium Development Goals (MDGs), Ethiopia has set a goal to cut malaria morbidity and mortality rates by 50% by the year 2010 and eradicate it by 2020 (MOH, 2005). To achieve this goal, the country is undertaking control strategies based on the guidelines of Roll Back Malaria. However, (ibid) states that unless effective malaria control interventions and activities are strengthened at every level in the country achieving the targets will be difficult.

Studying the media's coverage of malaria issues consequently helps in understanding the current emphasis and contribution that the media industry is giving in tackling this problem. For this purpose, the research primarily aims at getting the coverage that *Addis Zemen* newspaper gives to malaria. In the mean time, health priorities of media professionals and the presence of regular communication between media professionals and malaria experts are uncovered. More over, by discussing the challenges that inhibit the newspaper from regularly reporting about malaria, the study offers recommendations for the future.

1.4. Research Questions

The general purpose of this study is to analyze the contribution of *Addis Zemen* newspaper in covering health issues in general and of malaria in particular. With this objective, the research will help answer the following questions:

1. How much space is allotted to health information in general and malaria in particular in *Addis Zemen* newspaper?
2. What are the leading health issues frequently covered by the newspaper?
3. What health issues do media professionals prioritize?
4. What are some of the obstacles that limit media professionals from reporting about malaria?
5. Is there a proper and regular communication network between *Addis Zemen* media professionals and malaria experts?
6. What needs to be done for the future to increase the coverage of malaria in the newspaper?

1.5. Significance of the study

This research is meant to have a number of significances among which are the following:

By identifying and analyzing the kind of health information that appears in the newspaper and through the discussion of the results, the research hopefully brings about a better understanding at how health information in general and malaria in particular are represented in the newspaper.

The research is believed to sensitize media professionals, especially managers and editors, to focus on serious health issues like malaria and report frequently by giving up-to-date and balanced information to the community.

Successful malaria control activities require coordinated actions at various levels (MOH,2005). The research is meant to pave the way for media to partner with various

National authorities like the Ministry of Health, International organizations (such as the World Health Organization and UNICEF), Governmental and nongovernmental agencies, the private sector, and the community at large.

It is also the researcher's strong belief that the research by providing a basis in the area of malaria and media coverage, could invite other individuals to conduct similar kind of research initiatives.

1.6. Limitations of the study

The research could have incorporated all media agencies in Ethiopia, print and electronic. However, due to lack of time, money, and logistical reasons, the research has only focused on *Addis Zemen* newspaper.

Among many problems that the researcher faced, the primary one was lack of similar studies done in the country. Finding relevant books and materials on the topic was also the biggest challenge that the researcher encountered. Even though the researcher looked for relevant books in a number of health oriented organizations, it was difficult to get sufficient and variety of materials. To solve the problem thus the researcher used some accredited reports, journals and materials from the internet.

Besides, due to shortage of time and difficulty in accessibility, the researcher was unable to include few publications. For this reason, *Addis Zemen's* publications of the month Sep/Oct, 2006/7 could not be included in the research. There were also few newspapers missing from the rest of the months, thus these might have impacted the findings of the content analysis. The number of newspapers analyzed from each month during the given time period are listed in [Table 4.1].

1.7. Delimitations of the Study

In Ethiopia there are two news agencies, Ethiopian news agency (ENA) and *Walta* information center, and 53 newspapers circulate information throughout the country. From the public and private newspapers, the circulation rate of private newspapers is very seasonal and varies very much ranging from 2,000-25,000 depending on the political climate of the country (MOI, personal communication, 2008).

The research thus focuses on the government owned *Addis Zemen* Amharic daily newspaper for a number of reasons. For one thing, *Addis Zemen* was selected for its perceived public recognition and consistency in the market. But most of all, it was chosen for its higher circulation rate, which indicates a higher number of people that are potentially exposed to the newspaper and its articles. In addition, since the newspaper is funded by public funding, it is believed that it report issues with a basic aim of meeting public needs, among which health is one.

The research does not look into the design and layout of the newspaper, but it incorporates all sections of the newspaper. To better understand how the newspaper covers malaria issues, the research content analyzes 290 newspapers over a period of two years (2006/7 and 2007/8) by selecting specifically months July/August to January/Feb of each year. The months Sep-Dec are said to be the peak seasons of malaria transmission. The other two months, i.e. July/August and January/Feb are added to compare and contrast the way malaria is reported at different times of malaria transmission (before and after the peak seasons). The research focuses on the coverage given to malaria with in the time frame; other health issues covered by the newspaper have only been looked for contextualizing and comparison purposes.

1.8. Organization of the paper

Following the standard thesis format of Addis Ababa University, the research consists of five chapters. *Chapter one* starts with a brief overview of malaria world wide and in Ethiopia followed by general background of the study. It also presents statements of problem, research questions, significance, limitations, delimitations and organization of the study.

Chapter two looks at the theoretical considerations underlying the study. It presents a review of literature on what various scholars said regarding health communication. It also gives theoretical background on the role of media in general and newspapers in particular in health communication. Requirements to quality health reports and associated challenges are also discussed. The chapter also attempts to show the history of print media in Ethiopia by giving due emphasis to *Addis Zemen* daily Amharic newspaper.

Methodological aspects of the research are discussed in *Chapter three*. The methods, procedures and techniques that are employed in the study are some of the main aspects that are discussed in the chapter. The chapter also explains and justifies the rationale behind the preferred research tools and methods that the researcher used to collect data and analyze data.

Presentation and analysis of the findings are dealt with *chapter four*. The chapter is further subdivided to different sections and subsections so as to put the analysis in line with the research questions asked. In the first section, the findings of the content analysis are analyzed, but in latter subsections the findings from all the research tools are triangulated to give a thorough and exhaustive discussion and analysis of the findings.

Summary, conclusion and recommendation are included in *chapter five*. This chapter apart from giving a general summary of the research, it offers conclusion and suggest recommendations based on the findings of the research.

1.9. Definition of Terms

The following words and phrases found in the research carry meanings as defined below.

Endemic: malaria cases present in a community at all times but in relatively low frequency (Medical English, 2005).

Epidemic: a sudden severe outbreak of malaria within a region or a group (Medical English, 2005).

Health systems: are those health care systems and activities that are used to maintain the provision of medical and related services aimed at maintaining good health, especially through the prevention and treatment of disease (Microsoft® Encarta® 2007. © 1993-2006 Microsoft corporation. All rights reserved).

Inpatient: a patient who is admitted and occupies bed in a health institution for diagnosis and/or treatment (health and health indicators, 2007).

Outpatient: a patient who receive ambulatory care (examination and treatment) with out being admitted or occupying a bed (health and health indicators, 2007).

Prevalence: the estimated population of people who are managing malaria at any given time (Medical English, 2005).

Morbidity: total number of illness and death of individuals in a given area and time due to malaria (Medical English, 2005).

Mortality: number of deaths caused by malaria over a particular period of time (Medical English, 2005).

CHAPTER TWO

Literature Review

2.1. Introduction

In this chapter the researcher attempts to discuss various literature written on communication for development by giving due emphasis to health communication and mass media and health. Theoretical aspects of print media's role in health communication and of newspapers in particular will be the focus of this chapter. Besides, some of the requirements and obstacles to health reportage will be explored and discussed. Finally, an attempt will be done to give background information on print media in Ethiopia with special interest to *Addis Zemen* newspaper by incorporating a range of issues.

2.2. Communication for Development

Other than the initial problems of scarcity, over-abundance, inequality and other divides, each historical period has had to deal with a number of problems: feeding during the agricultural age, material well-being during the industrial age and now digital divide in the information age (Servaes et al. 2007, p. 8).

'Communication for development' sometimes referred to as 'development communication' or 'communication for social change' (Sevaes, p. 1) is a researched and planned process which is crucial for social transformation (WHO et al. 2002). According to (ibid, p.17), "[communication for development] operates through three main strategies: advocacy to raise resources and political and social leadership commitment for development goals; social mobilization for wider participation and ownership; and programme communication for changes in knowledge, attitudes and practices of specific participants in programmes".

However in the past, (Servas, 2007, p. 5) reports these communication technologies were not fully utilized in developmental programmes and it states:

...these very structures, [communication technologies] without which the global economy would not function and humankind, would not be able to instantly communicate across continents, have been relatively marginalized as partners in the development process. Now is the time to recognize the potential and power of these instruments and to utilize them in unshackling people from their “prison of poverty”.

According to Servaes, dealing with these issues is one of the most important challenges for citizens and handling this democratically is a challenge for those on power; government officials, practitioners and those working in the field of development. This is especially true for each of these practitioners at their respective positions they may have different understanding on the very defining characteristics of communication for development (ibid). Similarly, while talking about the importance of communication in tackling malaria, (WHO et al. 2002, p. 11) report reads as follows:

Communication for development is an important component in the control and prevention of malaria [...] Communication is an important process in convincing, through advocating, marketing and mobilizing, a broad range of individuals and organizations to take malaria seriously; for individuals to take preventive action against malaria; for individuals to understand the symptoms of malaria early and seek appropriate treatment; and on a broader scale for society to generate political will and resources to tackle the debilitating effects of the disease.

2.3. Health communication

Everyone has the right to a standard of living adequate for the health and well-being of himself and his family, including food, clothing, housing and medical care and necessary social services, and the right to security in the event of unemployment, sickness, disability, widowhood, old age or other lack of livelihood in circumstances beyond his control (Article 25 Universal Declaration of Human Rights as quoted in Health Alaskans, n.d. p. 3).

According to (ibid, p. 3) health communication is “the art and technique of informing, influencing, and motivating individual, institutional, and public audiences about important health issues”.

As to (Servaes, et al. 2007), it was during the last quarter of the century that learning and knowledge shifted from agriculture to public health and the role of communication in attaining this goal. He adds that, “Health communication interventions have been part of development efforts since the 1960s, especially in the area of family planning programs. The importance of health communication rose on the international public health agenda in the 1990s, mainly as a result of important conceptual changes in the 70s and 80s” (p. 24).

2.4. The Role of Mass Media in Health Communication

Mass media is a term used to refer to various media channels or paths through which a message reaches a receiver- visually, in auditory form or in written form (Bracht, 1990). “The term as used here includes the mass broadcast media, such as the network television and the national newspapers as well as the smaller narrow cast media, such as specialized cable television, magazines and local newsletters” (ibid, p.143).

The media has a number of roles among which are: to inform, to educate, to entertain and also to act as a watchdog of the society. (Efroymsen, 2006, p. 4) says the media among other things can be the voice for the voiceless and a power for the powerless and explains this as follows:

The media is an extremely powerful tool for reaching governments to work for change. Government officials watch TV, perhaps listen to radio, and read the newspapers. Media helps government officials understand what issues are “hot” and need to be addressed; media can shape government officials into behaving better, and offer information on problems and solutions that otherwise might be ignored. Of course in the process, this information will reach not only government officials but the general population as well, further strengthening our advocacy work.

The Health of the society on the one hand, is highly influenced by a government’s commitment and dedication in facilitating and providing the necessary infrastructures and services to a society. A failure to provide such facilities could hamper the well being of the majority of the society. Thus the question here is; what is the role of the media in the overall

health of the society? Why do we need to use media for advocating health issues? And why are health contents in the media relevant for the public health? While talking to that, (Bracht, 1990) said that media messages can be used in changing the health promotion programmes of a community and as means of promoting the existing health services offered. As to Bracht, there are four media messages in public health interventions. These are as: “a) a primary change agent, b) complement to other interventions, c) means of recruitment and promotion of services and programs and, d) provider of support for life style (health) changes” (ibid, p. 145).

Having understood the importance of media in health communication, Maccoby et al. as cited in (Bracht, 1990, p. 145) stated that “Health professionals commonly use media alone to achieve health promotion goals”. The media can also be used together with other interventions so as to familiarize and encourage audiences to participate in health issues and programmes (ibid). Similarly, here is what (Matamoros, C. 2006, p. 3) has said:

There is a greater demand and need for accurate, relevant, rapid and impartial public health information by technical and non technical audiences, and a growing reliance on mass media as the main source of information. Therefore, they are a primary source of health and science information, even for health professionals. The public health community usually looks to the media for support, attention and endorsement, and they are also seen as an important tool to disseminate health information to the population.

2.4.1. Agenda setting role of the media

Various scholars have attempted to understand media and their effect on a society and vice versa. These scholars through communication theories have tried to respond to questions like: who sets the agenda of the society? And who determines what is salient or not? Of these, agenda setting is one of the pioneers and most influential theories that has attempted to explain how the media agenda influences the publics’ and the policy makers’ agenda. It hence, considers three related agendas: the media agenda (topics raised by the media), the

public agenda (topics public believe is important) and policy agenda (topics that policy makers believe are important) (Miller, 2005, p. 270).

According to (McQuail, 2000, p. 426) agenda setting is “a process by which the relative attention given to items or issues in news coverage influences the rank order of public awareness of issues and attribution of significance. As an extension, effects on public policy may occur”. Its underlying hypothesis is that the media are capable of telling the public what to think about (Miller, 2005) and thus priorities of the media eventually become priorities of the public (media audiences).

Coined by McCombs and Shaw agenda setting has a historical base in a context of election campaigns and it was initially used by politicians as advocacy strategy and as a means of influencing public opinions by inducing voters as to what are the most important issues (McQuail, 2000). “The evidence collected at that time and since consists of data showing a correspondence between the order of importance given in the media to issues and the order of significance attached to the same issues by the public and politicians” (ibid, 2000, p. 426).

It is then possible to say that the media as an agenda setter and as a primary change agent (Bracht, 1990, p. 143) can be used for various purposes, one of which can be in focusing and shaping the government’s and the public’s awareness in general health issues. While talking about the role of the media in setting the agenda of the government (APHA, 2006, p. 2) states:

The news media influences the government agenda in most countries. The more an issue is reported in the news, the more people will be aware of and concerned about it, and the more the government will be forced to take notice. If you have no direct access to your country’s policymakers, one effective way to reach them is through the media; even if you do have direct access, media can strengthen your case.

Another means of achieving a healthy society could be mobilizing the public to bring about a positive social change, but the most important one is accessing those on power so that they can make a better health policy that incorporates the mass. The (APHA, 2006, p. 2) report supports this by saying:

Media coverage is one of the best ways to gain the attention of decision-makers, from local elected officials to members of Congress. All monitor the media. Every congressional office has a staff person who monitors the news in the district or state and clips articles that mention the representative or senator by name. These articles are circulated to staff each week. Decisions to support legislative initiatives are frequently influenced by the media coverage.

The mass media sets not only the agenda of the government but also the agenda of the public. The agenda of a media could be indicated and signified by number of things. For instance, if a media makes malaria its primary agenda, it puts malaria on the front page and it allocates larger space and time. (Miller, 2005, p. 276) also supports this by saying, "...when the media accord a great deal of space and time to certain issues these ideas become particularly accessible and prominent in an individual' cognitive structure. These primed topics will then be considered especially important for individuals (first-level-agenda setting)". Hence even though the overall agenda of the society is shaped by a constant interplay of the agenda of the media, the public and of the policy makers, the media plays a significant role in telling people what to think about.

2.4.2. Requirements and obstacles to health reports

The basic tenants of effective health communication are "accuracy, availability, balance [...], consistency, cultural competence, evidence-based, within reach, reliable, repetitive, timely, and understandable" (Healthy Alaskans, n.d. p. 3).

A health communication that incorporates these qualities can improve individual's and the community's health. Effective health communication helps individuals to raise their awareness regarding health risks and provides them the skills and motivation that is needed to keep them from the risks by affecting or reinforcing their attitudes. Successful health

communication can also provide information for the society about various programs, policies, services and changes in the social, economical or physical environments so as to benefit the communities' health (ibid, p. 3).

Media agencies as described earlier can be an asset in promoting individual and public health and result in a positive health policy in a country. However at times they may not accomplish or even fail to achieve these roles due to a number of reasons. One of these problems is lack of consistency in coverage. In order for a media to create an impact in bringing a healthy society, health issues need to be reported as frequently as possible. According to (IWMF, 2004) lack of sustained coverage of health issues is one of the problems that are frequently observed by media institutions. Hence publishing a health report once or twice will not be as influential and powerful as a consistently and frequently covered health issue.

The other problem that is commonly observed in health reportage is the preference they give to some health issues than others. Media agencies cover what the agency in general and media professionals feel is important and urgent; this thus makes the selection of some health issues subjective. When it comes to media priorities to health issues IWMF said that HIV/AIDS is more frequently covered than other problems like malaria or TB. While questioning the reason behind such a difference (ibid, p. 11) stated as follows:

Is it because TB and malaria are commonplace and there is comparatively widespread understanding of their causes and treatment? Is it because there is no cure for HIV/AIDS? Or because the political wrangling over affordable access to treatment is a good media story? Is it because journalists are poorly trained and do not understand the relationship between HIV and opportunistic infections?

More over, journalist's lack specialized training and skills in health reportage is another challenge that is usually faced by media agencies. According to (IWMF, 2004) journalists' lack of skills and well rounded knowledge on various aspects of health is one of the main problems that affect health reports in media agencies. As to the report, HIV/AIDS, TB and

malaria are part of a bigger developmental problem that affect the progress and prevention of the diseases, and hence journalists need to have the necessary skills to analyze and explain such health issues by looking them from a bigger perspective.

The number and types of sources used in health reports is also another problematic area that is commonly seen in media agencies. “Reporting on all the complicated aspects surrounding these diseases [malaria, HIV/AIDS, TB] requires...a more diverse selection of stories and various points of view, not just that of the government” (ibid, 2004, p. 11).

Apart from the above professional challenges, IWMF reported that there are multiple difficulties and challenges that surround the working environment of journalists. Some of these includes, limited material resource, time pressure, unsatisfactory wages, highly politicized work places where journalists are expected to cover and prioritize from the government perspective. Moreover, the constant movement of well experienced staff members to other higher positions or out of media houses in general for a better salary is also another challenge that is constantly hampering the quality of health reports, where less experienced reporters are substituted in their shoes (ibid, 2004).oo

2.5. Media Environment in Ethiopia

2.5.1 The print media in Ethiopia

According to the ministry of information there has been a significant increase in the number of papers in the past five years. July 2006 there were a total of 68 newspapers and magazines, 56 newspapers and 12 magazines, published and distributed in the Ethiopia. All being nationally existent, the majority of these newspapers are weeklies, bi-weeklies and monthlies, with only three dailies. The three national daily newspapers are *Addis Zemen* (Amharic), *The Ethiopian Herald* (English) and *the Monitor* (English). Among the three the monitor is the only private-owned daily newspaper. Among the 56 newspapers, six are government-owned and 32 are privately-owned. The remaining papers are owned by Religious Organizations (8), Associations (6), Political Parties (3) and NGOs (1).

The majority of the newspapers are in the Amharic language (33), and the second most common language is English (14). There are also several bi-lingual newspapers, publishing in both Amharic and English (5), and there is one newspaper that publishes in Amharic, English and French. There are also newspapers written in *Oromifa* (2), *Tigrinya* (1) and Arabic (1).

Among the 12 national magazines; 10 are published monthly, two are published every two months, and two are published quarterly. Except two of these magazines, the monthly and the bi monthly which are in English, the rest ten are published in Amharic. Of the 12 magazines published, 11 are privately-owned, while one is owned by a religious organization (Source: Ministry of Information, personal communication, February 2008)

2.5.2 The role of newspapers in public health

“...the press may not be successful much of the time in telling people what to think, but it is stunningly successful much of the time in telling people what to think about” Cohen, as cited in (Çınarlı, 2005, p. 1). While talking about the influencing power of newspapers McCombs and Shaw as cited in (Tan, S., 1985, 324-325) said that even though the news coverage given by both television and newspapers affect the agenda of the public, “newspapers are more effective in setting these agendas than television”.

On the same token, print media is an important asset in a country for it links health issues with communication, which is one of the necessary elements of public health. Besides, it can enhance community health through informing and influencing decisions that would bring a positive health policy in a country (Matamoros, C. 2006).

Print media, especially newspapers, can deal with health issues in various ways; through their articles, editorials, advertisements, visual references, graphics and the likes (Efroymsen, 2006). Similarly, (Matamoros, C. 2006, p. 3) said:

Newspapers are potential communication resources that individuals, families, and organizations can use to meet crucial needs such as health care. Newspapers are one of the primary sources from which individuals learn about risk [...] distribution of health information through newspapers is a very effective way of reaching the general public. The analysis of the space related to health in newspapers possibly can show how health information is being delivered, and may be also how the public receives health messages.

In Ethiopia as well a number of government newspapers and many private newspapers are no doubt contributing for the political, economical and social development of the country. But objective wise, these two types of print media have their own primary interests. Private press has mainly a commercial interest hence the focus of such stories is based on the money making potential of a story. On the other hand, since *Addis Zemen* is funded by public money, there is an understanding that they operate mainly for meeting public needs and necessities, among which health is one.

2.5.3. *Addis Zemen* Newspaper

Flourished in 1941, *Addis Zemen* is a state-owned Amharic daily newspaper that is financed by the government from public funding. It was in 2001 that the newspaper become daily, but from the time it first started publishing up to now it has gone through a number of changes in its content, size, circulation rates and price. For instance, the price of a copy of the newspaper at the start was fifty cents and later increased to two birr. Circulation wise as well there has been some improvements, currently it is estimated that more than 19,000 copies are published and distributed every day both in and out of the country. For the purpose of distributing across the country, the newspaper has numerous locations at every region of the country. Hence, it has a potential to reach many ordinary people, higher officials, policy makers and health experts through out the country.

The total number of media professionals working in *Addis Zemen* newspaper fluctuates randomly for many of them quit working there in search for a better salary. Approximately however, there are about sixty to seventy media professionals currently working in the media agency. Among these, there is one editor in chief, three deputy editors, five senior editors,

twelve editors, five assistant editors, eight senior reporters, two reporters, three beginner reporters, twelve proof readers and twelve secretaries.

Descriptive wise, *Addis Zemen* is a broadsheet newspaper with a total length of 60cms and 35 cm width. On daily basis it publishes newspapers with pages ranging from fourteen to sixteen. The newspaper includes various daily and weekly sections covering rang of issues; political, economical, social, entertainment, advertisement and sport.

As one of the oldest and most known print media in the country, *Addis Zemen* has been contributing for the over all development of the country for quite some time. In the same token, the newspaper could also play a great role in the country's struggle against malaria using its potential to reach many and diversified readers through informing, educating and advocating for a healthy society.

Table 2.1. The Weekly Sections and Contents of Addis Zemen

Date	Daily issues	Weekly issues
Monday	Local news Editorial Agenda Advertising Economy Politics International news Entertainment Sport	Education
Tuesday	Local news Editorial Agenda Advertising Economy Politics International news Entertainment Sport	Social/health
Wednesday	Local news Editorial Agenda Advertising Economy Politics International news Entertainment Sport	Social/various issues
Thursday	Local news Editorial Agenda Advertising Economy Politics International news Entertainment Sport	Social/health
Friday	Local news Editorial Agenda Advertising Economy Politics International news Entertainment Sport	Education
Saturday	Local news Editorial Agenda Advertising Economy Politics International news Entertainment Sport	Science and technology Women's forum
Sunday	Local news Editorial Agenda Advertising Economy Politics International news Entertainment Sport	Children's forum Science & technology This is life, culture

The above table presents a summary of the contents of Addis Zemen in terms of its main columns and the issues that are included in them. The newspaper focuses mainly on issues like news (local news and international news), politics, economy, education, health, social life, science and technology, entertainment, advertisement and sport. Some of these themes are while some are weekly or biweekly.

Table 2.2. Summary of the columns of Addis Zemen and the issues they cover

Name of Column	Issues Covered in the Column
Local news	As its name signifies mainly presents local news and reports
International news	This column is dedicated to news stories from all over the world
Politics	Present the current political issues
Economy	Economical news are reported
Education	Education and related issues are raised here
Health	Issues pertaining to health, messages of the ministry of health and questions from the readers are entertained here.
Social	Social and community issues are reported here
Science and technology	New and recent scientific innovations are discussed
Entertainment	Various entertaining issues from the past and present which happened from all over the world are reported
Sport	Every kind of sport news, gossips and issues, usually about soccer and running, are entertained

The above table gives a description of Addis Zemen in terms of its columns and offers a brief description of the nature of the issues that each section/ column covers.

2.6. Conclusion

This research in its attempt to understand how *Addis Zemen* newspaper covers malaria has discussed various literatures written on the role of media in health communication. It is true that the press as a fourth estate of governance has an immense power to communicate health issues through communication, advocacy and promotion. Many health development strategies and programs are now incorporating media as their primary agent for the realization of a healthy society. Many of those strategies are found to be successful and promising.

Malaria as one of the primary medical emergencies in Ethiopia also needs to be treated by the media accordingly. Media houses by recognizing malaria's threat to the country can make a difference by putting malaria in their regular agenda. They can also promote a healthy society by providing up to date information and by being a constant reminder of the services that those in power need to provide to the community.

Malaria on one hand is more than a health issue; it is also a threat to the economic, political and social development of a country. The magnitude of the impact that malaria is causing to the country could be attributed to a bigger developmental condition of the country that affects the detection, control and prevention of the disease. Hence, reporting health issues in general and malaria in particular requires a skilled journalist who can analyze the complicated aspects of the overall context in a country and get their points across their target audience. Therefore, there is a critical need for regular, relevant and meaningful malaria information in the mass media, but media houses need to be committed and supportive in covering malaria stories. They also need to be sufficiently resourced and ensure that their journalists have the necessary knowledge and skills.

CHAPTER THREE

Research Methodology and Data Analysis Procedures

3.1 Introduction

As it has been stated earlier, this study is conducted to find out *Addis Zemen* newspaper's coverage of malaria issues. For this reason, a number of newspapers that appeared in a period of two years have been content analyzed and scrutinized so as to get a partial understanding of the research questions at hand. The articles are analyzed not only for the amount of malaria articles that they publish but for the structure, content and sources of information that is used. A questionnaire has also been developed and offered to a number of people so as to get extra information on the issues that the research is trying to find out. To give the research a humanistic and a more qualitative perspective, individual interview was conducted with media professionals and malaria experts.

This chapter discusses the different methodologies, methods, data-gathering techniques and sources used in the research. It also discusses the research design and data analysis procedures that the research employed. a detail explanation on the selected research tools is given in this chapter. Hence, the chosen research methods are discussed in line with their theoretical explanation and their relevance to the goals and aims of the study. This chapter also attempts to justify the basic rationale of using both quantitative and qualitative research tools.

3.2 Data gathering techniques and sources

3.2.1 Main approach

This study used both qualitative and quantitative research tools for the assessment of the newspaper's coverage of malaria from 2006/7-2007/8. The research hence aims to reach at a conclusive report through a use of various sources of information and a number of research tools like content analysis, questionnaires and individual interviews. The quantitative

research is aimed at getting numerical data and systematic information for the research questions, but by integrating the qualitative research tool the researcher has also tried to see the social world from the actors' perspectives. In the mean time, the overall contextual situation and meaning of the problem could be sought and understood.

3.2.2 Key informants

Quantitative and qualitative data came from both primary and secondary sources, including media professionals, reporters, editors, managing directors that work in the respective media agency. Malaria experts have also been primary sources of information. To respond to the questionnaires and interviews, the research samples from the *Addis Zemen* newspaper and from Malaria prevention and control unit were selected using stratified random sampling making sure that they represent at least one third from their respective organizations. Reports and statistical data found from a number of governmental and non governmental organizations were also used to support the various claims that the researcher has raised.

3.3 Quantitative research

The quantitative aspect of the study involved analyzing the content of the newspaper in focus and using questionnaires to find out the responses of various media professionals and malaria experts.

3.3.1. Content analysis

Media content analysis is a non-intrusive research method that allows examination of a wide range of data over an extensive period to identify popular discourses and their likely meanings (Macnamara, 2006, p. 5-7). Holsti as cited in (Hansen, A. et al. 1998, p. 91) states that content analysis by definition requires inferences from content data that is solely derived from the frequency of symbols or themes that appear in a text. "Media content and media effects research can be combined to help our understanding of the role that the mass media play in society" and also to understand societal attitudes (ibid, p. 256).

Besides, Berelson, as cited in (ibid, 1998, p. 91) describes content analysis as an objective, systematic, and quantitative descriptor of an apparent or obvious content of communication. According to Hansen, this research technique is used to “identify and count the occurrence of specified characteristics or dimensions of texts, and through this, to be able to say something about the messages, images representations of such texts and their wider social significance”.

3.3.1.1 Content analysis and questions of its research method

Despite its long history content analysis has been criticized by a number of scholars for a number of reasons. Some of these criticisms have raised form the emphasis it gives to quantitative aspects than the whole context, from the absence of theory of meaning and from its positivist notion of objectivity (Hansen, A. et al. 1998). “... content analysis should be enriched by the theoretical framework offered by other more qualitative approaches, while bringing to these a methodological rigor, prescriptions for use, and systematically rarely found in many of the more qualitative approaches” (ibid, p. 91).

Even though content analysis has been criticized by a number of scholars for a number of reasons, (ibid, 1998, p. 91) states that such problems do not arise from the practice of counting but such problems mainly arise from the meaning or interpretation that is reached following the quantitative indicators provided by content analysis. Media researchers Newbold et al. as quoted in (ibid, 2006, p. 5-7) stated that, “There is no simple relationship between media texts and their impact, and it would be too simplistic to base decisions in this regard on mere figures obtained from a statistical content analysis”. Hansen and et al. similarly explained this fact as follows:

Content analysis can help provide some indication of relative prominences and absences of key characteristics in media texts, but the inferences that can be drawn from such indications depend entirely on the context and framework of interpretation by which the texts analyzed are circumscribed [...] If we wish to describe and analyze media content in a more comprehensive way, a way less prone to subjective selectiveness and

idiosyncrasies, then we must employ a systematic method. Content analysis is one such method for the systematic analysis of communications content.

Hence as (Macnamara, 2006, p. 5-7) advised due care needs to be given in using the findings of the content analysis while making any kind of prediction about audience effects of such media contents. The researcher has also been careful in giving such kind of conclusions, but to alleviate the problem the findings of the content analysis were substantiated with the findings of other research tools.

3.3.1.2. Qualitative and quantitative analysis compared

Content analysis has been used for so long as a means of understanding meaning through imposing a sort of order on media contents. Shoemaker and Reese as quoted in (Macnamara, 2006, p. 5-7) state that media content incorporates various phenomena like medium, message, sources, production techniques and the context in general; and said, various “researchers approach media content in different ways using different conceptual and methodological tools”.

According to ((Macnamara, 2006, p. 5-7) “Quantitative content analysis collects data about media content such as topics or issues, volume of mentions, ‘messages’ determined by key words in context (KWIC), circulation of the media (audience reach) and frequency. Quantitative content analysis also should consider media form”.

On the one hand, according to (ibid, 2006, p. 5-7) qualitative content analysis examines:

...the relationship between the text and its likely audience meaning, recognizing that media texts are *polysemic* – ie. open to multiple different meanings to different readers – and tries to determine the likely meaning of texts to audiences. It pays attention to audience, media and contextual factors – not simply the text. Accordingly, qualitative content analysis relies heavily on researcher ‘readings’ and interpretation of media texts. This intensive and time-consuming focus is one of the reasons that much qualitative content analysis has involved small samples of media content and been criticized by some researchers as unscientific and unreliable.

Some researchers like Neuendorf argue that media content analysis is purely quantitative, where as others like Shoemaker and Reese strongly believe that that media content analysis is more of a humanistic or behavioral approaches which could be carried out using both approaches: quantitative and qualitative. Hansen et al. and Shoemaker and Reese as cited in (Macnamara, 2006, p. 5-7) stated that “a combination of quantitative and qualitative content analysis offers the best of both worlds and, further, that a combination of quantitative and qualitative content analysis methodologies is necessary to fully understand the meanings and possible impacts of media texts”.

The content analysis in this research is primarily aimed at investigating the content of the newspaper for the presence or absence of articles on malaria. Since it is necessary to document the reports and analyze actual coverage of malaria in the media, *Addis Zemen's* reports on malaria were collected and content analyzed for the months of July/Aug to Jan/Feb 2006/7 and same months in 2007/8. Given that the months Sept-Dec reflect the peak seasons of malaria transmission due emphasis was given to these months. The two other months that is; July and Feb were added so that the researcher can compare and contrast the difference in the way malaria is reported. While talking about the importance of including the coverage of issues before and after period of specific events, (Hansen, et al. 1998, p.102-103) said:

...where a content analysis focuses on the coverage of a specific event, clearly delimited by start and end dates, it may still be useful to sample coverage from both before and after the dates of the specific event [...] It is thus important, when deciding on a sampling plan, to be aware of the cycles and seasonal variations which characterize much media coverage.

A total of 290 newspapers were collected and content analyzed during the specified time frame, but before the researcher immersed herself in the actual activities of this research tool, she allotted some time in familiarizing herself with the newspaper: its contents, structures and the overall nature of the newspaper. A coding instrument for the content analysis was then developed. (Hansen, et al. 1998, p.106) said, “...it is extremely important to

include for analysis only those dimensions or characters of texts that which can reasonably be expected to yield 'useful' information, and by 'useful' we mean information of relevance to the research questions". Based on that, except lay out and advertisement, every part of the newspaper has been critically analyzed based on nine parameters: date of publication, health issues raised and the frequency of occurrence, the position of their appearance (front page), the section in which the article appeared, the length of each article, the type and number of source used. These text characters were singled out for analysis because they are directly related to the research questions and objectives that directed the research towards content analysis in the first place.

Once the coding sheet was developed to include only those characters that would give useful information, it was then tested for agreement between the raters. Since the coders' reliability and consistency is very crucial, a training session was given by the researcher to minimize any discrepancies that might occur during individual coding. The coders were first given a sample of coded newspapers so that they could get a general picture of how it done. After that, another sample of newspapers were coded independently by the two research associates and later each of them cross checked what the other one has done for the sake of consistency. Once the researcher made sure that the coders are on the same page, they were then allowed to content analyze the rest of the newspapers.

This tool moreover helped the researcher to have a better understanding and knowledge about the newspaper in focus. The knowledge enabled the researcher to conduct a well focused and meaningful discussion during the individual interviews. For the coding sheet, see [Appendix one].

3.3.2. Questionnaires

Three different types of questionnaires were given to journalists, editors/managing directors that work in *Addis Zemen* newspaper and malaria experts. The questionnaires incorporated both open and closed-ended type of questions. Even though both type of questions were

basically designed based on the nature of investigation, the closed questions are aimed to get factual information and the open-ended type of questions were used when an extended opinion and explanation of individuals were sought. For the Questionnaires distributed, see [Appendix three].

The main objective of the questionnaires was to get individual opinions of various people at various positions so that the researcher can get at a general picture of the research problem. On similar bases, coming from journalists, editors and malaria experts, the questionnaires represented various angles, interests and outlooks. While talking to that (Hansen, & et al. 1998, p. 225) said the following:

Survey research [the basic tool for this kind of research is a questionnaire] usually seeks to provide empirical data collected from a population of respondents on a whole number of topics or issues....they [surveys] are not simply restricted to the collection of information about things, and this makes them a useful method for finding out about individual opinions, attitudes, behavior and so on towards a whole range of topics and issues.

A total of 24 individuals were selected using stratified random sampling to respond to the questionnaire so as to get their views and knowledge regarding the coverage of malaria issues in the respective media agency. From these 13 were editors and 11 were reporters. To be more specific (2 assistant editors, 5 editors, 2 senior editors, 1 deputy editors and 1 editor-in-chief) and (5 senior reporters, 2 reporters and 3 beginner reporters) were chosen to respond o the questionnaire.

Besides, seven malaria experts have been chosen to respond to the questionnaires prepared. In order to maximize the response rate and the authenticity of respondents the researcher has tried to make the respondents fill the questionnaires in face-to-face situations. For example, one of the questions was ‘on what month and day of the year is malaria celebrated?’ this question is basically designed to find out the knowledge of media professionals. Hence if the questionnaires were offered for self completion, some individuals might look for that day from other sources, which results in the distortion of the basic aim of the question.

3.4. Qualitative Research

Qualitative research was conducted using individual interviews with media professionals, malaria experts and with people from NGOs working on health issues.

The content analysis has helped the researcher to be familiar with the issues to be elaborated and discussed. Hence during the individual interview the researcher was able to facilitate and moderate the discussion with a clear understanding of the issue in focus.

3.4.1 Individual interviews

In this research interviews were conducted as supportive tools of data collection and as a means of giving the research a humanistic point of view. By using individual interviews, the researcher was not only able to get personal opinions, outlooks and experiences of different individuals but it was possible to thoroughly investigate different opinions while maintaining flexibility. For instance, individual interviews with media professionals were means to explore the media professionals' health priority and getting the challenges they face that inhibits them from reporting about malaria.

As a qualitative method used in this study, individual interviews have enabled the research to be flexible and for the researcher to constantly modify different aspects of the research by being open to different people's opinions. Such kind of discussions with media professionals at different positions has also helped the researcher to get a more personal remark and opinion about different issues that the research has tried to examine. Besides, the interviews with malaria experts have also made the researcher to have a better understanding of what, how and when those people operate with the mass media in general and *Addis Zemen* newspaper in particular. This tool apart from being a good means of getting detail information about each actor of the media and malaria, it was also a good way of examining what media professionals and malaria experts say about each other; what the other part has done, has not done or needs to do.

Over a period of two months, there have been nine individual interviews. Five of these were with media professionals and four of them were with malaria experts. The researcher selected the interviewees primarily based on their importance in answering the research questions and of course their willingness to share their opinions with the researcher but when selection doesn't matter, the researcher has randomly selected the interviewees. The interview questions were basically prepared and designed before hand but due to the nature of the research there were a number of other questions that were asked instantly and as a result the focus of the discussion used to change up on such conditions. For the interview questions, see [Appendix two].

The researcher has tried to make the interviewees comfortable and the discussions as flexible as possible keeping in mind the basic topics of the discussion. The interviews were then thoroughly examined and presented in the discussion part of the paper.

3.5. Secondary and Official documents

A number of official documents and secondary sources have also been of great importance and asset in this research. One of the primary one was the editorial policy of the Ethiopian News Agency (ENA) since this is the policy that Addis Zemen currently uses as a guideline, it was so crucial for the research. Besides a two years report of the newspaper was retrieved and analyzed for empirical and analytical reasons. For instance, the report included all the trainings that have been given to media professionals. It also included the kind of the training and the number of journalists invited. The researcher was able to use these and the like information from the report so that the researcher can offer a well grounded and thorough analysis during the discussion of the findings.

Besides, various sources that talk about malaria, media and health in Ethiopia have been intensively used in the literature review and the analysis part of this research. Reference materials on these and other related issues have been found from FSS (Forum for Social Studies), MOH, a number of reports from UNICEF, WHO, RBM and a lot others. Various books, studies and unpublished papers have also been used to get relevant information on

the topic. Since the researcher was unable to get sufficient related books and literature written on the topic, the internet has been a great asset in getting what various organizations and people have written or said about the topic. Statistical information and figures have also been gathered from the MOH, MOI, WHO, RBM and similar agencies as a means of comparing and contrasting the data.

3.6 Data presentation and analysis

As it has been explained before the data is collected mainly through content analysis and is supplemented with the findings of questionnaires. The researcher has also tried to make the analysis meaningful and strong by incorporating the results found from individual interviews with media and malaria professionals. In order to do so, first results of the content analysis and of the questionnaires were summarized by tabulating the data. Once the data was organized and structured this way, the data was coded and handled manually. In case of data gathered from individual interviews, every discussion session was first recorded and short notes were taken. The recorded discussions were then transcribed and translated from Amharic to English together with the short notes taken during the discussion. The transcribed information was later categorized according to different topics so that it could be easier to respond to the research questions.

The results of the three data collecting tools were then analyzed in combination so as to get a better understanding of the issue that is researched. For example: the results of the content analysis and of the questionnaire were matched with individual interviews so as to reach at a better understanding of the issue under discussion. Meanings were then drowned from these so that the reader could get to the point of the research. While discussing the advantage of triangulation (Hansen et al. 1998, p.1) said that “good research usually benefits from the use of a combination of methods [...] combination of research methods will produce a better and deeper understanding...” Similarly, (Deacon, et al. 1999, p. 29-30) said triangulation enables the researcher to “check the full range of available sources to build up the most accurate and comprehensive account possible”.

3.7. Conclusion

In this chapter, the different methodologies, methods and data-gathering techniques used in the research have been outlined and discussed. The research design and data analysis procedures that the research employed have also been discussed. Both quantitative and qualitative research tools have been implemented and utilized to get all rounded information to the questions that the research strives to answer. By using quantitative means of collecting information, the researcher was able to get numerical data to support the claims to be raised. In the mean time, by using qualitative tools it was possible to get an elaborate and detail information from the research participants that contributes to a thick description.

The research tools for collecting data are content analysis, questionnaires, individual interviews and secondary sources. The next chapter presents and discusses the findings of the study and try to answer the research questions that were asked at the beginning of the paper. Hence based on these findings the researcher gives conclusion to some of the prevalent situations that are impeding the newspaper's ability from covering more malaria stories in their day to day publications.

CHAPTER FOUR

Data Presentation and Analysis

4.1. Introduction

Print media such as newspapers have a great contribution not only in informing the public but also in shaping the opinion of the community and of policy makers and breakers of a country. Hence, it is believed that an increase in the coverage of health issues in general and of malaria in particular may contribute to a well informed and healthy society. With this in mind, the main objective of the research is to find out *Addis Zemen* newspaper's coverage of malaria with in a time of two years. The research is thus significant in shading light on a number of issues that impact the coverage of malaria in the newspaper. In the mean time, the study tries to present the research objectives and address the six research questions that were asked in chapter one. This chapter therefore presents the discussion and analysis of the results found from both quantitative and qualitative research tools in light of the arguments raised in the literature review part of the study.

In order to make the argument reasonable and the discussion of the findings of the content analysis clear, the researcher has tried to make meaningful comparison between health issues that are covered by the newspaper during the studied time period. In order to do so, all health issues were first recorded and analyzed. The health issues that were given relatively better coverage than the rest were singled out for the sake of comparison with malaria. These were: HIV/AIDS, Health Systems, TB, Maternal and child health and Reproductive Health. The rest various health issues that were reported once or twice during the whole time were included under the 'Others' category.

4.2. Analysis and Discussion of the findings

Findings of the research from all the research tools; content analysis, questionnaire and interview are now presented and analyzed under eight major thematic sections that are in line with the objectives of the research. Each theme is critically analyzed for the sole purpose of finding out the extent and relative prominence of malaria stories in *Addis Zemen*

newspaper. When ever the researcher finds it necessary, the discussion is substantiated with quotations from the individual interviews. Here by the themes are discussed separately and one by one for analytical reasons even though they are actually interconnected.

4.2.1. Consistency of malaria coverage

One of the requirements to effective health reports is consistency and sustained coverage (Healthy Alaskans and IWFM 2004). With this in mind, dates are recorded at the very beginning of the coding to find out the consistency of malaria reporting by the newspaper over a period of two years. Given the seasonality nature of malaria outbreaks, the content analysis is intended to be an indicator of malaria reports if they have increased or decreased over time.

The analysis moreover investigates if *Addis Zemen* newspaper gives more attention to malaria during the peak seasons of transmission or if it covers the issue in the same way as they report during the rest of the months (in the study the months July-August and Jan-Feb, represent the relatively average seasons). But as it has been stated in the limitations part of the research, the researcher was unable to include few publications; publications of the month Sep/Oct of the year 2006/7 and some newspapers from the rest of the months could not be included under the research. Hence, the table below shows the quantity (frequency) and area coverage that was given to malaria during the studied period.

Table 4.1: Summary of monthly malaria stories of the years 2006/7 and 2007/8

Month	Year 2006/7		Year 2007/8		Total of the two years	
	No. of Newspapers analyzed	Malaria stories gathered	No. of Newspapers Analyzed	Malaria stories gathered	No. of Newspapers analyzed	Malaria stories gathered
<i>Nehase</i> July/Aug	23	3	29	10	52	13
<i>Puagmae</i> Aug	4	–	5	1	9	1
<i>Meskerem</i> Sep/Oct	–	–	28	11	28	11
<i>Tekemt</i> Oct/Nov	24	10	29	6	53	16
<i>Hedar</i> Nov/Dec	21	2	27	4	48	6
<i>Tahasas</i> Dec/Jan	27	5	28	4	55	8
<i>Terr</i> Jan/Feb	20	3	25	4	50	6
Total	119	22	171	39	290	61

Years	Year 2006/7	Year 2007/8	Total of the two years
Space allotted to malaria stories (inch ²)	739	1696	2435

Since the number of newspapers analyzed in different months and years vary, it would be erroneous to reach some form of generalization using the figures literally, but by minimizing such kind over generalizations, the researcher has still tried to get a general picture of the yearly and seasonal reportage of malaria. In order to get the yearly coverage of malaria, percentage of malaria coverage for every year has been calculated. In order to do so, the space given to malaria has been divided by the total area of the analyzed newspapers in each year (number of newspapers analyzed x average number of pages per newspaper x area of a single page).

In 2006/7 the percentage of malaria coverage was	$\frac{739}{119 \times 15.8 \times 300} \times 100 = 0.13\%$
In 2007/8 the percentage of malaria coverage was	$\frac{1696}{171 \times 15.8 \times 300} \times 100 = 0.21\%$

The result shows that the percentage of malaria coverage in the year 2006/7 was 0.13% and such report in 2007/8 was 0.21% this shows malaria coverage has increased by (0.08%) during the studied months of the year 2007/8.

When the frequency of malaria reports are considered by years, the day to malaria report ratio in the year 2006/7 was found to be 5.4 : 1. This means a malaria report appears after every five days. In the same token, in the year 2007/8 the ratio was 4.4: 1. This also means a malaria report has been published before the fifth day. Even though there seems to be an increment in malaria reports in 2007/8, one thing to bear in mind is that these are the peak seasons of malaria transmission in Ethiopia, where thousands of people get infected by the disease (MOH, 2003).

Malaria is a seasonal health problem; hence, the other objective of the research was to find out the seasonality of malaria reports by the newspaper. The very rationale behind choosing the months July/Aug _ Jan/Feb is to investigate this. The months Sep-Dec are said to be the peak seasons of malaria epidemic in Ethiopia. Hence, by including the other months the researcher intends to compare and contrast the coverage that the newspaper gives to the issue. The following figure shows this fact.

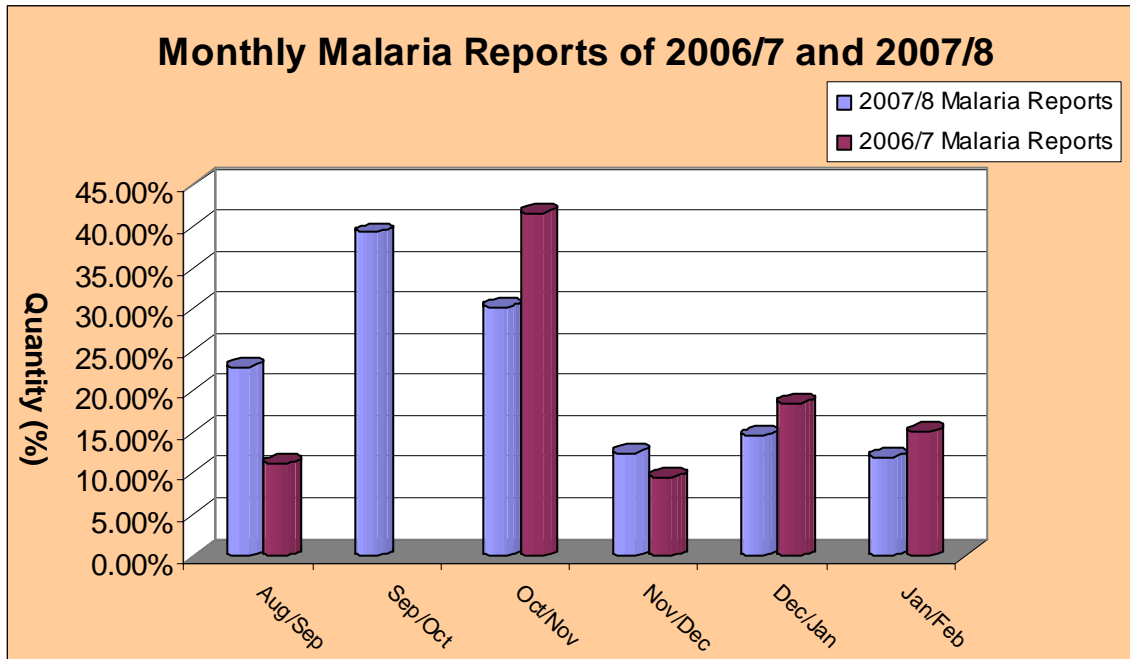


Figure: 4.1. Monthly malaria reports of 2006/7 and 2007/8

The above figure describes the quantity of malaria reports (in percent) of every month during the studied time frame.

Though the findings show that malaria coverage has increased in the year 2007/8 than 2006/7, the above figure shows that there is generally a problem of keeping consistent coverage of malaria during the studied months. Consistency wise as well, 2007/8 is found to be relatively better than the year 2006/7, where there is a big difference of coverage between months. See for example the 2006/7 malaria coverage in months Oct/Nov and Nov/Dec Aug.

As it has been explained earlier, the months July/Aug and Jan/Feb, which are not peak seasons of malaria, were included for the sake of comparison. But the findings generally show that these two months had relatively more coverage, if not utmost, than most of the actual peak seasons of malaria. This is especially true in the year 2007/8. From the seven months analyzed the first four gave more coverage to malaria than the rest. The first two months represent part of heavy rainy season in Ethiopia. But is there any relationship between what media professionals perceive as a high malaria incidence season and the

coverage that is given to it by the media? Are media professionals aware of the seasonality of the disease and if they are, do they actually know which months are the peak malaria seasons?

The researcher has also tried to learn more about these questions through the survey. 38.5% of the journalists and 18.8% of the editors said that malaria should be reported through out the year. The other 38.5% of the journalists said the peak season of malaria transmission is during the rainy season. 54.5% of the editors gave a vague response and said it should be reported during the times when the problem occurs. Only 15% of the journalists and 27.3% of the editors got the peak season of malaria transmission; which is from September to the end of December, or at the end of the heavy rainy season in Ethiopia. This indicates the prevalence of lack of knowledge regarding the seasonality of malaria and as to when exactly that time is. The relatively high coverage given to malaria at the rainy seasons could also be a reflection of this.

In general, it is true that malaria needs to be reported through out the year as long as it remains to be one of the leading health issues in the country. However, since it is during these months that hospitals in the country are overburdened and overloaded with malaria patients, (MOH, 2003) the media's active advocacy and promotion for the necessary health services and immediate treatment at this time is extremely crucial. The survey results however, have shown that, except few, most of the media professionals do not know the actual peak season of malaria outbreak in the country. This as a result, negatively impacts the way malaria should be reported at this time of the year and this could be one of the possible reasons for the lack of seasonality of malaria reports in the newspaper.

4.2.2. Health priorities of the media

Media's attention towards health issues could be indicated by a number of things, the presence or absence of a person that is totally dedicated to health reportage is one. *Addis Zemen* has one person specially assigned to write on health issues in general. However, this

has created a sense of division among journalists in that many of them feel like it is not their responsibility to write on health. They think that the person designated to write on health is the one that is totally responsible to write on such issues. Pertaining to this, here is what a reporter and the designated health reporter have said respectively:

I know that I could write on health issues, but I don't know why it usually does not cross my mind. It may be because; I think it is the designated person's duty to write on it (Abebe, personal communication, April 23, 2008).

They [journalists] usually think as if I am the only one who writes a report on health. At times they even tell me on what to write my next article about. I can say that writing health issues is a duty that is mainly left to me. There are only very few journalists who write on health once in while (Azeb, personal communication, April 23, 2008).

Thus this confirms straight from the horse's mouth and from a fellow reporter's side, the fact that health issues in general are left to be reported by the signed person. Apart from assigning a person to write on health, the priority the media gives to an issue could also be indicated by frequency of coverage, space allotment, location of articles and the likes. The researcher has also tried to content analyze the representation of malaria in the newspaper over a period of two years. For this purpose, front page location of health issues and their frequency of occurrence have been analyzed. Besides, the space health issues covered and the different sections in which they appeared have also been critically examined to find out the relative prominence of malaria stories in the newspaper. The content analysis findings regarding front page positions, frequency, space allotment and by different sections will now be discussed.

**** Note that all the names that the researcher used for the interviewees are fictional. If there is a similar name in the media agency or malaria prevention and control unit, it is purely coincidental. ****

4.2.2.1 Front page

Location of stories in print media is as important as the schedule timing in broadcast media (McQuail, 2000). Position of an issue on the media agenda importantly determines that issue's salience in the public agenda Dearing and Rojers as cited in (McQuail, 2000, p. 456). Since the front page usually contains the main news that grabs the readers' attention, there is a general understanding that stories on the front cover of a newspaper are those that are given more emphasis than other stories on other parts of the paper. Thus, health issues located at the front page of the newspaper are content analyzed to get a general idea of positioning.

Every health issue appearing at the front page has been counted and content analyzed in the given time period. The result shows that from a total of 290 newspapers analyzed health issues cover less than 2% (1.95%) of the total front page space. To be more specific, there were only 40 health issues that were given the front page position in the newspaper with in the given time frame. Even among these issues 18 of them or almost half of it (45%) belonged to health systems of the country followed by HIV/AIDS 11 (27.5%) and mother and child health 5 (12.5%). Malaria appeared only 3 times on the first page or (7.5%) when compared with other health issues.

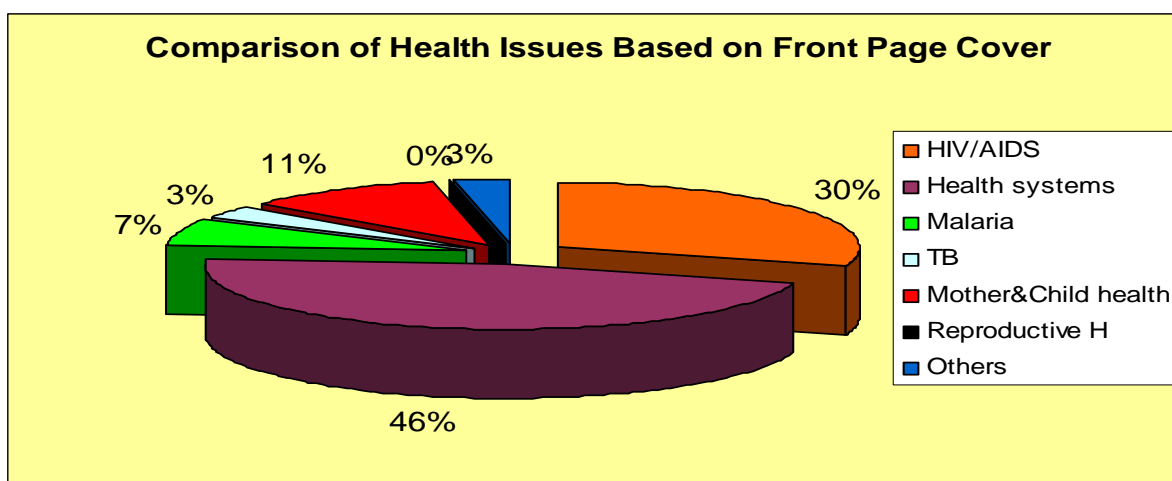


Figure 4.2: Comparison of Health issues based on Front page cover

The above figure gives a relative comparison of front page spaces (in percent) that was given to various health issues over the studied time period.

4.2.2.2. Frequency of Occurrence

“Content analysis can help provide some indication of relative prominences or absences of key characteristics in media texts” (Hansen, et al. 1998, p. 94). During the given time, the most frequently reported health issue was HIV/AIDS (33.9%) followed by Health systems of the country (23.4%). Maternal & child health had a frequency of 8.4%. Malaria was reported 61 times having 6.4% when compared with other health issues covered by the newspaper.

As (Hansen, et al. 1998) stated, frequency of events could not be used by itself to reach at some kind of generalization or conclusion. Besides, Burgelin as quoted in (ibid, p. 97) said “the meaning of what is frequent is only revealed by opposition to what is rare”. It is also the researcher’s strong belief that it would be so shallow to use those numbers alone in giving any kind of remark. However, together with other tools of data collection and in comparison with the frequency of other health issues, frequency given to malaria can signify something.

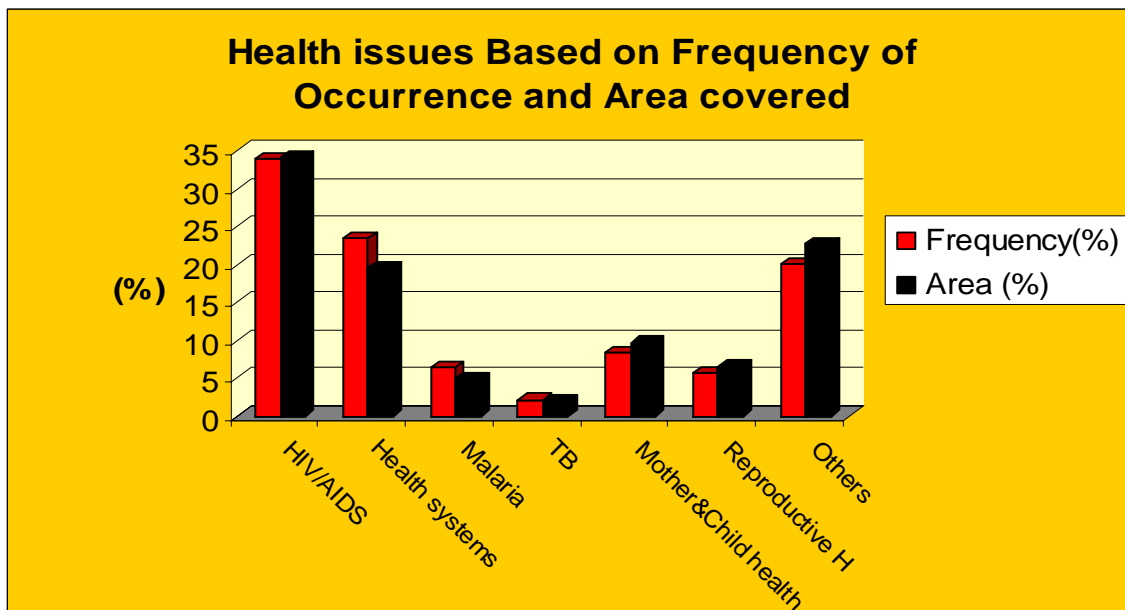


Figure 4.3: Health issues based on Frequency of Occurrence and Area covered

The figure gives a comparative representation of how different health issues are covered by the newspaper with respect to quantity and space from the overall coverage given to health.

4.2.2.3. Space

While criticizing the trend of mere counting of frequency as a marker of importance, Burgelin as quoted in (Hansen, et al. 1998, p. 97) said, "...the place occupied by the different elements is more important than the number of times they occur". As a result, a comparative analysis of spaces allotted to various issues and of health issues in particular could reveal the attention that is given by the media agency to some issues. Although an attempt has been made to find out any health related story on all sections of the newspaper, none has been gotten from Politics, Economy, Advertisement, and Sport. In dealing with spaces hence, the following sections of the newspaper will be used: News (local and international), Editorial, Social/health, Science & technology and Entertainment.

Newspapers appearing in a period of two years have been scrutinized for the total amount of space that was allocated for health issues. During the study period only 3.56% of the total space is given to health issues and 0.18% to malaria the rest accounts for politics, economy, advertisement, social, sport and other issues. Even from the total space given to health issues, the researcher has tried to compare the relative variations of space among different health issues. When such comparison is made, the findings of the content analysis show that HIV/AIDS (34.20%) and health systems of the country (19.64%) are the leading issues that had the largest share where as malaria accounts for only (4.96%) of the space allotted to health issues during the studied time period. For more information see [Figure 4.3].

4.2.2.4. Sections

Newspapers are divided in diverse sections according to special contents that are placed in them. In this research, health issues have been classified regarding the sections where they were placed. This shows which sections are mostly used for health communication and malaria in particular and it explains the relation between the health issues raised and the nature of the section. The table below gives a description of each section, the nature of health information that they represent and a brief account of the content analysis findings.

Table 4.2: A description of the sections, the nature of health information they represent and a brief overview of the findings of the content analysis.

<p>Local news is a daily column in the newspaper and it usually covers a total of four pages with an exception of some days like Sunday at which time it covers only two pages. The news agency usually and mainly gathers these news stories from all over the country using their regional correspondents. As its name indicates this section is mainly devoted to informing the readers as to what new happened and as to what the reader needs to know. Although knowledge could indeed be acquired from various sources and from different sections of a newspaper, the news section is mainly informative rather than educating. Like wise, the health issues raised in this part were in general informative of any kind of health promotions or activities that happened in the country.</p> <p>The section consists of 48.2% of the health issues covered in the newspaper, from the health issues raised in this column 43% is dedicated to HIV/AIDS followed by health systems (25.8%) and maternal and child health (12.1%). Malaria had an overall coverage of 6.1%.</p>
<p>International news just like local news is a daily column, but this section is used to inform the reader about up-to-date world news and happenings. Every day a page usually at the seventh page is given to report on international news. Since health in general and malaria in particular is an international phenomenon the researcher believed that the column may include some information on health.</p> <p>The findings of the content analysis show that there were 63 health international news stories covering 4.5% of its total space. From the health issues reported in this column, HIV/AIDS leads with 35.8% followed by malaria (21.45%). This is the section that relatively gave a better coverage to malaria than other health issues.</p>
<p>Health Column: A great attention has been given to this column because this is the column that is primarily designed to talk about health and that supposedly makes various health issues the agenda of the readers. Health column is a bi-weekly column appearing every Tuesday and Thursday with a length of a page. The column includes issues that the reporter believes is important and includes other health issues from various sources. For example, in every edition, health questions from the public are selected and a health professional (an MD) responds to the questions. Besides, on Thursdays, there is a column called '<i>Felege Tenna</i>' that is especially reserved to health information from the MOH prepared in collaboration with Health Extension and Education unit.</p> <p>The section covers 38.2% of the overall health coverage in the newspaper. However, unlike the role this section could play in malaria communication and advocacy, the section gave the least coverage to malaria (2%). The leading health issues covered here were HIV/AIDS (22.4%) and health systems (16%). Reproductive health and Maternal and child health had also coverage of 12.3 and 7.9 percent respectively.</p>

Editorial: This is a commentary column that appears everyday at the third page of every edition. The column has two parts; the first one is dedicated to the editor’s point of view and the other half is left to entertain readers’ comments, suggestions and observations. This is an important column in that it acts as a bridge between the readers and producers of the newspaper. The presence of health issues in general and of malaria in particular in this column indicates the attention that the editor and/or the reader have given to a particular health issue. This as a result, can be a good means of capturing the government’s attention.

The findings have shown that this section covers 4.6% of the overall health issues, and from these, 71.1% of its space covered HIV/AIDS followed by health systems (9.2%) and TB (6%). Malaria covered 3.1% of the space allotted to health issues in this column.

Science and Technology: As its name indicates, this section is supposed to introduce the reader to new scientific innovations on whole lots of issues, including health.

There were 4 health related scientific innovations that were published by the newspaper with in the given time among these one was on malaria.

Entertainment and humor are some of the qualities of modern media agencies. A good newspaper incorporate entertainment as one section in every of its publication so that people could get amusement from reading it. However, entertainment has been used for so long not merely to entertain but also to educate the reader along with the humor.

The content analysis has shown that this column is the section that is least (1.3%) used by the newspaper as a means of informing, educating and advocating health. No malaria articles were found the researched time.

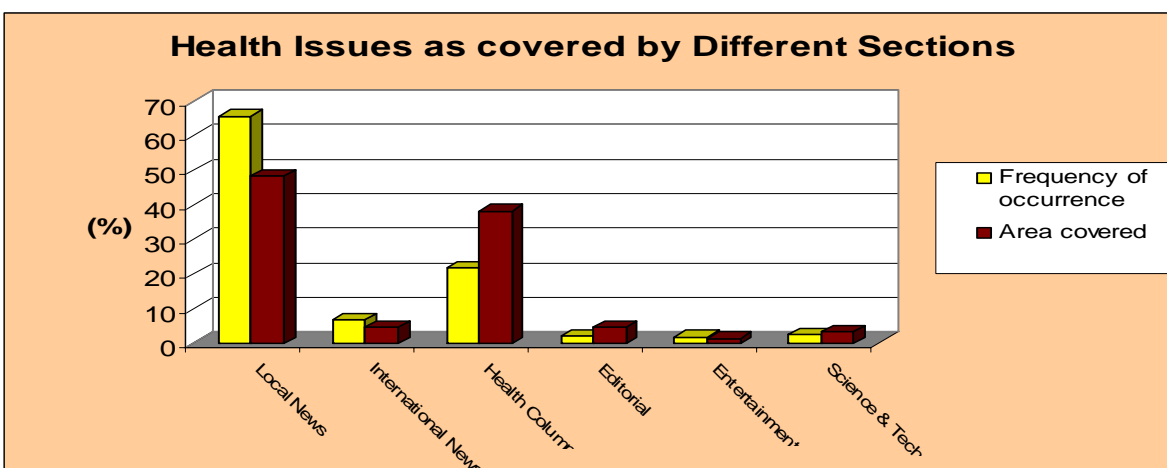


Figure 4.4: Health issues as covered by different sections

The figure gives a general picture of the relative coverage given to health issues by different sections of the newspaper.

As the above figure shows local news and Health column are the two main columns that cover health issues. The frequency and space covered bars show that local news raises a number of health issues with a relatively smaller area for each. Health column on the other hand, raises few health issues but it exhaustively covers them. When malaria coverage is specially considered there is there is a slight variation. [See figure 4.5]

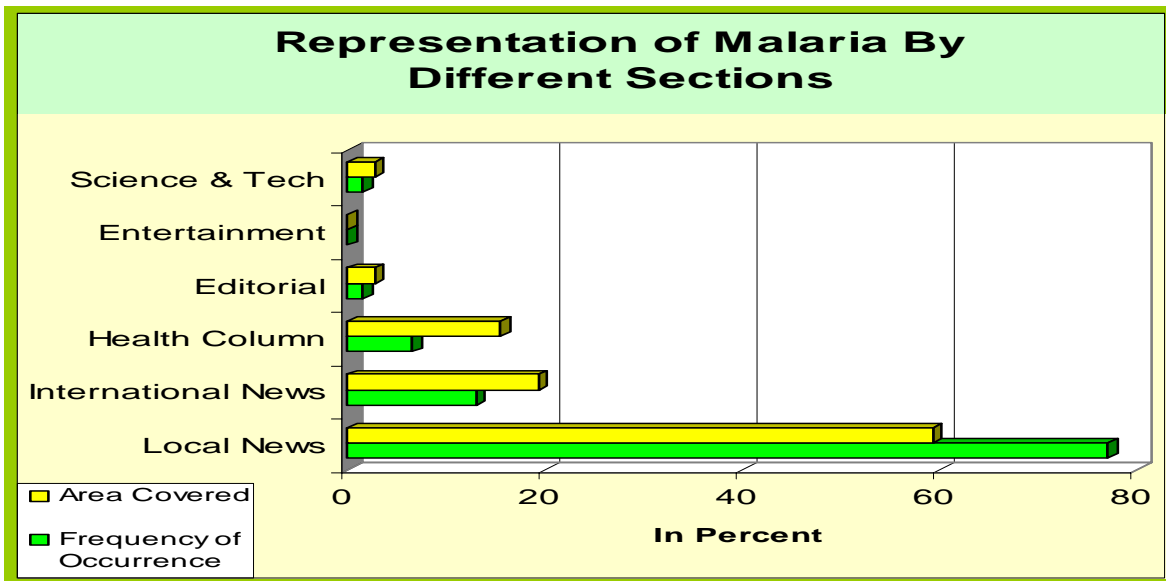


Figure 4.5: Representation of malaria by different sections

The figure describes the overall representation of malaria reports (both frequency and space wise) by different sections of the newspaper.

In general when all aspects are considered, the relative coverage of malaria from the health issues reported is found to be very low. A big margin of the health coverage is given to HIV/AIDS (34.2%), where as malaria accounts for only 4.96% of the total space given to health issues. This difference is also evident when the two diseases are compared in other aspects. The illustration below gives a general comparison of the percentage given to malaria and HIV/AIDS from the health issues raised in different sections of the newspaper and from the overall percentage with respect to quantity, space and front page.

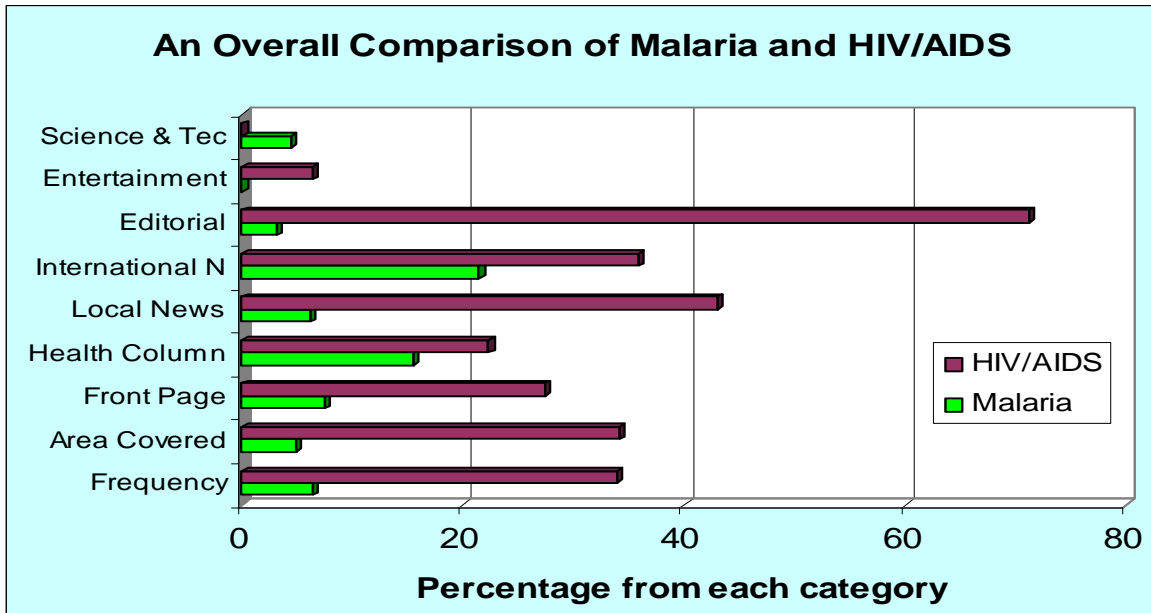


Figure 4.6: An overall comparison of malaria and HIV/AIDS

The figure gives a comparative representation of Malaria and HIV/AIDS with respect to frequency, total area covered, and space given; at front page, health column, Local news, International news, Editorial, Entertainment and science and technology.

The illustration clearly shows the presence of a big difference between malaria and HIV/AIDS coverage by different aspects and sections of the newspaper. Here what should be taken in to consideration is that the most of months chosen for content analysis are the peak seasons of malaria transmission. If this is the coverage given to malaria during the peak seasons, one might wonder what its representation would be during the relatively normal months.

The coverage that the media gives to various health issues and the selection of one health issue over the other could also be affected by the media professional's personal beliefs and preferences. The following subtopic thus uses the findings of the questionnaire and interviews to analyze the impact of media professionals' personal health priorities in the way malaria is covered in the newspaper.

4.2.3. Health priorities of Media Professionals

Media professionals' personal attitudes on how serious an issue is, could partly affect the way that issue is covered in the newspaper. This impact is even greater in media agencies where journalists have some degree of freedom to write about topics of their interest. Although it is very difficult to find such kind of direct correlation in such a simple way, some questions were indicators of personal health priorities of media professionals. For instance, 100% of the journalists that responded to the questionnaire said that there has never been a time in which they wrote on an issue and was rejected from being published. That means to some extent they have their own freedom to write on various topics of their choice. Similarly, all of them said that there has never been a time in which they asked a malaria expert for information and he/she rejected their inquiry. Thus they could not blame their lack of knowledge for they could have got it had they asked for it. Even among those journalists who wrote about malaria 83.3% said the stories are self initiated. This also shows that mainly if journalists were interested in malaria could they have written about it.

The results of the questionnaire show that HIV/AIDS, Maternal and Child health and TB are the three top health priorities of media professionals (journalists and editors). Of nine health issues, Malaria was the six in order of priority. See [Figure 4.7] for more information.

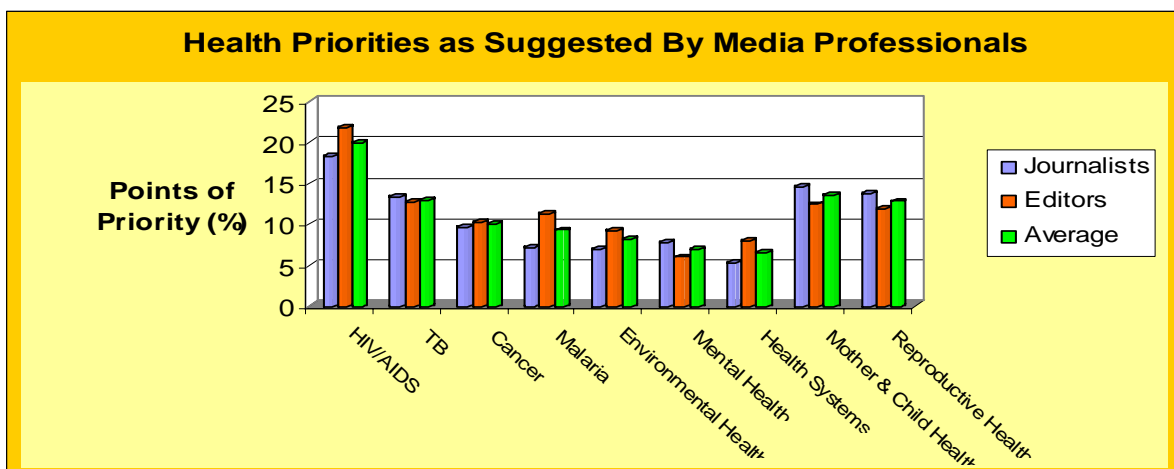


Figure 4.7: Health priorities as suggested by media professionals

The figure gives a description of the personal health priorities of editors and reporters based on a percentage value of each individual's points of priority for each of the listed health issues. The green bar represents the average of the two.

Even though, the survey result shows that HIV/AIDS, maternal and child health and TB are the top three priorities that the media professionals prioritize, the results of the interview show that most media professionals acknowledge malaria as a one of the leading health priorities of the country. This difference might have occurred because during the survey, journalists were asked their top health priorities before they know that the research is on malaria and the contribution of the newspaper. And since the questionnaires were filled instantly with the presence of the researcher (face-to-face); they were not able to reconsider their choices. Hence an attempt has been made to minimize any possible bias, however during the interview they all knew the aim of the research and a slight bias might have occurred as a result of this.

Here there seems to be a correlation between the coverage of health issues in the media and the media professionals' health priority. Except Health system which is the second most covered health issue in the newspaper, both HIV/AIDS and Maternal and child health are found to be the two top covered and prioritized health issues. This relation is especially found to be stronger with what the editors have prioritized (HIV/AIDS, Maternal and child health and Reproductive health). This might have been so, because of the impact that editors have to news selection and prioritization.

Thus, the less degree of coverage given to malaria in the newspaper could partly be attributed to the low priority that media professionals give to the issue. On the same token, the greater degree of coverage to HIV/AIDS could be ascribed to the high priority that they give to the topic. At this point it would be wise to ask, is this difference in priority fair? What are the invisible issues behind the visible differences? Why is HIV/AIDS prioritized way beyond malaria? Is it because it doesn't have medicine? Or is it because people need to hear about it? Or is it because media professionals haven't got the necessary training on malaria? The researcher tried to get an answer for these and the like questions during the interview. Here is what two reporters have to say when they were asked why they said HIV/AIDS is the leading health issue to be given more coverage by the media:

HIV/AIDS is a killer disease in which one could not be cured if he/she contracts the disease. Many people have died from it and many youngsters who are the main development agents of the country are on their way their, hence as a journalist, I need to play my part in helping such kind of people from making bad choices which they would regret later (Almaz, personal communication, April 21, 2008).

Though HIV/AIDS is a recent disease, it has claimed the lives of many people world wide. In Ethiopia as well, the disease is increasing at an alarming and frightening manner. The fact that it does not have a medicine up to now has worsened the situation. As a result many youngsters are losing their lives for this disease. That is why I believe that the media needs to give more emphasis to it (Azeb, personal communication, April 23, 2008).

So what is the actual health issue to be given priority in the country? Even if both the findings of the content analysis and of the questionnaire revealed that HIV/AIDS is the most important health issue, the reality speaks otherwise.

Table 4.3: National Annual inpatient cases from monthly reportable disease of 2006/7

Disease	Case	Death
Typhoid fever	2,324	442
New AIDS Cases	3,676	612
Diarrhea with sever dehydration <5 yrs	9,380	150
Sever pneumonia <5 yrs	19,554	589
Malaria <5yrs	7,147	321
Malaria >5yrs	20,197	670
Malaria in pregnancy	843	29
Overall of malaria	28,187	1020

(Source, Federal Democratic Republic of Ethiopia Ministry of Health 2006/7)

This statistics is the most recent statistics (2007) that is prepared and released by FMOH (Federal democratic republic of Ethiopia ministry of health). The statistics show the burden of various diseases from outpatient, inpatient and mortality rates.

The statistics show that in 2007, malaria accounts for 44.66% of the inpatient cases and 36.26% of the inpatient deaths. New AIDS cases on the other hand account for 5.8% and 21.76% of the inpatient cases and deaths respectively. From the total of out patient diseases as well, malaria is the sixth health problem; where as HIV/AIDS was not in the top ten list at all. In all cases malaria is found to be among the leading health issues in the country.

So why do not the media cover malaria as it needs to be covered? This question has partly been answered; media professional's personal attitude as to what is salient and not might have affected the coverage that was given to malaria. Apart from this, there could also be other reasons like knowledge that might affect the extent an issue is covered in the newspaper. The following subtopic gives an exhaustive analysis and discussion on this.

4.2.4. Knowledge of Malaria in the Media

Media professionals, as they are one of the information providers of the society, need to be well informed and knowledgeable in every topic and aspect they report about. Malaria, as it is one of the primary health priorities in the country, needs to be given not only good coverage, but it also needs to be reported with a basic knowledge. The lack of knowledge on malaria apart from affecting the quality of information that they offer to the community, can also demotivate reporters from writing on the issue.

With this in mind one might ask; do media professionals working at Addis Zemen newspaper have the necessary and adequate knowledge about malaria? Even though it is very difficult to measure journalists' level of knowledge and reach on a certain generalization based on the research tools used in this study, the researcher believes that some findings from the questionnaire and interviews could give us an indication. During the interview the researcher asked some media professionals as to the exact day of African malaria day. Below are some of their responses:

Is there a date as 'Africa malaria day? I didn't know. I thought such kind of dates are given to AIDS, Cancer and the likes (Abebe, personal communication, April 23, 2008)

I know there is such a day, but I am not sure when exactly the day is (Almaz, personal communication, April 23, 2008)

We usually rely on our calendar as to what the day is and as to what we need to write about (Daniel, personal communication, April 23, 2008)

This could be one thing, but media professionals' lack of knowledge on the peak season of malaria transmission in the county could be used as a better indicator of the problem since it directly affects the way malaria is reported in those months. As it has been stated earlier, most of the media professionals do not know the actual peak seasons of malaria transmission. It was only 15% of the journalists and 27.3% of the editors who got it right; from September to the end of December, or at the end of the heavy rainy season in Ethiopia.

This generally shows that there are some basic information that the media professionals lack when it comes to malaria and its typical nature. It is very difficult to ask some one who does not have the basic knowledge of malaria to write a report on it. Their reason for not frequently writing on malaria could also be attributed to the lack of knowledge which also negatively affects the confidence of a person to write on the subject.

On one hand, when media professionals were asked if they have attended any kind of training on health or how it should be reported, (54.1%) said that they did not get one and the other (45.8%) said that they have got such training. The training that they got was on HIV/AIDS and general health reportage, but none of them got any kind of training on malaria. Here are some of the media professionals' responses:

Trainings are a good means of developing the knowledge of journalists. By attending trainings on various issues, I personally have developed my

understanding and how I should report on topics such as human rights, and HIV/AIDS (Tameru, personal communication, April 21, 2008).

A number of trainings have been given to media professionals working at Addis Zemen Newspaper, however, since every one could not attend such trainings, only a selected few, usually one or two are sent. Moreover, even if there were very few health focused trainings, there has never been training on malaria to my knowledge (Dawit, personal communication, April 21, 2008).

Hence as IWMF 2004 stated, lack of knowledgeable and skilled journalists are among the problems that are prevalent in *Addis Zemen* Newspaper. Media professionals have got a number of trainings on HIV/AIDS. On the other hand, they have never got a training on malaria. Hence the lack of knowledge and awareness about malaria might have contributed to the low representation of malaria and to its being overshadowed with other high prestigious diseases like HIV/AIDS.

4.2.5. Contact between Media and Malaria Professionals

Promoting health and advocating for healthy policies are not a mere responsibility of ministry of health or health professionals; it is something that is most likely to be achieved with a joint venture of every sector of the society. Media institutions do also need to form partnership with health professionals and institutions to forward an up-to date, accurate and reliable information to their readers/viewers/audience. Similarly, there needs to be such kind of regular contact between media professionals that work in *Addis Zemen* and malaria experts so as to control the disease and achieve the country's millennium goal of controlling malaria by the year 2010.

The research has attempted to find out the presence of malaria-media partnership. The editor in chief of the newspaper said that "when ever we want any information from the ministry of health we ask them and they are willing to give us". He added, "Besides, every Thursday they [MOH] send us health information on various issues and we entertain it in the column that is totally dedicated to such message". He used the letters sent by the MOH as a justification for the presence of a frequent contact between malaria experts and their media

institution. Practically speaking however, the survey results show a different perspective. All reporters responded that they have not recently asked any one for information on malaria. Similarly, when malaria experts were asked if at all they have been approached by media professionals, all (100%) said that they have never been asked at all. During an interview with malaria experts this was what two of them have to say:

They [reporters/the media] do not approach us. If they asked us or me personally, I would be glad to tell them what ever is that I know of in relation to malaria. However, since they have not asked me for information there is nothing that I can do (Yonas, personal communication, April 28, 2008).

Journalists like to write about politics, economy, sport and the like issues. I could safely say that Malaria is not one of the issues that they like to write about. I have never been asked by a journalist. I have never even seen a journalist ask any one around here for that matter. They have a great lack of awareness. They don't know the number of lives malaria is claiming every single day. When it comes to health it is as if HIV/AIDS is the only thing that they know and write about. Unless they know very well about the problem malaria is causing to this country, it will be unlikely that they will write up on it (Alemu, Personal communication, April 29, 2008).

Another indication of the presence or absence of regular contact between journalists and malaria experts could be the number and types of sources used and quoted in the malaria articles content analyzed with in the given time frame. Sources of information are so important in any kind of media for they are the 'knowledge providers' of information. The use of sources by a media agency can have a number of implications on a whole lot of issues. By use of sources it could mean the number of sources represented or the types of sources used, like government, private, experts and the likes. Hence through content analyzing the use of or not use of one or more of these sources, the researcher aims to get some form of understanding.

The content analysis provided the number and types of sources used by the newspaper during the specified time frame. As it stated previously there were a total of 61 malaria stories that were identified and content analyzed. The overall number of sources used for

these reports was one in most malaria stories. From the 61 malaria stories gathered the total number of sources quoted or cited were only 66, which means the ratio of malaria story to sources quoted or cited is almost 1 : 1.

The findings moreover, show that the majority of the stories used similar types of sources; 57.6% of the sources cited and quoted are government officials. This shows that there is a great reliance to government information and there is a common pattern of sourcing when ever malaria stories are written. This on the other hand shows that the media agency does not approach other sources like malaria professional associations, malaria experts, NGOs that work on Malaria (like UNICEF, WHO, Malaria Consortium) and even local people for their views on the issue. The lack of balance in sourcing apart from questioning the reliability of the information could hinder the joint work that is expected of all these sectors of the society.

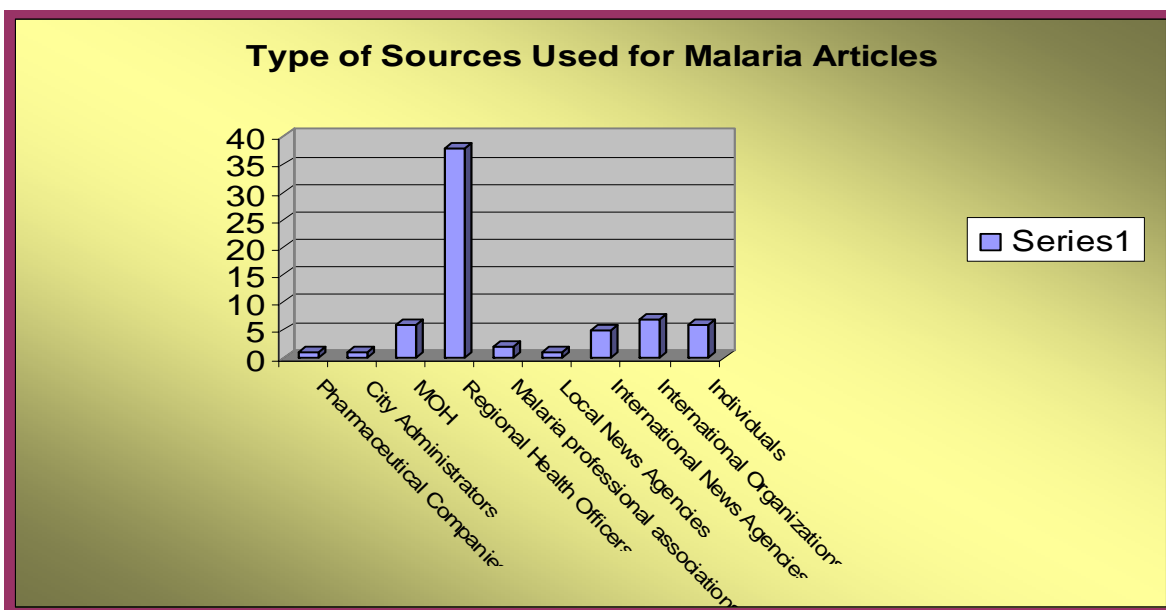


Figure 4.8: Type of sources used for malaria articles

The above figure shows the type of sources used by malaria articles that were content analyzed during the studied time frame.

In general, there is no proper line of communication between media and malaria experts; media professionals are not seeking information from various sources and experts. The findings have shown that even when they want to write a story on malaria they usually go to government officials than contact other potential sources with in the county. The experts on the other hand, are waiting the question to come from the media, there does not seem to be an initiative from the side of malaria experts in providing the media with up-to-date and accurate information about malaria.

4.2.6. Organizational Policies

Like most institutions, media houses have their own organizational policies and guidelines which direct their employees about the aims and goals of the organization. These guidelines are key aspects in media houses that media professionals and every individual that work under the agency is expected to be governed by. The presence of media policies on the reportage of health issues and of malaria in particular clearly shows the great attention and interest that a media agency gives towards these issues. Apart from giving due emphasis on specific health priorities of a country, editorial guidelines could suggest a number of ethical and professional expectations of journalists while covering such kind of health issues.

Having this in mind, the result of the questionnaire shows that even if all (100%) media professionals that work in *Addis Zemen* newspaper knew that there is an editorial guideline, 20.8% responded that they are not sure if there is any kind of policy about health and 83.3% do not know whether or not malaria is included. What is interesting here is that during an interview with the editor in chief, he said that “we have our own editorial policy and when ever a reporter or editor is employed he/she is given these guidelines”. Hence it is no wonder that all of the surveyed media professionals are aware of the presence of such a policy. But the question here is what do these guidelines say about malaria reportage?

The producer of the newspaper was so helpful that he lend the editorial guideline of the news agency for the research. Hence the researcher thoroughly read it with a hope of finding

any policy pertaining to health reporting in general and of malaria in particular. However, even if there were specific editorial policies on social, political, cultural, economical and technological goals of the agency, there were no specific guidelines on health issues in general, let alone on malaria. While searching for health related issues in the editorial guideline, these were what were found from the social section news coverage guideline:

“It [the social section] will cover educational and health policies and strategies that are designed to create a competent and healthy society” (Editorial Policy of Ethiopian press Agency, 1995, p. 55).

“When the news agency publishes news on health issues, due care should be given from over exaggerating and creating unsubstantiated terror or hope among the society” (ibid, p. 41-42).

“Due care and responsibility should be given when a report is written on a success or failure of a medicine invented through scientific research” (ibid, p. 42).

These guidelines are very general and rather focus on the ethical considerations that should be taken in special health reports. The editorial guideline has stated various political, economical and a list of other issues in detail and at times with specific examples. However, the fact that there are no policies that clearly state about health priorities and of their reportage shows the lack of attention that the press agency has given to health issues in general and of malaria in particular.

The editorial guideline was first designed in 1993 and was later modified in 1997. The editorial policy clearly states that the guidelines should be regularly modified in every two years and could even be improved before that if the board finds it necessary (ibid, p. 114). The current guideline was last modified in 2003 and has not been updated since then. When the editor in chief was asked if they are planning to modify it in the near future, he said: “If there is a need to change some things we could change it, but up to now we have not thought of changing it”. Similarly, the questionnaire result that was collected from both

editors and reporters show that all of them (100%) said they have no plan of modifying the editorial guideline pertaining to health or malaria reportage.

Therefore the absence of clear and vivid policy on health priorities of the country such as malaria could have contributed to the low coverage that is given to malaria in the newspaper and to the low priority that media professionals give to health reporting. What's more, the fact that they are not planning to change it in the near future indicates that there is a lot left to be done in convincing and educating the media professionals about the gravity of the disease.

4.2.7. Challenges to Malaria reporting

Having a perfect policy and plan is not enough for an institution to perform as planned; there are a number of expected and unexpected challenges that roughen the way. Like other professions, the press agency faces a number of professional and environmental problems that negatively impact their ability to achieve their goals. The two year report of the newspaper clearly states that there are a number of professional, environmental and logistical problems that are frequently encountered by the media agency. Some of these problems are; shortage of reporters, stationary materials, reference books and computers. Poor internet access, transportation and technical problems are also some of the challenges.

This research however is mainly interested in finding out some of the problems that the media professionals face which prohibits them from reporting an up-to date, balanced and regular information about malaria. The questionnaire result indicates that the majority of the reporters said that lack of training and a necessary knowledge on malaria is the main reason that inhibits journalists from reporting on malaria. While talking to that, two media professionals said the following:

In order to acknowledge malaria, journalists need to first understand how a threat it is to the country. It is only then that they will be motivated to write on it. Besides a mere interest by it self does not bring any good if the

journalist does not have the necessary knowledge so as to inform others. I believe that the media professionals here have a great lack of awareness and knowledge on malaria and its impact in the country (Azeb, personal communication, April 21, 2008).

I have been working in this press agency for six years now; as you can imagine I have written quite a lot of reports, but I have not written a report on malaria. I know malaria is a great problem in our country and in Africa, but it just does not cross my mind when it comes to actually writing on it. I know there are many journalists of my kind, may be if we get some kind of training we would uplift our perception (Dawit, Personal communication, April 21, 2008).

In addition to that, media professionals have identified shortage of reporters as a problem that inhibits them reporting about malaria. When asked by the researcher as to some of the problems they have, these are what two of them said:

We have a great shortage of reporters, and so we are so overburdened with compiling news, editing and the likes, and hence it is very difficult to regularly report on health issues and malaria for that matter (Almaz, personal communication, April 23, 2008).

I was employed as an assistant editor, but due to shortage of reporters I am usually occupied with collecting news and writing a report. Here most of the journalists do not do the work that they are employed to do. We are covering somebody else's duty (Tameru, Personal communication, April 21, 2008).

The research has found out that there are basically two obstacles in malaria reporting in *Addis Zemen* newspaper. One is lack of the necessary knowledge about malaria by the media professionals or a training to support that. It was also reported that shortage of reporters was the other reason that impacted the way journalists report on malaria. It is true that pressure at work could affect the overall achievement of a person and of a media professional for that matter, but it is the researcher's belief that even with very busy schedules lack of awareness lurks behind the low coverage that is given to malaria. Had they had the awareness and the necessary knowledge, they would have covered malaria as they some how managed to do so with other health issues. Moreover, if there was institutional support and the support of

other organizations financially, materially or training wise, malaria could have been reported much better than it currently is.

4.2.8. Improving malaria coverage

One of the main objectives of the research is to find out the representation of malaria in *Addis Zemen* newspaper. So far, the coverage given to malaria and some obstacles that limit its coverage have been discussed; now it is time to ask what needs to be done for the media to make malaria its regular agenda. Findings from the questionnaire and of the interview have partly shown this fact.

Almost all the respondents (media professionals and malaria experts) said that giving media professionals training on malaria is a possible solution. During the interview as well similar responses were found, here are the suggestions of some media professionals:

Once in a while trainings are given to media professionals working here [Addis Zemen newspaper]. For instance, I attended trainings on children, HIV/AIDS and human rights. Few of us were able to participate on such kinds of trainings. I personally have learnt a good deal out of the trainings I was involved in. It would also be nice if we all could get training on malaria (Azeb, Personal communication, April 21, 2008).

Most journalists do not have the intent to write health columns in general. That is partly because they do not have the necessary knowledge and hence they are not confident to write about something that they do not know about. Taking training thus helps not only in developing knowledge and awareness, but it can also boost the confidence that most of us lack (Almaz, Personal communication, April 23, 2008).

Besides, these are what some malaria experts said on the importance of giving training to media professionals:

Just like we eat food to meet our basic need, journalists do also need to update their knowledge on various areas so that they know what they write about. Training can be one means of uplifting and updating knowledge. I think offering journalists training on malaria could be one solution, but a

single training will not solve the problem just like that. I believe, consistent and very practical sort of training could eventually result in a well informed, knowledgeable, and as a result committed media professionals (Sisay, personal communication, April 29, 2008).

As can be seen from both the findings of questionnaires and interviews, offering regular training is found to be the immediate and the most preferred solution by both media professionals and malaria experts. The researcher does also believe that a fair and regular coverage of malaria issues could most likely result if each media professional has the necessary awareness and knowledge about malaria. It is only then that they could have the confidence and the commitment to write on it. If reporters, editors, managers and producers have the necessary awareness and knowledge, they could also supplement and reinforce each other in any kind of decision that involves the selection and prioritization of malaria.

The other problem that was seen in the media was lack of a regular and proper communication with various organizations working on malaria. Hence strengthening this bond could mean strengthening the media's ability to report about malaria more frequently and with much confidence. Close communication network has also been recommended by malaria experts. Here are two suggestions given by malaria experts during the interview:

Malaria is not the immediate concern of journalists. By saying this I mean, journalists are journalists first, they only know about malaria because they want to inform the community. But, malaria is our duty. That is what we do and that is what we are trained to become. Hence we know what is currently known about it and we know what is happening in the country much better than other people, including journalists. We have the knowledge and journalists have the voice, hence you could imagine what we could do if we were to work together (Sisay, Personal communication, April 29, 2008).

A new initiative called 'Media coalition against malaria' has been formed to bring together media agencies in the country and all governmental and non governmental organizations that work on malaria. It has conducted its first meeting this month at Aawassa, but it will officially start its work by next year. For the future, I believe this initiative would help so much in bringing the media to work together with other organizations working on malaria (Alemu, personal communication, April 29, 2008).

Absence of clear and specific policies on health reporting in general and the coverage given to malaria in particular are said to negatively influence the emphasis and attention that needs to be given to serious health issues like malaria. While talking about modifying the editorial guideline this is what the editor in chief said, “we have not thought of changing the editorial policy up to now, but may be we could change it in the future to emphasize on health reportage”.

The researcher believes that it would be so helpful for the media to include malaria in its guideline. The policy could include how malaria should be reported considering a number of aspects like: accuracy and use of multiple and various types of sources. The guideline could also demand media professionals to give fair treatment to different health issues according to the impact they have in the country. Besides, since the impact of health issues might differ from year to year or even from season to season, modifying the editorial policy accordingly could redirect media professionals in accordance with the contemporary issues to be given more attention to.

CHAPTER FIVE

Summary, Conclusion and Recommendation

5.1. Summary

Malaria is one of the leading health issues in Ethiopia where 68 percent of the population are projected to live in areas at risk of malaria. The proportion is increasing yearly and is even becoming an increasingly significant public health problem due to drug shortages, deteriorating health care services, growing resistance to drug and insecticides, climatic change and war.

Mass media as one of the most important sources of information for many people are being used by many international organizations fighting malaria, like RBM, as a vital means of communicating the disease. This research has also argued that a frequent and sustained coverage of malaria in the media can not only raise the awareness of the society but it could also make the issue the top priority on the government and policy makers' agenda. Unfortunately, there are limited studies conducted on the role of media and malaria in Ethiopia. This research hence has attempted to find out the coverage of malaria in one of the government newspapers in the country, *Addis Zemen* daily Amharic newspaper, over a period of two years. *Addis Zemen* was chosen for the study because it is one of the major press out puts of the government. Besides, the private press in the country are very unstable and are timely in their circulation rates moreover they are usually limited around main cities.

Various literatures written on the theoretical aspects of communication for development by giving due emphasis to health communication and mass media and health have been discussed in the literature review part of the paper. Print media's role in health communication and of newspapers in particular has been explained. More over, background information on the newspaper in focus has been given by incorporating a range of issues.

The research adopted both quantitative and qualitative methods of data gathering in combination to answer the research questions. Quantitative content analysis was primarily used to get a general picture of malaria coverage in the newspaper during the studied time frame. Hence, newspapers appearing from July-Feb of the years 2006/7 and 2007/8 were content analyzed for the coverage of malaria stories. The articles were analyzed not only for the amount of malaria articles that they publish but for the position, cover and sources of information that was used. Three sets of questionnaires have also been developed and offered to a number of people so as to get extra information on the issues that the research is trying to find out. Individual interviews have also been conducted with a number of people that are directly or indirectly involved with the research questions to supplement the results and to give the research a humanistic and a more qualitative perspective.

The researcher then established an analysis of each column of the newspaper collected based on the sample copies in terms of health issues raised and the frequency of their occurrence, the section in which malaria article appeared, the length of each article and the sources used. The findings have been critically analyzed to find out the extent and prominence of malaria stories in the newspaper. The front page was also analyzed since it is the first thing that grabs readers' attention.

In the last chapter the research has attempted to analyze the findings of the research based on the research questions asked at the beginning of this paper. The chapter is divided in to eight thematic categories even though they are basically interrelated. Each of these themes was discussed exhaustively by using triangulation method so as to get the best out of each of the methods used. The findings generally show the low coverage of malaria and the dominance of some high prestigious diseases like malaria in the newspaper studied.

5.2. Conclusion

Malaria like other serious health issues in the country is more than a health disaster; it is also a threat to the economical development of the country. Thus, controlling the problem is not a mere responsibility of the health sector and of malaria experts; every part of the society needs to collaborate to control the disease. Like wise, print media, like other media agencies can make a difference in bringing about a healthy society by using its power as an information provider, agenda setter, advocator, critic and promoter. This study has tried to find out how much *Addis Zemen* is currently contributing in the struggle against malaria.

One of the main findings of the content analysis is that even though there is a slight improvement in the coverage given to malaria in 2007/8 than the year before, malaria stories were not persistent and were generally given poor coverage in comparison to other health issues. The results have shown that there is a big difference in how some health issues are prioritized than others. HIV/AIDS, Health systems and Mother and child health are the three most covered health issues by the newspaper.

The research has also showed that one of the reasons for the poor coverage of malaria in the newspaper is the prevailing lack of awareness among media professionals as to how threatening malaria is to the country. Even though malaria professionals say that malaria is among the leading health problems in the country, they seem to give poor attention and they are less interested when it comes to actually reporting on it. Both quantitative and qualitative findings of the research have shown that media professionals (managers, editors and reporters) haven't acknowledged malaria as a serious health priority in the country.

Writing a report on health issues or malaria, in this case, is not an easy thing in which every reporter could write on. It is something that needs good knowledge of the disease from various perspectives. Reporting on malaria does also need skilled and knowledgeable journalists who can understand the nature and magnitude of the disease so that they can convince their readers and pass their point across. Media professionals that work in *Addis Zemen* newspaper have acknowledged that they lack the necessary skills and knowledge

regarding malaria and how it should be reported. As it has been shown in chapter four, most of the journalists haven't taken any training regarding health. Even among those who took training, the focus of the training was on HIV/AIDS and none of them took any kind of training on malaria and how it should be reported.

Though the news agency occasionally communicates with few health institutes in the country, there seems to be a general lack of frequent and strong network with various kinds of malaria information providers. The lack of proper communication system with malaria experts, professional associations, NGOs that work on malaria and even members of the public is one of the findings of this research.

Although malaria professionals said that they are willing and open to give any kind of information about malaria, they are also found to be expectant of media professionals to come and ask them.

The major sources of information used by the newspaper are officials from different regional, zonal or administrative levels, hence it would be difficult to know if the information, statistics and reports that the government officials give are actual happenings/actions or if such reports represent a bigger political interest.

It is good that the media agency has editorial guidelines, but there was no specific guideline when it comes to health reporting let alone on malaria. The presence of such rules can create a better commitment and frequent coverage of serious health issues in the country like malaria. The lack of such rules could be one of the reasons for the poor coverage of malaria and for the general lack of interest among journalists when it comes to reporting malaria.

The research has also found out that scarcity of journalists and as a result pressure at work, lack of awareness and interest about malaria, poor communication with various bodies that work on malaria and lack of the necessary skills and training on malaria are the main

challenges that are said to hinder media professionals from reporting on malaria and for the general poor coverage given to it by the newspaper.

5.3. Recommendations

Based on the findings of the study, the following points are believed to improve the coverage of malaria in Addis Zemen newspaper.

- Though the presence of editorial guideline in the media agency is a very good thing, there still is so much improvement left to be done when it comes to health reporting. The media agency needs to revise their editorial guidelines so that it gives special emphasis to current health issues of the country like malaria and how they should be reported.
- Depending on the seasonality of the disease, the newspaper needs to cover malaria stories appropriately and on timely basis, but unless awareness training on malaria is given to media professionals at all levels (managers, producers, editors, and reporters) it will be very difficult to have a sustainable malaria report in the newspaper.
- Media professionals do also need to be given training to develop their knowledge and raise their awareness on malaria. Such trainings could also help media professionals to get up-to-date information on the nature of such diseases, their impact and what is to be expected of them and the society at large.
- The media agency needs to create smooth, strong and frequent communication forums/ partnership with malaria experts and other national or international organizations (like UNICEF, WHO, Malaria Consortium, RBM, etc) that work on malaria. It would also be very helpful if the media agency could have the necessary addresses of individuals and organizations that especially work on malaria (e-mail, phone number, their address and any relevant information)

- It would also be nice if the sources of information would some times be from individual health professionals, academics, malaria professional associations, NGOs, or from members of the public. This apart from increasing the trust worthiness of health reports, it would also strengthen the line of malaria communication.
- Malaria experts need to engage more frequently with the media and offer up to date information, rather than expecting media professionals to come and ask for it. Willingness to give information should not only be when some one asks, malaria is a country issue and as a result, health experts need to reach the media when ever there is something new.
- Various governmental non governmental, private or international organizations need to support the news agency financially, materially and training wise. They need to be praised and reinforced for the progress they make in malaria reporting.
- More over, it would be very nice if journalism schools could give courses to their students on current health problems of the country (malaria) which needs to be given more attention.
- Further research would also be very essential in assessing the quality of health reports by the newspaper. A more comprehensive review of their role would be extremely valuable to qualitatively determine their significance.

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Appendix one: Coding sheet

Date	Front page HI	Health Issues	Space	Section	Sources (malaria)

Appendix two: Interview Guide

A. Interview guide for media professionals

1. What do you think are some of the top health issues in the country?
2. How do you evaluate the coverage given to malaria by Addis Zemen newspaper in comparison with other health issues?
3. Do you have any contact/ frequent contact, with any organizations that work on malaria in the country?
4. Have you ever asked any body for information about malaria?
5. Have you ever been denied of information about malaria by any body?
6. What are some of environmental or professional problems that prohibit you from reporting on malaria?
7. What do you think would help for a better coverage of malaria in the media?
8. Do you know the exact day of Africa's malaria day?

B. Interview guide for malaria experts

1. What do you think are some of the top health issues in the country?
2. Do you have any contact/ frequent contact, with any of the media agencies in the country?
3. Have you ever given information to any media agency or are they the once who come/ should come and ask for it?
4. When reporters do come and ask for information have you ever returned them for various reasons?
5. How do you evaluate the cover given to malaria by the media/ Addis Zemen newspaper?
6. What do you think would help for a better coverage of malaria in the media?

Appendix three: Questionnaire

Questionnaire type one: prepared to be filled by journalists working at Addis Zemen Newspaper

1 What is your job title?

.....

2. What are your responsibilities?

.....

3. How long have you been working on this position?

.....

4. In your opinion what are the top health issues in Ethiopia, that the mass media needs to cover more regularly? Arrange the following health issues according to their Priority (1- 10)

-----Maternal and child health

-----HIV/AIDS

-----TB

-----Cancer

-----Malaria

-----Environmental health

-----Health systems

-----Reproductive health

-----others

.....

.....

.....

5. What is your explanation for choosing your first health priority at question four?

.....

.....

.....

.....

.....

6. Is there an editorial policy at Addis Zemen newspaper?

- Yes
- No pass over to 12
- I don't know

7. Does the editorial policy state about health reportage?

- Yes
- No
- I don't know

8. Does the editorial policy state about malaria reportage?

- Yes
- No pass over to 10
- I don't know

9. If you say yes to Question 8, what exactly does it say?

10. Have you ever written a report/ story on malaria?

- Yes when was it _____
- No pass over to 14
- I don't know

11. How did you write the story?

- Were you ordered by your boss or
- was it self-initiated

12. From where did you get your story?

- Ministry of health
- Malaria control office

- Hospital/ health institution
- Pharmaceutical companies
- NGOs
- International news agencies
- internet
- others

14. Is there a time in the year in which malaria should mainly be reported by the newspaper?
If you say yes when is that?

15. Have you recently thought of writing a report on malaria?

- Yes
- No

16. Was there a time in which you wrote a story on malaria but was discarded from being published?

- Yes
- No

17. If you say yes to question 16, what do you think is the reason behind?

18. Was there a time in which you wanted to interview a malaria expert, but he/she was not willing to be interviewed?

- Yes
- No

19. If you say yes to question 18, what do you think is the reason behind?

20. What do you think should be done in order for media professionals to cover malaria more regularly?

21. Have you ever taken any kind of training on health?

-----Yes what was it about -----
-----No

22. If there is any thing that you would like to add

Thank you so much for your willingness and patience in filing this questionnaire!

**Questionnaire type two: prepared to be filled by editors and
producers working at *Addis Zemen* Newspaper**

1 What is your job title?

.....

2. What are your responsibilities?

.....

3. How long have you been working on this position?

.....

4. In your opinion what are the top health issues in Ethiopia that the mass media needs to cover more regularly? Arrange the following health issues according to their Priority (1- 10)

-----Maternal and child health

-----HIV/AIDS

-----TB

-----Cancer

-----Malaria

-----Environmental health

-----Health systems

-----Reproductive health

-----others

.....
.....
.....
.....

5. What is your explanation for choosing your first health priority at question four?

.....
.....
.....
.....

6. Is there an editorial policy at *Addis Zemen* newspaper?

- Yes
- No pass over to 12
- I don't know

7. Does the editorial policy state about health reportage?

- Yes
- No
- I don't know

8. Does the editorial policy state about malaria reportage?

- Yes
- No pass over to 10
- I don't know

9. If you say yes to Question 8, what exactly does it say?

.....

.....

.....

.....

10. Have you recently made any attempt to modify the editorial policy?

- Yes
- No

11. If you say yes to question 10, was there an attempt to modify the editorial policy for

Health reportage

- Yes
- No

Malaria reportage

- Yes
- No

12. Do you have any plan regarding malaria reportage in the newspaper?

- Yes what
- No

13. On average how many reports/stories are written on malaria every week?

.....

14. How do you evaluate the current coverage of malaria by *Addis Zemen* newspaper?

- Excellent
- Very good
- Good
- Fair
- Poor
- Very poor

15. Is there a time in a year in which malaria should be reported more frequently? If so when exactly is that?

.....
.....
.....
.....

16. Have you ever assigned journalists to write about malaria?

- Yes -----when was that-----
- No
- I don't remember

17. Do you have any plan of publishing a story on malaria?

- Yes
- No

18. Have you ever discarded a story written on malaria from being published?

- Yes
- No

19. If you say yes to question 18, when was that and what was your reason?

.....
.....
.....
.....

19. What do you think should be done in order for media professionals to cover malaria more regularly?

20. Have you ever taken any kind of training on health?

-----Yes what was it about -----
-----No

21. If you have any thing to add

Thank you so much for your willingness and patience in filing this questionnaire!

Questionnaire type three: prepared to be filled by malaria experts

1. What is your job title?

2. What are your responsibilities?

3. Do you follow up the various health issues reported by the mass media?

-----Yes I do follow up regularly

-----Seldom

-----Never at all

4. How about health issues that newspapers publish?

-----Yes I do follow up regularly

-----Seldom

-----Never at all

5. What is the origin of these newspapers?

-----Local-----can you state their names-----

-----Foreign

-----Both

6. Have you ever been interviewed by journalists?

-----Yes

-----Never

-----I don't remember

7. Have you ever been interviewed by journalists from Addis Zemen Newspaper?

-----Yes

-----Never

-----I don't remember

8. If your response for question 8 is yes, when was it and how many times have you been interviewed?

9. Have you ever given a press release or any kind of its sort to the media?

- Yes how many times
- Never
- I don't remember

10. How do you evaluate the current malaria coverage given by Addis Zemen newspaper?

- Excellent
- Very good
- Good
- Fair
- Poor
- Very poor

11. In your opinion what should be done for the mass media especially Addis Zemen newspaper to regularly cover malaria?

12. if you said 'no' to question 11, that is If you haven't done any thing so far, what are you planning to do for the future?

13. What should be done for media professionals and malaria experts to have a stronger, proper and regular communication net work?

14. If there is any thing that you would like to add

Thank you so much for your willingness and patience in filing this questionnaire!

Declaration

I, the undersigned, declare that this thesis is my original work and all the sources of materials used for the thesis have been duly acknowledged.

Name: Frehiwot Tilahun Tadesse

Signature: _____

Date of submission: June 20, 2008

Place of submission: Addis Ababa, Ethiopia

