



Addis Ababa University

School Of Journalism and Communication

**Analyzing the Role of Citizen Journalism in Advancing
Ethiopia's National Interests and Shared Vision:
The Case Study of 'Ye'Abayi Niguswochi'**

By:

Yohnathan Abebe Yimenu

Advisor:

Abdissa Zerai (Ph.D)

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Declaration

Yohnathan Abebe Yimenu, herewith declare that the thesis “Citizen Journalism Advancing National Interest, and Setting Shared Vision among Ethiopian.” is my original work, and has not been submitted for any degree in the other university or institution; and every one sources of fabric employed in the thesis have punctually been acknowledged.

Submitted By: Yohnathan Abebe Yimenu

Signature.....

May 2024

Addis Ababa, Ethiopia

Addis Ababa University
School of Graduate Studies

Approved and signed by the Board of Examiners

Advisor: Abdissa Zerai (Ph.d) signature..... Date.....

Internal examiner: Signature:..... Date:

External examiner: Signature: Date:

.....

Chairperson of Department or Graduate Coordinator

May 2024

Addis Ababa, Ethiopia

Abstract

This paper presents the significant impact of citizen journalism in advancing national interests and fostering shared values needs to be embraced about the Grand Ethiopian Renaissance Dam (GERD) among Nile riparian states, as a vital infrastructure for sustainable development of the region. The paper examines how Citizen Journalist, especially Ye'Abayi Niguswochi or otherwise known as Kings of Abbaye, setting a profound Media discourses and narratives affecting the Hydro-politics of the region and world as a whole. Both quantitative and qualitative methodologies are utilized to gain meaningful perspectives on the subjects through the lens of Social Responsibility Theory. The study enfolded on quantitative data selecting 500 productions randomly and classifying in thematic areas, conducting a survey for 72 new media consumers, and an interview directed to Ye'Abayi Nigusowchi (YAN) founder, Usthaz Jemal Beshir, are incorporated as a qualitative method to examine how citizen journalism is becoming an increasingly important alternative medium to advance national interests and foster a shared values. The Method triangulated these three approaches to find reliable results that could contribute to a deeper understanding of the role of citizen journalism in today's media landscape. Testing Inter-code dependability, and reliability coefficient formulas that yielded a result 0.896 which showed significant agreement with theoretical predictions that proves YAN dispositions has been socially responsible in advancing national interests of Ethiopia. The work presented here has profound implications on the future studies on flourishing opportunities and challenges of Citizen Journalism, and the New Media realms.

Key Words: Citizen Journalism, National Interests, Social Responsibility

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List of Acronym and Abbreviation

AU	African Union
CJ	Citizen Journalism
EEAA	Egyptian Environmental Affairs Agency
GA	[United Nations] General Assembly
GERD	Grand Ethiopian Renaissance Dam
GWP	Global Water Partnership
IWRM	Integrated water resources management
KoA	Kings of Abbaye
MDG	Millennium Development Goals
NBI	Nile basin initiative
NGO	Non-governmental Organization
SC	[United Nation] Security Council
UNFCC	United Nations Framework conventions on Climate Change
WMO	World Meteorological Organization
YAN	Ye'Abayi Niguswochi

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CHAPTER ONE

Introduction

This chapter presents the research thesis, background, problem statement, research questions, objectives, scope, significance, limitations, and organization of the study. The research thesis gives the study's context and purpose. The background provides the research topic's history, current state of knowledge, and related issues. The problem statement identifies the research problem or knowledge gap to address. The research questions outline the key questions to answer the problem. The objectives describe the specific goals or outcomes to achieve. The scope outlines the research boundaries. The significance explains the research's importance and contributions. The limitations highlight the research's potential weaknesses or constraints. The organization gives a brief overview of the research structure and subsequent chapters or sections.

1.1 Background of the Study

Exploring how citizen journalists (CJ) are motivated to engage in activities that promote peace, development, and influence Ethiopian politics and society, while defending and exposing the unfair impact of foreign corporate media, diplomats, and public relations firms. It focuses on Ethiopian citizen journalists who are filling the gaps of their government and institutions by advancing the national interests of their country on the international arena. They have risen in prominence because of the Egyptian media's monopoly on influencing the Arabian community's perception of the Grand Ethiopian Renaissance Dam (GERD) following years of contention between Ethiopia and Egypt. Media coverage of the GERD project has

been heavily influenced by Egyptian-led media outlets, perpetuating negative stereotypes about Ethiopia and its people in the Arabian community and around the world. This study examines how citizen journalists challenge the Egyptian-led media's monopoly on coverage of the GERD project and the transformative change it brings to the public. It also explores how they influence public perception, particularly in the Arabian community and across the globe.

It also focuses on prominent individuals who have used their skills and knowledge to spread the truth about their country by participating in foreign broadcaster TV panels, live discussion shows hosted by private and state-owned Arabic-language mainstream media, and Ye'Abayi Niguswochi (YAN), who presents their version through Amharic and Arabic language services on a YouTube channel. This study examines how citizen journalism has served as a vehicle for public diplomacy, a center for intellectual dialogue, and a platform for those willing to serve their nation. The study concentrates on citizen journalists who are not driven by profit, but instead strive to advance national interests to fulfill their social responsibility, create shared values, and foster an attitude towards common and existential problems. This study shows how citizen journalists in Ethiopia make a difference in promoting peace, helping their country develop, and ensuring that Ethiopia's interests are represented on the world stage, And reckonings personalities who has a big impact on the future of the state.

1.2 Statement of the Problem

Throughout history and personal experiences, it is evident that oppressive regimes often suppress the fundamental right to freely express ideas, a right intrinsic to human nature. However, with the rise of new media and citizen journalism, individuals are reclaiming their

rights and freedoms to contribute to social and universal progress. Despite the positive impact of citizen journalism, some political entities and segments of society tend to overemphasize the potential challenges associated with this shift. Rather than acknowledging the benefits that citizen journalism brings and will continue to bring, they unjustly blame new media and citizen journalism for a myriad of chaos they create. This research thesis seeks to address these misconceptions and criticisms, shedding light on the vital role citizen journalism plays in advancing national interests and nurturing shared values among Ethiopians, particularly focusing on the Ye'Abayi Niguswochi Disposition.

In the context of oppressive regimes, the freedom to express ideas has often been stifled, limiting societal progress and individual empowerment. The emergence of citizen journalism and the accessibility of new media platforms have empowered citizens to exercise their inherent rights, contributing to the collective development of society. Despite the transformative potential of citizen journalism, certain political factions and societal groups tend to magnify the challenges associated with this evolution. Rather than recognizing the positive outcomes facilitated by citizen journalism, they erroneously attribute various issues to these new mediums. This research thesis aims to examine these misconceptions and criticisms, highlighting the significance of Citizen Journalism and the role of socially responsible Citizen Journalists in promoting national interests and cultivating shared values and a sense of unity among Ethiopians, specifically through the examination of the YAN Disposition.

1.3 Objectives of the Study

1.3.1 General Objectives

- To find out how socially responsible citizen journalists can promote the states interests and enhance shared values for the people they strive to benefit
- To find out how the role of citizen journalism is critical in understanding its impact on reshaping media discourse and promoting a more inclusive representation of national and global issues

1.3.2 Specific Objectives

- To explore how successful YAN is in anticipating emerging political and global trends that might affect the progress of GERD and development of Ethiopia
- To examines Citizen Journalists challenge in advancing national interests and creating shared value

This research aims to contribute to a better understanding of the critical role that CJ plays in promoting national interests, building shared values, shaping public discourse, and promoting the values of freedom, democracy, and human rights Issues rising in association with GERD. This study is driven by a compelling rationale for acquiring knowledge and appreciation for the growing modality of citizen journalism. It explores the implications of this new form of media, to gain a better understanding of its potential in shaping public discourse. Within the contexts of

- How the digital age has revolutionized the way media is thriving, and consumed
- Looking into the growing vitality of Citizen Journalism as a global phenomenon

- How proliferation of mobile devices has procreated a Media culture in which citizens participates in creating, sharing contents, and monitoring other forms of Media, to advance and safeguard their country national interest

Phenomenal rising of new media has given greater opportunity for regular people who have an ambition to advocate big issues of their country, or engage in journalism to report news on issues of national importance, to speaking up about human rights, justice, government policies and decisions that could affect the public and the permanent interests of the state. So that this research thesis inspects how these citizen journalists are becoming a voice to their people who might not normally be heard without their proactive venture.

The preliminary over view of this study has based upon looking how CJ in Ethiopia are proved to be a powerful force in exposing information that traditional media outlets have overlooked. And it observes how they are filling gaps where the government is unable to access or monitor, and how they are realizing and exploiting opportunities that the new media bestows them to participate actively in areas where they are socially responsible to bring diverse voices on a serious concerns of the public and their country's national interests while underreported either by the international or regional traditional medias; and see how socially responsible citizen journalists are triggered to come forward and be a rightful alternative to set a proper media discourse in which truth is heard at a global scale.

Accordingly, it scrutinizes YAN and its role, and two years of track records, showing how it has shed light on critical national issues effectively as a citizen Journalism and as new media platform. Notably, how it elevates most essential narrative of Ethiopia and media discourses around the Grand Ethiopian Renaissance Dam (GERD) that counters Egyptian negative media

influences. Fostering shared values along with transparency, accountability and exhibiting higher sense of morality while they deliberates the just cause of Ethiopian debating with their Egyptian counterparts. Thus, it attempts to comprehend the skills and tacit they employed to advance a representative narrative on the global media stage, in a manner that demonstrates Ethiopia's right to equitable access and fair utilization of its water resources.

1.4 Basic Research Question

The study attempted to answer the following questions:

- What are the potential opportunities and challenges that citizen journalism presents in the context of advancing national interests?
- How can socially responsible citizen journalists promote state interests and enhance shared values for the people they strive to benefit while also reshaping media discourse and promoting a more inclusive representation of national and global issues?
- How Ye'Abayi Niguswochi, otherwise known as Kings of Abbaye, is in anticipating emerging political and global trends that might affect the progress of GERD and development of Ethiopia?

1.5 Significance of the Study

The significance of this study cannot be overstated, as it delves into the crucial role of Citizen Journalists in promoting transparency and accountability in societies where mainstream media falls short. By shedding light on the challenges faced by Citizen Journalists, we can better appreciate their contributions to public discourse and the need to safeguard their right to free speech and expression.

Moreover, this study has the potential to bridge the gap between the traditional and new forms of citizen journalism. It could provide valuable insights into how to effectively combine the two approaches to provide a more complete and comprehensive understanding of the news. By examining the advantages and disadvantages of traditional and emerging forms of citizen journalism, this study can help create a more informed and engaged audience. Additionally, it could provide a platform for the development of new strategies and techniques to ensure that citizen journalism remains a viable and valuable news source.

In essence, this study calls for all stakeholders to recognize the importance of Citizen Journalists in promoting transparency and accountability. It is a reminder that their contributions are invaluable and that their rights to free speech and expression must be protected. By working together, we can create a more informed and engaged society that values the role of Citizen Journalists in shaping the public discourse.

1.6 Scope of the Study

The scope of this research study limits the fundamental point that justifies the greater potential of citizen journalism to advance national interests and promote a common good consistent with essential societal responsibilities. Citizen journalism has the power to shape public opinion, educate citizens about their problems, and create a sense of unity. It can also be used to promote the values of democracy, such as freedom of expression and the right to an object. By providing a platform for citizens to express their opinions, citizen journalism can help to create a more informed and engaged public. Additionally, they can be used to

hold governments and other powerful entities accountable for their actions. Thus, citizen journalism can be a powerful tool for advancing national interests and promoting the common good.

The scope of this study encompasses burgeoning trends and perspectives of citizen journalism in the digital era. As these two concepts grow in tandem, it is essential to understand their future implications. Therefore, it examines how the public is becoming increasingly involved in interactive news production and coverage, allowing them to become active participants in ways that best suit their individual and collective social responsibilities.

Citizen Journalism has grown exponentially due to the rise of digital media and social networks, providing invaluable first-hand views on events and issues as well as offering a more diverse range of perspectives on issues that affect us as a nation or at a global level. This has been a hugely beneficial development, allowing us to gain a better understanding of the world and the issues that shape our lives.

1.7 Limitation

This research project relies heavily on surveys conducted on social media platforms specific to online journalism. Unfortunately, access to these platforms has been limited since January, because of the current socio-political dynamics in Ethiopia. The repeated closure of the Internet and the lockup of social media apps have delayed the surveying process, significantly impacting the research schedule and the ability to collect the necessary data.

Despite these challenges, this study is committed to providing transparent and accurate findings with great care and attention to detail. To overcome these limitations, alternative

data collection methods such as face-to-face interviews and partnerships with local media operators are being explored.

However, it is important to note that the subjective nature of some data collection techniques, such as interviews and surveys collected from YANs YouTube feeds, means that the research study cannot provide definitive answers or generalizable information. In the face of limitations in time, budget, and resources, this study remains dedicated to producing valuable insights into the world of online journalism. The team is working tirelessly to ensure that the research is conducted with utmost professionalism and rigor, despite the challenges posed by the current situation in Ethiopia

1.8 Organization of the Study

A combination of quantitative and qualitative research methods can be employed to gain a more comprehensive understanding of citizen journalism's role in advancing national interests and fostering shared values. This could include surveys to collect statistical data and in-depth interviews to gain insights into the motivations of citizens. By combining these methods, researchers can identify trends, correlations, and deeper insights, which can be used to inform decisions and further research.

Research on the role of citizen journalism in advancing national interests and fostering shared values is highly complex. To ensure that all aspects of the research are addressed, a systematic approach to the organization is necessary. To this end, this research can be divided into several distinct parts, allowing for a more comprehensive and thorough analysis.

The first part of the research focuses on the definition of citizen journalism and its practical implications for national interests. This involves exploring the various definitions of the concept, its scope, and ways in which it can be used to advance national interests. This part of the research should also consider the ethical considerations associated with citizen journalism and how they can be used to foster shared values.

The second part of the research should focus on the practical applications of citizen journalism in advancing national interests and fostering shared values focused on the YAN. This will involve examining the various ways in which citizen journalism can be used to achieve certain goals such as increasing public awareness, creating public debate, and raising public engagement. It should also examine the challenges associated with citizen journalism, such as issues related to accuracy, reliability, and censorship.

The third part of the research should focus on the potential impact of citizen journalism on national interests and shared values. This includes examining the positive and negative effects of citizen journalism on the economy, politics, and social issues. The impact of citizen journalism on the media landscape should also be examined, including how it affects traditional media outlets.

Finally, research should consider the overall implications of citizen journalism on national interests and shared values. This includes looking at the potential opportunities and risks associated with citizen journalism, and how it can be used to promote a shared vision of what is in the best interests of the nation.

Organizing the research in this manner will ensure that all aspects of the topic are explored in a comprehensive and systematic manner. This will allow for greater understanding of the role of citizen journalism in advancing national interests and fostering shared values.

CHAPTER TWO

LITERATURE REVIEW

This research aimed to investigate the presence of literature, academic articles, and studies discussing the influence of citizen journalism in advancing national interests and fostering shared values on the new media landscape and how social responsibility CJ role in in Ethiopia promoting issues concerning the Grand Ethiopian Renaissance Dam (GERD) or hydro-politics in the region.

However, there was a lack of directly relevant research on this specific topic prior to this study. As a result, the focus shifted to examining how different ideologies interpret the notion of national interest in relation to ethical standards and practices in journalism. By analyzing the viewpoints and arguments put forth in these sources, a more profound insight into the interplay among citizen journalism, the Social Responsibility theory, and national interest can be obtained from diverse perspectives.

In this literature review, the study examined the impact of the new era of journalism, the rise of digital and social media on citizen journalism, the platform it provides, and the opportunities it has enabled citizens to flourish.

An extensive body of literature demonstrates the progress of citizen journalism and ushers in a new era of journalism. Most emphasize how this shift has revolutionized news reporting and consumption, the technological possibilities that allow for greater public participation in the media landscape, and how citizen journalism breaks with the top-down communication of traditional media. Citizen journalism has undeniable promise, but it also introduces new

obstacles to journalistic practices in a fast-changing media ecosystem. This study is distinct from other scholarly literature in that it advocates citizen journalism as a strategy to develop social responsibility. It hopes to provide a framework for understanding the ramifications of this new type of journalism and how it may be used to improve society by doing so.

As a result, this study will examine the literature related to key concerns in citizen journalism, such as media ethics, the contrasts between citizen and professional journalism, and the tools and strategies used by non-professionals to deliver information swiftly and accurately. It is essential to reveal journalistic cannon citizens to adhere to the principles of fairness, truthfulness, and objectivity in their reporting and their work to be taken seriously in an increasingly digital world. To ensure the highest accuracy and validity of any report, this study assesses existing modalities and proposes a possible verification system.

2.1 Understanding the Power of Citizen Journalism in Today's Digital Age

Although journalism's power to inform, educate, and inspire remains crucial, technological innovations are changing the field and those working in it. Rapid technological advancement has transformed the function of journalism, changing the traditional landscape and providing the door for creative citizen journalism to develop. This transition enabled PJ and CJ to explore stories with greater speed, accuracy, and inclusion than ever before, as well as to convey news to the public in a timely and easy manner. The way information is gathered and communicated from journalists to viewers is changing dramatically, giving citizens the ability to create and use news and information according to their interests at any time or place.

Citizen journalism is a term used to describe the reporting and distribution of information by members of the public rather than professional journalists. According to Bowman and Willis (2003: 9),

The active involvement of individuals or groups of citizens in collecting, reporting, analyzing, and disseminating news and information is to provide independent, reliable, accurate, and relevant information that is crucial for a well-functioning democracy.

In essence, Citizen Journalism is a crucial element of a thriving democracy as it offers a platform for a wide range of voices to be heard and for significant stories to be shared. This type of reporting can also serve as a bridge between communities and media, promoting greater trust and comprehension between the two.

Citizen journalism is a powerful web-based practice that allows ordinary people to participate in news creation and dissemination. As noted by Goode (2009, p. 1288), this practice empowers individuals to share their unique perspectives and experiences, transforming the way we understand and interact with the world. Through the Internet, everyday individuals have the power to become active producers and distributors of news, giving them more control over the flow and quality of the information they receive.

Unfortunately, the practicality of exercising this democratic right in Ethiopia is hindered by the existing system. While the constitution provides protection for it, the recurring ban on popular social media applications and locking the Internet makes it difficult for citizens to participate in

this practice. This common problem needs to be addressed to ensure that the voices of everyday people are heard and that the flow of information is not controlled solely by those in power.

Globally, there is still uncertainty regarding the definition and acceptance of Citizen Journalists. According to Nip (2006): 218), Citizen Journalists are individuals responsible for gathering, producing, and publishing news content. However, this definition lacks clarity in distinguishing citizen journalists from professional ones. Fried Land and Kim (2009, p. 297) offer a more inclusive definition, stating that Citizen Journalists can make a single contribution, such as correcting a fact or adding a photo, or they can be bloggers or professionals who edit content from citizen contributors alongside professional staff on pro-am websites. As technology advances and the role of traditional journalism changes, the definition of citizen journalism is constantly evolving.

However, the concept of CJ raises several interesting questions. On one hand, there are potential benefits to having a large number of people contributing to the production and distribution of news tending to be more diverse, with contributions from a wider range of backgrounds and interests than traditional journalism. This can help provide a unique perspective, often overlooked in traditional news reports, on events worldwide. Moreover, its decentralized and independent nature can help combat manipulation and censorship while maintaining the integrity of the news cycle.

However, concerns have been raised about the accuracy and dependability of citizen journalism. Citizen journalists may lack the information required to deliver truthful, balanced, and accurate reports on the events they cover if they lack the competence and professionalism of professional journalists. Furthermore, citizen journalism can suffer from a lack of

organization and structure, making it difficult for news outlets and viewers to verify the truth of their sources.

Regardless of the opinions held regarding citizen journalism, its effects on the media landscape cannot be denied. In recent years, it has become increasingly easy for citizen journalists to find an Internet audience, enabling stories to reach far further than before. The advent of social media networks and new digital platforms has made news more accessible and global, creating an online community of independent and active contributors who can shape and influence political debates and opinions. In short, citizen journalism has had a profound impact on modern media landscapes. While its effects may be both beneficial and detrimental, it has clearly altered the way information is reported and perceived, providing a platform for ordinary citizens to make their voices heard.

2.2 History of Citizen Journalism

The concept of Citizen Journalism has been around since the beginning of the printing press and has evolved significantly over centuries. It is a form of journalism that originated as an act of citizens taking the initiative to report news and information to the larger public. Citizen Journalism can be distinguished from traditional journalism in that it is created as an act of civil participation as opposed to professional journalists. In the late twentieth century, as the Internet and digital media became more accessible to the general public, it became possible for citizens to report stories from around the world in ways that were not previously possible. Through this, Citizen Journalism became a powerful tool for citizens to express their opinions and beliefs in a rapid, wide-reaching manner. Citizen Journalists were also

able to fill gaps that were not covered by professional media, allowing for greater levels of accountability and transparency.

Citizen Journalism now plays an essential part in media discourse and narratives, both domestically and globally. Citizen Journalism has enabled citizens from all walks of life to participate in democratic discourse, while also giving a forum to bring to light concerns that might otherwise go unnoticed or undermined. Citizen Journalists are able to impact public opinion by disseminating data and viewpoints on critical social and political topics, amplifying the voices of the disenfranchised, and giving rise to movements that have reshaped society in meaningful ways. Citizens are now providing ground-level coverage of protests and events that traditional media outlets attempt to play down or are unable to attend. Citizen Journalism has thus become a driving force behind today's political and social transformation in its own right. As a result, the CJ is an essential component of the national narrative and acts as a significant tool for civic involvement, democratic discourse, and social transformation. It is an essential component of the free press, a key pillar of democracy. As digital media expands, so does the importance of citizen journalism in molding Ethiopia's national narratives.

2.3 Citizen journalism in the perspective of Social Responsibility theory

The theoretical framework for this study of citizen journalism's impact on national interests and shared values is based on the social responsibility normative theory of media. According to the perspectives and assumptions of this theory, this study will try to diagnose Ethiopian citizen

journalists' disposition, how they contribute to the welfare of society, acting ethically and with integrity, and how they promote fairness, justice, and equity.

It will also examine how they respect participants' rights, minimize negative impacts, support sustainable development, respect cultural and social diversity, uphold human rights, prioritize the public's interests, promote social justice and economic development, and be subject to regulation and oversight to ensure that they fulfill their social responsibilities.

This study explored the potential of citizen journalism as a powerful tool for promoting national interests and shared values. By examining social responsibility theory (SRT), we aim to provide a comprehensive understanding of how CJ can contribute to the advancement of society. Thus, it investigates how citizen journalism may empower individuals and communities while also playing an active role in shaping the country's future. Furthermore, it investigates how citizen journalism can challenge a regime's media monopoly and status quo, as well as provide a forum for underrepresented voices to be heard. It also investigates how citizen journalism can impact public policy and create positive changes in society.

Social Responsibility Theory, as one of the media norms, has an obligation to act for the benefit of society at large. According to the Pachamama Alliance (2019):

Social responsibility is the ethical principle that holds individuals accountable for fulfilling their civic duty and requires their actions to benefit society as a whole. In this way, there must be a balance between economic growth and the welfare of society and the environment.

In essence, it is about being mindful of the impact of our actions on others and the world around us and recognizing that we are all interconnected and that our choices can have far-reaching consequences. It is a vital aspect of a just and equitable society.

To be socially responsible demands the willingness to go beyond one's own self-interest and consider the needs of others. This may involve making sacrifices or taking actions that are not immediately beneficial to oneself but that contribute to the greater good. It may also require challenging the status quo and advocating for change, when necessary.

As Bittner (1989) has stated, journalists and their media have the right to criticize the government and institutions, but they also have certain basic responsibilities to maintain the stability of society. In his writing, Dominick (2009) presents the attitude Journalists and the Media maintain SRT concerning how journalists and the media:

As Bittner (1989) has stated, journalists and their media have the right to criticize government and institutions, but they also have certain basic responsibilities to maintain the stability of society. In his writing, Dominick (2009) presents what an attitude Journalists and the Media maintains SRT concerning how journalists and the media:

It has a responsibility to preserve democracy by properly informing the public and responding to society's needs and interests. The press does not have the freedom to do as it pleases; it is obligated to respond to society's requirements.

Thus, this study examines how Ethiopian citizen journalists, particularly the Ye'Abayi Niguswochi, use all new media platforms and implement theoretical assumptions of social responsibility corresponding to economic, ecological, ethical, and regulatory practices. This

study aims to provide an overview on citizen journalists who has an integrity to serve, and ethical capacity to practice SRT in their dispensation of highly motivational issues that could drive the country out of poverty, inequality, and violence, presenting showcase stories of resilience and hope, creating informative and inspiring content, building bridges between different communities, documenting positive changes and progress of collaboration and cooperation, and creating content that encourages dialogue between the Nile Basin people and different communities.

This study is founded on the premises that citizen journalists play an important role in societal development. Seeing how YAN has been demonstrating social responsibilities over time, Observing, it's dispositions for a period of two years since 2021, how it acts in the process of providing accurate information, monitoring neighboring nation activities that may pose a threat to national security, and providing a public forum to raise awareness and create common understanding among citizens, and promoting self-sufficiency, are a few reasons that ruled over Social Responsibility Theory to be in use of examining the stated research questions.

Thus, perspectives of SRT have maintained to find out major characteristics of CJ and how new media platforms are evolving in Ethiopia particularly focused on YAN, and sees the roles of Citizen Journalism/t how it thrives to fulfill their commitments in advancing national interests and shared values in accordance with the presumptions of social responsibility theory. Based upon how it:

- Provide a truthful, comprehensive, and intelligent account of daily events, placing them in a context that gives them meaning.

- Serve as a platform for the exchange of comments and criticisms, allowing for open dialogue and debate.
- Present a representative picture of the various groups that make up society, ensuring that all voices are heard and represented.
- Take responsibility for presenting and clarifying the goals and values of society, helping to shape public opinion and promote positive change.
- Provide full access to the day's intelligence, ensuring that the public has access to all relevant information and can make informed decisions.

How they follow these guidelines, and fulfill the vital role in society, promoting transparency, accountability, participatory, progress, and their dispositions will be analyzed in respect to:

- Working for the common good, rather than just focusing on their own well-being, avoiding activities that have a negative impact on the community
- Taking a proactive approach to prevent potential harms to society, and anticipating potential harms before they manifest and taking steps to mitigate their effects
- Striving to use their resources and capabilities to become agents of positive change in their communities.
- Addressing the root cause of problems and engaging in activities that prevent them from reoccurring
- Developing a sense of collective responsibility for societal issues and ensuring that everyone has a role to play.
- Aiming to create positive changes in society.

This study will illustrate findings and facts that needs to be embraced in our society playing our role being social responsible.

2.4 Issues concerning the use of citizen journalism

Due to the rise of social media and the Internet's inherent ability to support and extend public conversation, citizen journalism has grown dramatically over the last two decades. While the advent of citizen journalism has enabled people who would otherwise not be able to share their ideas with a large audience, it has also supported a slew of challenges and drawbacks.

The most obvious problem with citizen journalism is a lack of quality control, which is common in traditional media. As anybody can upload and distribute information online, ethics and accuracy are often overlooked, resulting in a lack of trustworthy information. This is common in news channels, where bias and half-truths reign supreme. Furthermore, citizen-created tales frequently lack investigation and adequate proof to support assertions, and a lack of technical know-how exacerbates the problem.

Aside from quality control, another difficulty with citizen journalism is the possibility of disinformation and propaganda propagating. This is because of the unsubstantiated statements and viewpoints present on various websites and media channels, as well as the simplistic intentions of some people. When combined with the reality that those with political goals are more likely to spread incorrect information, this reinforces the notion that most of the content provided by citizens is untrustworthy. Therefore, to ensure that only quality and reliable

information is shared and disseminated, citizens need to be properly educated in the principles of journalism.

A major issue with CJ is its unrestricted nature. As anyone is allowed to upload information and stories at their discretion, the subjects chosen by citizens are often highly subjective. This can lead to a lack of unbiased reporting of events, thereby diminishing the impact and accuracy of news. Furthermore, the lack of rules and regulations can lead to uncensored content, which can be dangerous if a sound judgment is not applied.

The rise of citizen journalism has been an incredible development in the world of journalism; it has also created a host of issues and drawbacks, such as a lack of quality control, misinformation, and an unrestricted nature, which could be detrimental if not addressed. Therefore, more stringent rules and regulations, coupled with education on the principles of journalism, need to be employed to ensure that citizen journalism is properly regulated and only accurate and reliable information is shared.

2.5 Exploring the Impact of Ye'Abayi Nigusowchi on Citizen Journalism

Many Ethiopian citizen journalists who work in new media and other platforms use a combination of journalism, advocacy, and activism, which are different approaches and purposes, but distinct practices that share common goals that play a role in advancing their country's national interests.

Table: 1 Fusion of journalism, advocacy, and activism underpinned YAN's efforts to champion GERD issues on every possible platform.

Basic elements that differentiate Advocacy, activism, and journalism as distinct practices that share common goals but differ in their approach and purpose			
	Journalism	Advocacy	Activism
1.	Motivated by a commitment to informing the public and promoting transparency and accountability.	Motivated by the need to bring about change in policies or practices on behalf of a specific cause or group.	to challenge and disrupt the status quo through direct action., to create positive change, promote justice and equality for all
2.	Strive to remain objectivity and impartiality in their reporting, and are bound by ethical standards and guidelines that require them to verify the accuracy of their information.	Often have a personal stake in the issue they are advocating or may have a vested interest in the outcome.	may or may not have a personal stake in the issue, but are often driven by a sense of moral obligation or social justice
3.	rely on facts and evidence to make their case	use emotional appeals to mobilize support for their cause	Uses rhetoric to justify their cause

4.	Practiced by: professional reporters and journalists	Practiced by: individuals or groups who are passionate about promoting social, political, or economic change Organizing community	may work independently or as part of larger movements or campaigns often associated with grassroots movements
5.	Practiced independently, free from others' influence	involve lobbying and working with influential, officials and policymakers,	may involve working with other organizations and coalitions to achieve their goals,
6.	Disseminated through mass media channels	Involve direct engagement with the public.	involve using social media and other online platforms to mobilize support and raise awareness

The YAN became a key voice in advocating GERD causes across several platforms by combining journalistic integrity, impassioned advocacy, and strategic activism. They expertly mixed these elements to effectively express the GERD agenda through various forms of media,

with the ultimate goal of creating change and influencing public opinion. Citizen journalists make every effort to provide accurate and unbiased facts and information while conducting their own research and analysis to support their arguments and statements. They dedicate their lives to the national cause and establish relationships and networks to propagate their messages throughout the region. These citizen journalists have a strong sense of ethics and responsibility in their debates, devoting themselves to inspiring social change and positively influencing society. Fusing elements of journalism, advocacy, and activism in online and mainstream media, they represent the voices of their country and have proven to be a potent instrument for these citizens to advance the national interests and effect positive change in Ethiopia

This form of journalism gives citizens the power to share news with a global audience and make real changes in the perception of their country's image and interests. In this regard, Citizen Journalism enables individuals to share real-time information, which is incredibly valuable for informing or creating awareness of issues directly tied to national interests or concerns in larger public forums.

This platform serves as a watchdog, observing and reporting on political dynamics, environmental issues, economic opportunities, security threats, conflict trading in the region or among riparian states, and other national concerns about which governments must be transparent or accountable, as well as exposing corporate lies and dishonest news and thoughts instantly, without fear of repercussions. Using truths such as police brutality, political corruption, and other injustices as a form of activism and journalism.

Citizen journalism allows governments and citizens to communicate directly. Citizen journalists can provide direct feedback to politicians and others in both positive and negative

positions of power. This can have an impact on social and political conversations, because it provides all citizens with an equal voice in defending their country's interests.

Another way in which citizen journalism strengthens national interests is by reducing the amount of false news. With citizen journalists verifying news before it is shared, governments can trust the information they receive and gain overall awareness of the news in their country. This helps governments make informed decisions while aiding citizens in staying educated about the current events.

CJ spices news coverage by highlighting stories that big media outlets do not usually cover. This allows more people to gain knowledge about what is occurring in their own communities as well as abroad, which can aid nations in addressing global issues. It is a powerful tool in today's world, enlivening public dialogue and assisting governments in ensuring the best interests of their citizens. It has the power to bring down corrupt leaders, push for change, and educate citizens while delivering news reliably and quickly. For this reason, it has had a massive impact on national interest.

2.6 Legal Frameworks for Citizen Journalism

Even if Citizen Journalism and New Media is a recent Phenomenon Article 29 of the Constitution of the Federal Democratic Republic of Ethiopia (FRDE) provides citizens with the right to free expression, including the ability to express whatever position they hold. This fundamental right serves as the foundation of citizen journalism, allowing citizens to express their thoughts and perspectives freely. The Media Proclamation No. 1238/2021, on the other hand, lacks a clear structure for citizen journalism. Despite this, 73% of participants answered

to this research survey firmly agreed that Ethiopian legal laws ensure the right to hold and share opinions and information. However, the reality of the practice violates legislation and has substantial constraints.

Citizen journalism in Ethiopia has been made possible by the ingenuity and dedication of its practitioners, who have empowered themselves to advance national interests and address socially significant challenges, making it real coming from various walks of life work as reporters and spreading news, stories, and ideas through new media platforms. In today's always-on electronic context, it is vital to be informed of the legal rights and rules that guide citizen journalism before engaging in this activity.

The Electronic Media Proclamation reaffirms journalists as a whole with constitutional protection, protecting them from unreasonable searches and seizures, without a judicial warrant. However, there is no particular rule that safeguards journalists, including citizen journalists, from conducting jobs that would offend their conscience or put them in jail. Nonetheless, the CJ continues to be an important part of Ethiopia's media landscape, providing a venue for many viewpoints to be heard. However, the lack of clear norms and restrictions emphasizes the need for additional legal safeguards for citizen journalists. As technology advances, it is critical to ensure that the legal framework governing citizen journalism evolves in tandem, allowing individuals to exercise their right to free expression, while simultaneously preserving their safety.

This law protects citizen journalists by allowing them to publish materials without exposing their identities or sources. In addition to safeguarding citizen journalists, various norms and processes may be needed to be implemented, and to ensure the dissemination of accurate, responsible, and ethical news or information. For example, some magazines may establish standards and instructions for citizen journalists to follow to ensure that shared content is factual and harmless. Similarly, national and international broadcasters can implement journalistic codes of ethics to enforce professional conduct standards and to retain professional credibility and public trust. In conclusion, citizen journalism is a rapidly expanding method for engaging with news and information. It is critical to consider the legal rights and rules that apply to citizen journalism when conducting this activity.

2.7 Challenges Facing Citizen Journalism

Identifying and examining the challenges that citizen journalism poses to national interests. Despite its advantages and success, citizen journalism has faced numerous challenges, most of which are structural, technological, and financial. The first major challenge faced by citizen journalism is the public's lack of knowledge, awareness, and understanding. Many people are still uneducated or unfamiliar with the concept of citizen journalism, meaning that it is harder to spread and promote the importance of citizen journalism. This lack of public knowledge has led to skepticism and doubts regarding the credibility of citizen journalism. Other reports of false stories or exaggerated claims have damaged the credibility of citizen journalism in the eyes of publishers and the news and media industry.

Another major challenge faced by citizen journalism is the lack of technology and training available to everyday life. Citizen journalism relies heavily on technology and digital equipment, but not everyone has access to the same resources and digital tools, meaning that citizen journalism is not always fair or equal. Training and resources for those intending to practice citizen journalism are scarce, and those that are available are often insufficient; reporting and editing skills must be learned to a higher standard in order to preserve and maintain the quality, accuracy, and trust of citizen journalism.

The final major challenge faced by citizen journalism is financial pressure. Most citizen journalists lack the resources and funding to invest in specialist digital equipment and programs, meaning technology is often limited and, instead, people rely on smartphones and simpler tools. Citizen journalists simply don't have the same structures, resources and resources of "traditional" news outlets, meaning stories can be populated without the same standards and care as traditional news stories. Furthermore, most citizen journalists are not paid for their contributions and efforts, meaning that the huge potential of citizen journalism is not being fully explored, wining their enthusiasm for engaging in citizen journalism.

Technology, financial, and public knowledge are the main obstacles preventing citizen journalism from reaching its full potential. There is undoubtedly an unquestioned need for greater public education and training on citizen journalism to improve its validity and credibility, while also providing more accessible technology and funding to citizen journalists.

Without these changes, citizen journalism's true power remains unknown and untapped.

2.8 Lesson Learnt From The Literature Review

In recent years, the media landscape has seen substantial changes, including the democratization of information, the capacity to anonymously leak information, and the quick dissemination of misinformation and disinformation. These changes have raised the demand for media to verify and fact-check stories while also increasing the number of citizen-led investigations and exposure. The rise of new media platforms and citizen journalism has increased access to a wider range of opinions and voices, resulting in stronger emphasis on audience interaction and participation. Consequently, the media landscape has become more dynamic and complicated, necessitating a higher level of professionalism and agility on the part of individuals working in the sector. It is essential for media professionals to stay informed and up-to-date on these changes as they continue to shape the way information is disseminated and consumed. By embracing these transformations and utilizing new technologies and platforms, media professionals can better serve their audience and uphold the principles of journalistic integrity and accuracy.

Citizen Journalism, in today's world of mass media, is gaining increased recognition from people all over the world. Citizen Journalists are people who take up the responsibility to report news and current events at the grassroots level, and in doing so, move away from mainstream journalism. It is widely accepted that Citizen Journalism has an extremely important place in our national interests; however, what exactly does this mean?

The concept of citizen journalism involves bringing news that is as real and unaffected by external influences as possible. CJs are independent from traditional media outlets and thus have the opportunity to provide stories that focus on social issues or even create stories in areas where they neglect. This level of independence allows the CJs to bring stories that may not

necessarily be accepted by the mainstream media, or stories that could affect the opinions of people on a national basis. By creating stories that speak the truth, CJs can ignite ideas, spark discussions, and debates and amplify unheard voices in the quest for a just and fair nation.

Another important aspect of CJs is their ability to provide on-ground coverage of events, as well as when they occur. With the help of digital media, CJs can provide information verified as original and unbiased, which can provide authentic information to the public. This tradition of journalism provides the public with in-depth reporting, analysis, and commentary that can cast light on situations in which mainstream media fails to cover and express themselves.

Furthermore, CJs can be a symbol of ‘a free and independent press,’ a system that works towards uniting citizens from all walks of life. With the help of CJs, stories can be reported from different perspectives, which can in turn help create close ties between citizens, organizations, and government bodies. By focusing on reporting events in a storytelling manner and drawing attention to social and national issues, CJs can play a major role in national development. Citizen journalism can be a powerful tool for citizens to preserve truth, justice, and democracy by providing access to information that is verifiable and tainted by political or financial interests.

The mission of CJs to amplify unheard voices and shed light on unseen truths places them as actors of utmost importance in our national interests. CJs can cultivate a nation of empowered citizens, enabling them to express their opinions and participate actively in civic life. By providing information that is accurate, unbiased, and accessible to all, CJs can be instrumental in enabling citizens to shape the future of their countries better.

CHAPTER THREE

RESEARCH METHOD

Introduction to Data Collection and Analysis

This chapter describes the general methodology and procedures used to conduct this research project. Consequently, research methodology includes research design; techniques and procedures; data collection and analysis procedures; content analysis; In-depth interviews and data analysis procedures.

3.1 Research Design

Explain discuss the methods of data collection and analysis, including surveys, interviews, focus groups managed. The research methodology is broadly based on a classified survey of the production content of YAN Ye'Abayi Nigusowchi or 'Kings of Abbay' and Citizen Journalists who are addressing issues of national importance. It will include a depth-interview with prominent Citizen Journalists Ahmed Al-Arusy, Islaman Abbay, and especially Ustath Jemal Beshar, who have earned respect due to their unwavering commitment to national interests, with a focus on Social Responsibility Theory. This research will provide a comprehensive understanding of the impact of Citizen Journalists on national issues and the role of Social Responsibility Theory in their work.

In-depth interviews were the main method of information gathering. The process began with two consecutive pilot interviews with the founder of Ye'Abayi Nigusowchi or Kings of Abbaye. In addition, The Research analyzed more than a thousand videos uploaded to

YouTube by YAN to assess how this citizen journalist creates and maintains distinctive content.

3.2 Method of Data collection and Analysis

Primary data were collected through surveys, interviews, observations, or experiments to establish a reliable foundation for drawing valid conclusions. The type of data collection chosen for this study fits the stated objectives and goals. Secondary data were collected from existing sources such as academic studies and qualitative data involving focused conversations with key stakeholders. The combination of these two types of data was used to yield optimum accuracy and relevancy, ensuring that all involved parties were treated with fairness and respect throughout the process.

3.3 Types of Data Gathered and Structured

Both quantitative and qualitative methods were used to draw conclusions from the data. These methods have helped capture different patterns across the data spectrum, create structural models that describe these patterns, and make predictions based on these models. Depending on the type of data being analyzed, appropriate statistical analyses can range from simple summary statistics to more complex analytical approaches. The type of analysis chosen correlates directly with the specific research question being asked, and the form and volume of data available.

This study makes use of both methods to provide valuable insights and drive informed decision-making. Thus, all information gathered about citizen journalists, their production systems, processes, and the nature of the platforms they are working with, structured in a way

that can identify challenges, areas of improvement, and track performances so that key performance indicators and identified areas that require attention will be monitored to offer valuable insights into audience preferences and behavior, and what kinds of content should be tailored successfully to meet audience needs. Observing the public sphere in which the operation thrives would be helpful for Citizen Journalism in tracking communication trends, identifying dominant players, and strategizing their services to gain more space in the media industry.

3.4 Challenges of Data Collection and Analysis

This data collection and analysis comes with several challenges. First, data collection involved a large amount of resources such as money, man power and time. Some information might be hard to obtain. Additionally, different people tend to comply with the survey in the sense of conformity which might lead to errors due to varying methods used. Data may also be incomplete, or inaccurate. Thus, any errors made in the collection will definitely affect the accuracy of the entire study.

The second challenge is related to data analysis. Data analysis requires skill and knowledge in terms of machines and software. The data collected has to be logically split and interpreted through various analytical processes. The analysts have to be critically aware of environmental and cultural variables that affect the analysis of the data. This has introduced drawbacks to the process of data analysis. It might also be affected by the amount of time and effort dedicated to the process due to the complexity of data and the wide variety of interpretations available. The third and final challenge of data collection and analysis involves managing and storing the data. Data gathered has been large in numbers and it was hard to store it in an organized manner. The

data collection and analysis has faced three main challenges: resources, analysis and management.

3.5 Sampling Techniques and procedures

In this study, primary, data were analyzed. Nearly 500 podcast which constitutes 1/3 of the total production, streamed by YAN from June 1,2020 till 2021 up to 2023, are taken randomly to stipulate the thematic issues that intercalates with the research question and as well as with stated objectives. To analyze how YAN paved a new realm of CJ to advance issues of national interests are classified as shown in table 2. This data has been coded through viewing the contents and its way of delivery based upon notions pertinent to SRT.

The survey solely focused on new media consumers which was conducted, for 72 persons from different walk of life, to identify perspective, belief, relationships, and knowledge audiences has towards citizen journalism especially acquaintances with YAN as stated in table 3 and (Appendix 2, & 3). It was gathered through interviews with key informants who were involved in citizen journalism either as active participant or content creator embracing the blessings of New media to play a role as citizen journalist to advance national interests and fostering shared values being socially responsible.

In this study, primary, secondary, and tertiary data were analyzed. The primary data was gathered by analyzing and ranking the production content of thousands of videos uploaded to YouTube by YAN "Ye'Abayi Nigusowchi" in comparison to original talk shows broadcast by traditional media in Arabic and English.

Secondary data (Appendix 2, & 3) was gathered through interviews with key informants who were involved in citizen journalism. The interviews were purposefully chosen for those who are known and honored for their skillful debating or arguing with a hydro-politics analyst, based on their experiences and achievements as a socially responsible professional in the mass communications industry as well as in social media. Tertiary data for the study were gathered from journals, magazines, books, newspapers, and academic literature.

This research employs a structured examination of content gathered and categorized from 500 episodes of YAN streamed between June 2020 and 2023, evaluating the episodes based on key themes related to national interests, geopolitics, and Ethiopia's socio-cultural connections with the Arab communities. Through the comparison of datasets, the goal of this study is to reveal underlying patterns, trends, and relationships that may not be immediately evident in the original data. A robust data analysis approach is crucial for swiftly grasping the insights provided by the data and deriving valuable conclusions. Utilizing comparative content analysis proves to be a valuable method for navigating the intricate framework of this study, as it simplifies the multitude of independent variables that could otherwise complicate the analytical process.

3.6 In-depth Interview

An in-depth interview is a powerful qualitative research technique that involves conducting detailed individual interviews with a small number of respondents to explore their perspectives on a particular idea, programme, or situation. This technique is crucial for gaining detailed insights into individual thoughts and behaviors regarding specific issues. Interviews are often

used to provide context for other data, offering a more complete picture of what happened in a program and why (Boyee and Neale, 2006).

For this study, interview questions were designed (Appendix 4) with specific objectives and basic research questions. The questions aimed to answer important questions such as what are the most important values that citizens should uphold while engaging in journalism. What are the primary responsibilities of citizens regarding social responsibility? What role does Citizen Journalism play in advancing national interests? What is the most effective way to engage citizens in responsible journalism? How can YAN use citizen journalism to help foster shared values? What should the public be educated about the potential risks and benefits of CJ? What challenges must be addressed to ensure that the CJ is an effective tool for advancing national interest? Did Citizen Journalism's approach to media discourse boost the visibility of traditionally marginalized national issues in global coverage?

The study involved interviews with seventy-two selected academics, professionals, and content creators who are familiar with YAN content as consumers or as Citizen Journalists across various platforms, including blogging on Telegram and Twitter, creating content for TikTok and YouTube, and participating in debates on mainstream global and regional media. These interviews, detailed in appendix-3 and 4, provided valuable insights from both new media consumers and content creators on their experiences with Citizen Journalism. Conducting in-depth interviews with a total of 72 individuals proved to be a powerful tool in gaining comprehensive insights into specific issues. By asking targeted questions, a more holistic understanding of the evolving landscape of Citizen Journalism in Ethiopia was achieved,

shedding light on the reasons behind current trends and paradigms. The study successfully captured the perspectives of Citizen Journalists and their firsthand experiences in the field.

3.7 Data Analysis procedure

Quantitative data were meticulously organized, summarized, and coded using the Statistical Package for Social Sciences (SPSS version 20). Descriptive statistics in the form of frequency tables were used to analyze the data. However, to support the quantitative findings of the content analysis, this study also applied textual analysis and in-depth interviews with Key Informants for qualitative content analysis.

The data analysis process began by presenting the findings of the quantitative content analysis, followed by extracts from the survey conducted to evaluate the knowledge, attitudes, and beliefs of the targeted groups engaging in Citizen Journalism. This survey was designed to gain an understanding of their interactions with and perspectives on the media environment as well as their roles as citizen journalists in advancing national interests and fostering shared understanding. To ensure detailed and accurate information, in-depth interviews were conducted with key informants. By combining both quantitative and qualitative data, statistical evidence was analyzed to avoid scattered findings and to create rational associations while presenting the current trends of citizen journalism. This comprehensive data analysis approach provides a more complete understanding of the complex phenomenon of citizen journalism and its impact on society.

3.8 Validity and Inter-code Reliability

A. Validity

The term "validity" refers to "the extent to which an empirical measure adequately reflects what humans agree on as the true meaning of a concept." Neuendorf (2002). It seeks to answer the question, "Are we measuring what we want to measure?" The goal was to conclude with the high validity of the research's planned conclusion. Despite the fact that there are numerous methods for measuring validity, this study used a content validity approach to determine the extent to which the aim, research questions, and technique were valid (Stephen, 2016). According to two journalists, one from the YAN team and another professional journalist, the content validity and content validity were checked, and the content validity index was 0.92, which is acceptable and valid (Appendix I).

B. Inter-code Reliability

The extent to which a measuring process produces the same findings on repeated trials is referred to as its reliability. According to Matthew et al. (2010), the approved level of the dependability coefficient should be 0.70 or above. According to Neuendorf (2002), assessing content analysis will be deceptive unless sufficient standards of dependability are met. After receiving pilot coding, final coding was corrected using SPSS (Statistical Package for Social Sciences-Version20). Inter-code reliability, on the other hand, refers to the degree of agreement across individual coders on the content while using the same coding instrument (Yin, 2011). Inter-code dependability was therefore examined using Holsti's (1969) formulas specified in

Wimmer and Dominick (2011) as follows: **Reliability** = $\frac{2M}{N1+N2}$

M= Number of coding decisions with which the two coders agree

N1 & N2 = Number of coding decisions by the 1st and 2nd coder, respectively

The two coders randomly took 250 YAN's productions (about 65% of it focused on hydro-politics and regional tension due to GERD), and coded them where the reliability coefficient was found to be:

$$\mathbf{Reliability} = \frac{2(224)}{250+250} = \frac{448}{500} = \mathbf{0.896},$$
 which showed that the result is acceptable and

reliable as per the arguments of Matthew et al (2010) and Holsti (1969)

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF DATA

The core of the study is presented in this chapter, which analyses data taken from YAN production and how citizen journalism approaches maintained better media discourses in advancing the national interest of Ethiopia. The data focus on the hydro-political and geopolitical challenges that Ethiopia faces with lower riparian states, with a specific emphasis on Tran's boundary water issues in general and the Grand Ethiopian Renaissance Dam (GERD) in particular. This study sheds light on how citizen journalists play a critical role in clarifying international water laws and policies, as well as the experiences of the international community on how to resolve disputes that may arise from cross-border river hydrological management, by analyzing media discourses on key hydrological issues that emphasize the human element of hydro political issues.

Table 2: Major recurring themes and Media Discourse YAN

Theme	Frequency	Percent
Water scarcity	19	3.8
Environmental degradation	24	4.8
Conflicting interests between riparian countries	79	15.8
Economic development vs. environmental conservation	73	14.6
Water sharing agreements	96	19.2

Climate change impacts	37	7.4
Political tensions	46	9.2
Human rights and access to water	28	5.6
River basin management	26	5.2
Diplomatic negotiations	31	6.2
Water security	20	4.0
Geopolitical issues	21	4.2
Total	500	100%

Source: Researcher, computation, 2019

Based on the data analysis, survey results, and in-depth interview conducted with Ust haz Jemal Beshir, the vital role of Citizen Journalism, new media platforms, and the active involvement of YAN and its team in furthering Ethiopia's national interests and upholding the country's reputation on the global stage was prominently highlighted. Beyond shedding light on the Grand Ethiopian Renaissance Dam (GERD), the study underscored the indispensable contribution of these entities in disseminating accurate information on hydrological issues, historical contexts, colonial treaties, ongoing diplomatic negotiations, and the intricate political dynamics among Ethiopia, Sudan, and Egypt. Moreover, their adeptness in crafting compelling narratives that emotionally resonate with their audience, tapping into shared values, beliefs, interests, and aspirations, sets them apart from traditional state-backed media outlets.

Their capacity to not only inform but also emotionally engage their viewers through authentic and relatable storytelling signifies a departure from the conventional approaches of state-controlled media competitors. By fostering a sense of connection and understanding among audience of riparian destined only to cooperate, they have succeeded in building a community centered on shared knowledge, values, and empathy. Their smart and considerate approach of advocacy, or attempts to report has proven to be instrumental in shaping media discourse, challenging mainstream narratives, and broadening perspectives on complex geopolitical issues.

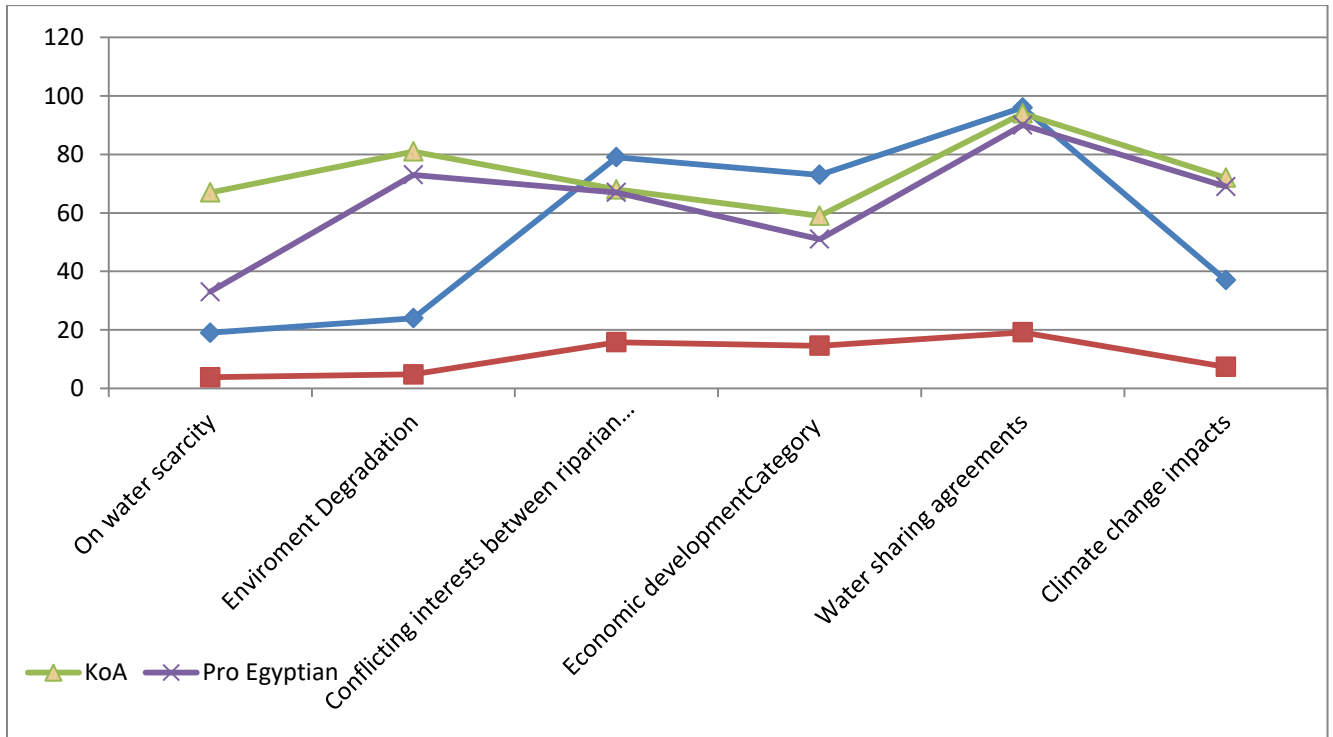
The YAN team has proven to be more effective than corporate media in reaching its target audience with specific goals, advancing national interests, and reducing the negative consequences of water-related conflicts. They have demonstrated their commitment to halting pro-Egyptian media outlets' futile attempts to misrepresent or downplay the truth and interests of Ethiopia's right to fair and reasonable utilization. They have developed their own media strategies to combat Egyptian narratives and uphold various important Narratives and media discourse that promote Ethiopia's national interests. Some of these include:

1. The construction of the GERD is essential for Ethiopia's own development. The dam is expected to generate a significant amount of electricity, which is crucial for Ethiopia's economic growth and industrialization. Framing the dam in terms of the national interests of Ethiopia
2. Framing GERD how it is designed to benefit all riparian countries along the Nile, not just Ethiopia. The dam will regulate the flow of the river, reducing the risk of flooding in downstream countries and providing opportunities for irrigation and agricultural

- development. Emphasizing the potential benefits of the dam for all countries in the region it has
3. Highlighting Ethiopia has the right to utilize its own natural resources for its own development. Underscoring Ethiopia is the source of Nile, and as such, that it has the sovereign right to harness the rivers waters for its own benefit
 4. To highlight the need of a fair water sharing agreement among Nile riparian countries. And criticizing out dated agreements that heavily favour Egypt and calling for renegotiation to achieve equitable sharing, challenging Egypt's insistence on maintaining the status quo
 5. Magnifying the fact how GERD will actually improve water security in Egypt. By regulating the flow of the Nile, and demonstrating how the dam will reduce the risk of droughts and water shortages in downstream countries
 6. Highlighting the efforts of Ethiopia to address Egyptian concern. Showing how win-win mechanisms for cooperation and coordination Ethiopia proposed for Egypt to monitor and manage water flow from the dam
 7. Emphasizing how the construction of GERD benefits the environment. Showing how the dam will help reduce sedimentation and erosion in the Nile River, improving water quality and restoring ecosystems in the region
 8. Highlighting the fact how GERD contributes to regional stability and cooperation. Demonstrating how it provides a sustainable source of electricity and water for all riparian countries, showing how the dam potentially promotes economic development and cooperation in the region

9. Emphasizing the importance of dialogue and negotiation to resolve dispute over the GERD. Inculcating a diplomatic solution is the best way to address the concerns of all parties involved and to ensure the peaceful and equitable utilization of the Nile River

Table 3: Pictograph showing YAN’s exigency over pro-Egyptian narratives



These pictographs conclusively demonstrated that YAN or ‘KoA’ excels in delivering reports that uphold the fundamental values of our nation. Moreover, it actively advocates for crucial economic objectives, effectively identifies potential security risks, and aligns its content with the foreign policy priorities of our country. The platform's commitment to maintaining these core principles underscores its significant contribution to the media landscape and its ability to address multifaceted issues impacting our society.

The triangulated data of the survey has found the exceptional performance of YAN's team and other Ethiopian Citizen Journalists that they are abled maintaining media discourses that shape public opinion and influence the understanding of Arab audiences' preferences, interests, and values. These journalists have demonstrated their ability to use various media platforms and seize opportunities to convey accurate and relevant information while being respectful of the lower riparian people's needs and perspectives.

Moreover, these journalists exhibit goodwill in finding mutually beneficial solutions, actively listening to and seeking to understand others' viewpoints, avoiding making assumptions, and seeking clarification. They recognize the value of diversity and different perspectives, are open to feedback, and are willing to understand others while supporting and encouraging others in their pursuits.

This study finding shows that Ethiopian citizen journalist's engagements in discussions on media platforms related to Egypt or advocating Egyptian perspectives have been remarkable in its expertise and dedication exceeding that of government-funded institutions. They have taken on the responsibility of upholding narratives and media discourses that effectively represent Ethiopia's interests with ethical standards and logical arguments. These individuals have been instrumental in promoting international values, norms, and Ethiopia's national interests by offering insightful perspectives on sustainable development needs that extend beyond the Grand Ethiopian Renaissance Dam (GERD) which is a single project.

This study has identified their ethical capability in expertly catering to the preferences, interests, and values of worldwide audiences while conveying necessary information with clarity and concision. Their ability to control their emotional circumstances, use appropriate

language, and maintain a high level of ethics throughout the debate is highly creditable, embodying the qualities of a responsible and conscientious citizen journalist.

The outstanding performance of YAN's Team and other Ethiopian Citizen Journalists in maintaining such media discourse is commendable. They demonstrate ethical competency by effectively sharing pertinent information while respecting the viewpoints and requirements of others. They are an asset to the media industry and are a shining example of socially responsible and meticulous Citizen Journalists.

4.1 YAN's Role in Addressing Thematic Challenges and Media Representation for Promoting National Interests and Common Values in Nile Basin Hydro-Political Interactions

The Ye'Abayi Nigusowchi has had a significant impact on advancing Ethiopians' national interests and fostering a sense of togetherness among Ethiopians in the run-up to the completion of the GERD. By giving Ethiopian perspectives and pushing for the equitable and rational use of Nile River water, it has challenged the prevalent discourses of the Arab mainstream media, which had solely aligned with the Egyptian narrative. Furthermore, through public forums, podcasts, and tell conferences, YAN has created a platform for other Arab-speaking Ethiopians to be heard, creating awareness of how to oppose erroneous and distorted narratives perpetuated by the Arab and non-Arab mainstream media. By giving all voices a forum, the YAN has fostered a more comprehensive and inclusive narrative that prioritizes the viewpoints of upper riparian nations and counters the hegemony of Egyptian narratives on the Nile.

‘Whenever I work on a debate or report, I carefully consider how it aligns with our nation's values, help our economy, keeps us safe, and focuses on our foreign policy goals, Considering these vital dimensions of our national interests at any stage.’ Usthaz Jemal Beshire

The Basin is rich in nature, culture, and history, as well as in the reputation of past civilizations. It is a River shared by 11 countries, each with a unique set of geopolitical influences. The study will look at how the riparian nation's endeavors towards bringing peaceful hydro and geopolitical dynamics into a common governing water policies, It is critical to recognize problems that exist among themselves. The foremost concern is the unjust allocation of water resources among countries, which plays a pivotal role in the geopolitics of the area. This disparity is primarily due to the downstream nations having divided 80% for Egypt and 20% for Sudan, leaving none for the upstream nations. This frequently results in tensions between neighboring countries, who have conflicting interests regarding their water access. It is crucial to acknowledge that this issue is not only a matter of resource allocation but also has significant economic, social, and environmental implications. To address these challenges, it is essential to adopt a collaborative approach that involves all countries in the region. This approach should prioritize the equitable distribution of water resources, considering the needs and interests of all nations.

The hydro geopolitical dynamics of the region are complicated and are exacerbated by the multiple problems posed by climate change. Because of its proximity to the equator, the region is particularly sensitive to the negative consequences of climate change, such as droughts and floods, which can considerably influence water availability and access. Furthermore, climate

change has the potential to exacerbate current conflicts by having far-reaching effects on the agricultural and economic livelihoods of River Nile basin countries. As a result, downstream governments are determined to maintain their river hegemony and make major efforts to manage and regulate the hydro, geopolitical dynamics of the Nile Basin. This approach is critical for ensuring the region's long-term growth and mitigating the negative consequences of climate change, as held by the Nile Basin Initiative, which is an intergovernmental partnership between the Nile Basin countries and provides a platform for collaboration and cooperation regarding issues related to water management, sharing, and use. The program seeks to promote equitable access to resources and sustainable use of water.

In addition, international actors, such as the United Nations, have played a role in attempted to bring together representatives of the Nile Basin countries in an effort to facilitate better resource management. The UN has created several water-related agreements, such as the Sustainable Water Management Agreement, which outlines measures for cooperative water management and regulation in the region.

Overall, YAN enabled showing how the hydro geopolitical dynamics of the Nile Basin are complex and require a careful balance between the interests of various countries. It is only through strengthened cooperation and collaboration that a region can seek to ensure equitable access to resources, address the impacts of climate change, and promote the sustainable use of water. The Disposition of YAN on the Hydro-Geopolitical Dynamics of the Nile River Basin is an important factor in understanding the complex geopolitical landscape of the region. The Nile River Basin is home to a variety of nations, each with its own unique interests and objectives. By examining the YAN of the region, we can gain insight into the various hydro geopolitical

dynamics that shape the region's politics. This knowledge can be used to inform policy decisions and help ensure that the interests of all stakeholders are considered. Additionally, understanding the hydro geopolitical dynamics of the Nile River Basin can help foster cooperation and collaboration between various nations in the region, leading to greater stability and prosperity.

YAN successfully uphold forums that inculcating the Hydro-geopolitical dynamics, Focusing on the issues of water scarcity, access, and rights, as well as how states or societies manage cross-border water flows which goes against publications of EEAA. It is a complex field of study that intersects law, economics, politics, science, and engineering. It examines how trans-boundary Rivers influence patterns of international development and cooperation, how hydrological projects are used by governments to enhance social stability, and how reservoirs are used and managed in the face of extreme weather events and climate change. In an age where freshwater resources may be increasingly contested or scarce, understanding hydro-geopolitical dynamics will become ever more important if we are to ensure equitable access to life-sustaining resources across all regions.

4.2 How citizen journalism helps to shape and inform the national interest

On Saturday, July 8, 2023, in his second studio located at the right side of Bole Printing House, Usthaz Jemal Besheer and his associate teams, who are renowned for their skillful debates on various Arabic channels representing the interests of Ethiopians as hydro-politics analysts, participated in in-depth interviews for an hour. These interviews explored his experiences and accomplishments as socially responsible practitioners in the mass communications industry and on social media.

Table 4: transcribed and translated interview of usthaz Jemal Beshire

<p>ስለ ታላቁ ሕዳሴ ግድብ በተለይ በአረብኛ እየተሰራጨ ያለው የተሳሳተ መረጃ የኢትዮጵያን መልካም ስም ከማጉደፍ ባለፈ ይሀገራችንን ዘላቂ ጥቅም በአጠቃላይ የተፋሰሱን ሀገራት መረጋጋት እና ልማት የሚጎዳ መሆኑን ስለተገነዘብኩ ነው። ፊቴን ወደ ዜግነት ግዴታዬ ያዘርኩት ከግል የንግድ ስራዬና ከሀይማኖት አገልግሎቴ ከቤተብሔር ላይ በማካፈል ነው። በከባድ የሃላፊነት ስሜት ነበር እየተካሄደብን ያለውን ጥቃት ለመመከት የተነሳሳሁት።</p>	<p>Realizing the negative impact of misinformation circulating about the Grand Ethiopian Renaissance Dam, particularly in Arabic media, has led me to take action to protect Ethiopia's reputation and the interests of our nation and the surrounding basin countries. I have chosen to fulfil my civic duty by dedicating time from my personal and religious obligations to address this issue. Motivated by a strong sense of responsibility, I have felt compelled to push back against the harmful narratives.</p>
<p>ያምሆኖ በሀገሬ ህዝብ ጥቅም ላይ በሚደርሰው የተዛባ የሚደታ ዘመቻ ሰላዘንኩ ብቻ በቀጥታ ለመከላከል አልወጣሁም። ይልቁንም ባጭር ጊዜ የታላቁን ህዳሴ ግድብ የሚመለከቱ መሰረታዊ መረጃዎችን የዓለም ዐቀፍ ግንኙነትን የተግባብነትና ጋዜጠኝነት መሰረታዊ መርሆዎችን ታሪክን ጂኦፖለቲካን የቀጠናው ሀገራት ታሪካዊ ግንኙነትንና ባህልን በማጥናትና የኃይድሮ ፖለቲካን</p>	<p>However, I did not come out to directly defend it because I was saddened by the biased media campaign that was being used against the benefit of the people of my country. Instead, in a short time, I studied the basic information about the Grand Ethiopian Renaissance Dam, the basic principles of international relations,</p>

<p>ውስብስብነት በጥልቀት በመመረመር በተለይም የጋራ ተፋሰስ የሚጋሩ የሌሎች ሀገራትን ተሞክሮና ተመሳሳይ ፈተናዎችን በተሳካ ሁኔታ በማጥናትና በመረዳት ነበር። የሀገራችን ልማት የሚፃረሩ የአረቡ ዓለም ሚዲያዎች እግር በግር እየተከታተልኩ በግል ስቴዲዮም በአረብኛ ለቀጠናው ሀገራት ህዝቦች እውነታውን በማስረዳት በአማርኛ ደግሞ ለሀገሬ ህዝብና ለዲያስፖራው የአረቡ ዓለም በኢትዮፕያ ላይ ያለው አመለካከት እየተዛባ ያለ መሆኑን በማስረዳትና እየሄዱበት ያለው ቀጠናዊ አዝማሚያ ንቁ ክትትል እኔደሚያስፈልገው የማሳሰብ ነበር። የግብጽ እንክዋ ከጥንተ ተፈጥሮው በተዛባ ፖሊሲና አስተምህሮት ላይ የተመሰረተ ቢሆንም።</p>	<p>communication and journalism, history, geopolitics, the historical relations and culture of the countries of the region, and the complexity of hydro politics, especially by studying and successfully understanding the experiences and similar challenges of other countries that share a common basin. In my private studio, I have been closely following the media of the Arab world, which are against the development of our country. I have come to understand the biases at play and the historical context influencing their perspectives, particularly Egypt's policies rooted in out-dated beliefs.</p>
<p>በእነዚሁና በሌሎች ዓለም ዐቀፍ ሚዲያዎች በመቅረብ መሞገት የጀመርኩት በተላላቅ የብዙኃን መገናኛ እየተሰራጩ ያሉትን የውሸት ትርክቶች ለመመከት አስፈላጊውን ዕውቀትና ግንዛቤ ከጨበጥኩ በሀዋላ ነው።</p>	<p>I began my journey of challenging mainstream narratives by making appearances in various international media outlets after equipping myself with the necessary knowledge and insights.</p>
<p>ቀስበቀስ እንደኔው ዋጋ እየከፈሉ ካሉ ጠንካራ ወንድሞች ጋር ተባብረን ብሄራዊ ጥቅሞቻችንን የማስጠበቅ ተግባር ውስጥ</p>	<p>We cooperated with strong brothers like me who are slowly paying the price and entered</p>

<p>የገባነው የሀገራችን ተገዳዳሪ የሆኑ ሀገራትን የፖለቲካና የሚድያ ፖሊሲዎችን ማዕከላዊ ጭብጦች የሚያፈረሱ ዐበይት ከተፈጥሮ ከሳይንስ ከአመክንዮ ከታሪክና ከህግ የሚመነጩ መሰረታዊ እሴቶችን በመለየትና ይህንኑ የተናበበና ወጥነት ያለው የትርክት ማዕቀፍ በማዘጋጀት ነበር። በዚህ ረገድ ተጨባጭነት ያላቸው አስተማማኝ የትርክት ሰበዞች ከሰደርንና የሚድያውን ቅኝት በምንፈልገው አካዋሀዋን ማስኬድና መቆጣጠር በምንችልበት ቁመና ነው የገባነው ። ሀገሩን ለማገልገል በፍላጎት ብቻ ተገፍቶ የተሰባሰበ ሃይል አይደለንም። የምንሄድበትን ስልት የነደፍነው በዩቲዩብ ፎረምችን ላይ ባውጠነጠነው ሀሳብና በመድረኩ ላይ በሚገባ ተበይኖ ነው።</p>	<p>into the task of protecting our national interests by identifying the basic ideas that originate from nature, science, logic, history and law, which destroy the central themes of the political and media policies of our country's challenging countries, and by preparing this readable and coherent narrative framework. We have positioned ourselves to influence and shape the media landscape, advocating for reliable and credible sources of information. We are not a force that is merely gathered together to serve the country. We have designed our strategy based on the ideas we have stormed on our YouTube forum.</p>
<p>አላማችን ስለ ታላቁ የህዳሴ ግድብ በመረጃ የተደገፈ እና ሚዛናዊ የሆነ የሁሉንም ባለድርሻ አካላት አመለካከት ያገናዘበ ውይይት ብቻ ለማድረግ ሳይሆን የሀገራችንን ብሄራዊ ጥቅም ከማንኛውም አይነት ጥቃት ለመከላከል ነው። ክርክር ወይም ዘገባ በምሰራበት ጊዜ፣ ከሀገራችን እሴቶች ጋር</p>	<p>Our aim is not only to have an informed and balanced discussion about the Grand Ethiopian Renaissance Dam that takes into account the views of all stakeholders, but also to protect our country's national interests from any kind of attack. Whenever</p>

<p>እንዴት እንደሚሰማማ፣ ኢኮኖሚያችንን እንደሚረዳ፣ ደህንነታችንን እንድንጠብቅ እና በውጭ ፖሊሲ ግቦቻችን ላይ እንደሚያተኩር በጥንቃቄ በማሰላሰል ነው። በየትኛውም መድረክ ላይ እነዚህን ወሳኝ የብሄራዊ ጥቅሞቻችን ልኬቶች ግምት ውስጥ በማስገባት ነው። ታላቁ የህዳሴ ግድብ ግንባታ ላይ የሚነዛውን ትርክት ገንቢ ውይይት በማድረግ እና በማስረጃ ላይ የተመሰረቱ ክርክሮችን በማቅረብ የዐባይ ተፋሰስን የሚጋሩ ህዝቦችን ከተነዛባቸው የፍርሀትና የስጋት ትርክት ለማለቀቅ እና ወደ ትብብር እና የጋራ ጥቅሞች እንዲሸጋገሩ ለመርዳት የበኩሌ የምለውን የማይናቅ አበርክቶ እያቀረብኩ ነው ያለሁት ።</p>	<p>I work on a debate or report, I carefully consider how it aligns with our nation's values, helps our economy, keeps us safe, and focuses on our foreign policy goals. Considering these vital dimensions of our national interests at any stage. By having a constructive discussion and presenting evidence-based arguments about the construction of the Great Renaissance Dam, I am making an invaluable contribution to free the people who share the Nile basin from fear-based narratives and steering them towards collaboration and shared advantages.</p>
<p>እኔም ሆነኩ ወንድሞች በመገናኛ ብዙሃን ባደረግነው ጥረት ኢትዮጵያ ያላትን የተፈጥሮ ሀብት ለልማትዋ የማዋል መብቷን ለማስጠበቅ ብቻ ሳይሆን ድንበር ተሻጋሪ ወንዞችን በሚጋሩ ሀገሮች መካከል ሁሉ የትብብርና የመግባባት መንፈስ እንዲሰፍን ተስፋ አድርገን ነው ። የሰው ልጆች በተፈጥሮ ጸጋዎቻቸው የተነሳ ወደግጭት እንዳይገቡ ይልቁንስ ይረሳቸውን ጸጋ በላቀ አበልፀገው</p>	<p>My colleagues and I in the media aspire not only to defend Ethiopia's right to utilize its natural resources for progress but also to promote harmony and comprehension among nations connected by transboundary rivers. Our commitment to this honorable pursuit is driven by the vision of imparting valuable lessons and experiences that</p>

<p>አንዱ ከሌላው በጥብቅ የተቆራኘ ትስስር እንዲኖረውና ተመጋጋቢ የኢኮኖሚ መሰረት በማዳበር የጋራ ህልውና ለማዳበር የሚረዳ አብነታዊ ተሞክሮና አስተምህሮት የማስረጠ ራዕይና ግብ በማንገብ ነው ወደዚህ ቀናና የተቀደሰ ተግባር ውስጥ የገባነው።</p>	<p>encourage cooperation rather than conflict over natural endowments, fostering strong bonds and sustainable economic growth for a harmonious coexistence.</p>
<p>ለሙግት በተገኘንባቸው በያንዳንደዎ መድረኮቻችን እንደማንኛውም ሰው የግል ባህሪ ስሜትና ወኔ ያለን ቢሆንም እንክዋ ያልተገቡ ከጨዋነት ልክ የወረዱ ብዙ ተርታ ሁኔታዎች ሲገጥሙን ከብልህ ከትሁትና ስነምግባር ካለው ስልጥሙን እና ጀግና ህዝብ የፈለቅን መሆኑን በግልፅ በሚያመለክትና በሚወክል ግብረ ገብነት ፈፀሞ ራስን በመግዛት ነው የሀገራችን ትልም የምናመለክተው የህዝባችንን ሃሳብ ለተቀረው ዓለም እንዲናኝና እንዲሰረፅ የምንሰራው ። በይትባህላችንስ ቢሆንስ "ከሞኝ ደጃፍ ሞፈር ይቆረጣል።" አይደለም እንዴ? የሚባለው! በራሳቸው የሚድያ አውታር ተገኝተህ ውጥናቸውን ውሀ እንዳይቃጠር ስታደርገው ምንስ ቢሉ አንተን ምንሊገድ!</p>	<p>In every platform where we engage in debates, we have personal feelings and opinions like everyone else, but when we are faced with many situations that fall short of decency, We exercise self-restraint. By responding wisely, we can demonstrate intelligence, humility, and ethical values that reflect and represents our community's rich traditions. In our society, there is a saying, "Opportunities are lost by those who act foolishly." This highlights the importance of choosing our battles wisely and acting prudently. When we participate in discussions on platforms created by others, it is essential to make the most of the opportunity presented to us.</p>

<p>እኛ ባለን ንቃተ ህሊና ባገኘነው ዕውቀትና በታደልነው ጸጋ ሁሉ በየትኛውም የዓለም ጫፍ ተበታትነን ብንገኝም እንከዋ የግል ውጣውረዶቻችን ምን ያህል የከበዱ ቢሆንም የወገናችንን ፈተና ተጋርተናል ። በዚህ መልክ ነው የሀገራችንን ጥቅም መልካም ታሪክና እና ክብር ጠብቀንና አስጥብቀን ለማገልገል እየጣርን ያለነው ። በኢትዮጵያ ታሪክ ውስጥ ትልቅ ቦታ የሚሰጠውን የታላቁ የኢትዮጵያ ህዳሴ ግድብን ለመደገፍ የዲያስፖራ ንቅናቄን በመምራት በኩል ወሳኝ ሚና ተጫውተናል። ግልፅነትን፣ ተጠያቂነትን እና አለም አቀፍ ክብርን ለማሳደግ አምነን ሰርተናል !</p> <p>ቅዳሜ ሀምሌ 1 ቀን 2015</p> <p>አዲስ አበባ ኢትዮጵያ</p>	<p>With all the knowledge and grace we have, Even if we are scattered in every corner of the world, no matter how difficult our personal struggles are, we have shared the challenges of our people in every respects. It is in this form that we are trying to serve the interests of our country by preserving and strengthening its good history and honour. We have played a crucial role in spearheading the Diaspora movement in support of the Grand Ethiopian Renaissance Dam (GERD), marking a pivotal moment in Ethiopian history. We believe and work to increase transparency, accountability and international respect!</p> <p>Saturday, July 8, 2023</p> <p>Addis Ababa, Ethiopia</p>
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Since the dawn of the modern era, journalism has played an important role in keeping citizens informed of issues of national importance. For centuries, news organizations have provided the public with reliable and unbiased information about national news and events. In recent years,

the CJ has allowed the public to engage in the media in ways never before possible. From online blogs to independent print publications, citizen journalism has become a powerful force shaping the national interests of countries around the world.

Citizen journalism is an invaluable tool for gauging and responding to public opinions on important topics. Through CJ, citizens can discuss events and issues as they occur, giving them the ability to influence public opinion and policymaking in ways that traditional news outlets cannot. The real-time information provided by citizen journalists can help shape national interests in tangible ways. For instance, in the wake of a tragedy or major event, citizen journalists can provide a vital source of information and a platform for public response and change. This has the potential to shape both the decisions of government officials and opinions of the general public.

Citizen journalism has come a long way from simply being a blogging platform. It now powers some of the most influential news outlets worldwide. YouTube platforms such as YAN provide users with a platform to discuss and analyze news in real time. Other sites enable users to publish their personal stories and perspectives on major events and topics. By providing citizens with tools to accurately report and diagnose the news, these outlets help inform the public and give them an active role in determining the national interest.

Citizen journalism has the potential to shape public opinion. In a world where traditional media often shapes opinions on critical topics, citizen journalism provides citizens with a platform to engage in meaningful dialogue and represent the voices of the people. This can help form a more accurate public opinion and ensure that the government responds to the needs of its citizens.

Ultimately, citizen journalism is an essential tool for keeping citizens informed and engaging in national interests. With the public's help in organizing, collecting and analyzing news, citizen journalism can be a powerful tool for shaping public opinion and policy. By providing citizens with a platform to express their opinions and perspectives, citizen journalism has the potential to have an enormous impact on the national interest of any nation. Citizen journalism is widely known for its ability to open avenues for the public to access information that may have been difficult to obtain or inaccessible via traditional media. By providing on-the-ground, participatory reporting from locations often under-reported by mainstream media, citizen journalists play a vital role in maintaining the public's access to news and reports from their home, local and international societies.

Ethiopian citizen journalists' contributions have proven crucial in encouraging transparency and accountability in the media. They have been essential in shedding light on critical concerns regarding GERD, mainly from the diaspora. They have served to inform the public in many ways, while also preserving media discourses through framing, priming, and agenda-shaping that advance the country's national interest. These citizen journalists have also helped to verify and fact-check information, provide widespread coverage, and share personal accounts, allowing audiences to obtain a more diverse range of information.

Citizen journalists are on the frontlines, closely examining issues and reporting them in real time, with little to no delays. By capturing news immediately after something has happened, citizen journalists can provide facts about an incident that traditional outlets may not be aware of. Many choose to focus on stories that are not mainstream, with CJ providing a platform from which diverse citizens in different parts of the world can share their opinions and stories.

This allows local news to remain accessible, which is essential in this ever-digitalizing world. By increasing their presence in citizen journalism, everyday people can contribute to national conversations in a meaningful way. CJ can help provide missing information or context for popular stories, add diverse sources of information to the conversation, and help broaden the scope of understanding.

Citizen journalism plays an important role in maintaining a well-informed public body. It provides access to information that would otherwise be difficult to obtain, and broadens public discourse by enabling underrepresented voices to join the dialogue. It is a powerful tool to gain insight into any particular subject and to help piece together the living history of our world today.

4.3 Understanding the Key Actors and Interests: The Geopolitics of the Nile Basin

YAN has been instrumental in spearheading a public forum on its Arabic channel to support an initiative aimed at fostering better relations among riparian citizens through its Arabic platform. The focal point of the discussions in this forum has revolved around promoting diplomatic dialogues between the leaders of Ethiopia and Sudan, with a specific focus on the management and conservation of energy resources. By providing a platform for public diplomacy on the Grand Ethiopian Renaissance Dam (GERD), the initiative has succeeded in increasing awareness about the potential advantages that the project could bring to Ethiopia, Sudan, and Egypt. Not only do YAN's efforts signify progress towards nurturing more positive relationships among the three nations on the global stage, but they also highlight a shift from historical hostilities towards a more collaborative and peaceful future. This initiative holds

promise for establishing a stronger foundation for cooperation and mutual understanding among the countries involved.

In all public forums and discussions facilitated by YAN, a comprehensive explanation of the GERD project has been presented. The dam not only promises to provide much-needed electricity for Ethiopian citizens but also for other nations in the Nile Basin. With the capacity to generate up to 6,000 megawatts of clean and renewable electrical energy, the GERD will significantly benefit Ethiopia, a country with over 60 million inhabitants, by increasing energy production and enhancing energy supply reliability. Currently, only a quarter of Ethiopians have access to electricity, and the dam's construction will extend electricity to many rural areas in the country. The hydroelectric output of the GERD will be distributed to Egypt, Sudan, and Ethiopia, offering additional regional economic advantages. For instance, Egypt stands to benefit from selling surplus electricity to Sudan and Ethiopia, while the entire region will experience numerous benefits from increased access to clean and renewable electricity.

This public forum on YouTube has provided insight into the geopolitical landscape of the Nile Basin region, encompassing all 10 countries participating in the Nile Basin Initiative (NBI): Burundi, DR Congo, Egypt, Eritrea, Ethiopia, Kenya, Rwanda, South Sudan, Sudan, and Uganda. These countries wield significant political power, with well-established local governance structures that focus on education and public infrastructure. The construction of the Grand Ethiopian Renaissance Dam (GERD) is poised to revolutionize agricultural productivity in Ethiopia and the wider Nile Basin region. By harnessing water resources from the Blue Nile, vast expanses of land can be irrigated, leading to increased food output and enhanced livelihoods, potentially alleviating poverty in the region.

Furthermore portraying, international players like the United States, China, and the European Union play a pivotal role in the Nile Basin, driven by economic and geopolitical interests. These global powers extend financial and political support to the regional states, influencing the power dynamics within the Nile Basin. Alongside these countries, various civil society organizations and NGOs, such as the Nile Basin Discourse and the Nile Basin Initiative, actively promote collaboration among the Nile Basin nations, fostering knowledge exchange on river management practices. The interplay of these diverse actors underscores the intricate geopolitical dynamics within the Nile Basin, characterized by a blend of local, international, and civil society interests striving for equilibrium to ensure the sustainable management of the Nile Basin in the long run.

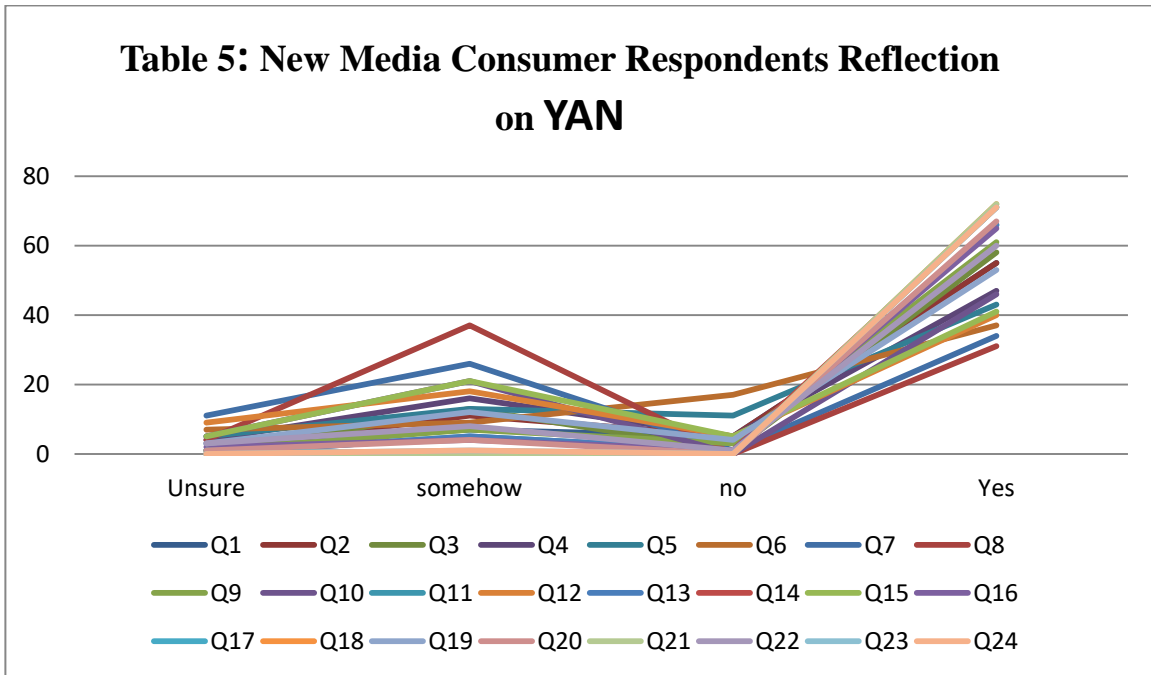
4.3 Inculcating the benefits of GERD as part of YANs approach to public diplomacy forums

A survey (Appendix) was carried out among 72 users of new media from various fields to gather their perspectives on the Ye'Abayi Nigusowchi and how they interpreted the media discourses and narratives surrounding it, as well as the positive impact it had in the region. Their responses were analyzed on a scale ranging from high affirmation to low negativity across 24 questions. The findings revealed that YAN effectively fulfilled its social responsibilities by promoting national interests and fostering shared values among the nations along the river.

The survey results, displayed in Table 5, showcased a predominantly positive resonance towards the YAN initiative among new media users. The participants' diverse feedback shed light on the perceived media discourses and narratives of YAN, underscoring its significant work and positive influence in the region. By scrutinizing and categorizing participant responses, the

survey provided valuable insights into how YAN has met its social obligations and contributed to the collective welfare of riparian nations.

Table 5: New Media users reflection on Ye’Abayi Nigusowchi



New Media Consumers Reflections on the Disposition of KoA

Axis Title	Unsure respondent	Negating Replies	Affirming Responses
Q1	3	5	64
Q2	6	1	67
Q3	7	0	65
Q4	2	5	65
Q5	6	7	59
Q6	5	11	56
Q7	5	4	63
Q8	8	6	60
Q9	3	8	61
Q10	1	0	71

Participants highlighted how YAN served as a platform for dispersed citizen journalists to advocate for the Grand Ethiopian Renaissance Dam (GERD), functioning as a central hub for disseminating information on the project's benefits and addressing concerns or misconceptions. The initiative endeavored to educate downstream and upstream nations on the mutual advantages and opportunities presented by GERD, emphasizing its role in enhancing energy security, preventing flooding, promoting economic development, ensuring water supply, and fostering regional cooperation among countries along the Abbay River. The YAN team's efforts aimed at fostering understanding, collaboration, and goodwill among the riparian nations, emphasizing the shared benefits and potential positive outcomes of the GERD project for the entire region.

4.5 YAN's Team Guiding Influences On The Role of International Community

YAN has created awareness on Integrated Water Resources Management /IWRM/ addressing all riparian, despite the fact that the Nile Basin is shared by 11 countries; only Sudan and Egypt have expressed objections to Ethiopia's development program aimed at uplifting a significant portion of its population living in poverty. The recurring YAN's team narrative, however, reports that the hydrological projects of the Great Ethiopian Renaissance Dam (GERD) will improve IWRM of Sudan and Egyptian water security, energy production, and land utilization tremendously help these nations. It is crucial to recognize that the GERD project is a vital step towards sustainable development in the region. By harnessing the power of the Nile River, Ethiopia aims to improve the lives of its citizens while also contributing to the economic growth of neighboring countries, bringing about positive change for all parties involved with

careful planning and collaboration in ways that serve as a catalyst for progress and prosperity in the region.

The African Union plays a major role in fostering dialogue and cooperation between Ethiopia and other stakeholders in the region to help ensure the most successful outcome of the project. In the first instance, it is important for the international community to facilitate discussions and negotiations between Ethiopia, Egypt, and Sudan to reach a consensus on the equitable use of Nile River waters. All three countries are interested in the size and scope of the GERD project; therefore, it is imperative that they have equitable and beneficial outcomes. Through diplomatic relations and networks, the international community can encourage the three countries to negotiate in good faith, while taking into account their respective interests and regional concerns.

Additionally, the international community can support activities aimed at supporting long-term regional cooperation. These could include exchanges of technical expertise and data, capacity-building initiatives, and establishment of trust-building mechanisms. Such long-term schemes can be made possible through the collective financial resources and technical expertise of international organizations, such as the African Union, the United Nations, and the European Union.

The international community can also play an important role in assisting local ethnic and indigenous communities that are likely to be affected by the GERD Project. Through increased investment in local economic initiatives and supporting dialogue among different stakeholders, this will help create employment opportunities for local people and reduce the potentially negative effects of displacement. Moreover, in addition to supporting dialogue between

Ethiopia, Egypt, and Sudan, the international community can also provide a platform for the less involved members of the riparian states to interact and come to an agreement on the GERD.

Finally, on a financial level, international support can also be sought to ensure that the necessary resources are available for successful completion of the GERD project. Mobilizing resources from international financial institutions such as the World Bank or the African Development Bank will ensure that the dam is completed in an effective and rapid manner.

In conclusion, the international community plays a major role in initiating and supporting the GERD project. Through offering financial assistance and facilitating discussions, the grand dam project is more likely to have a successful outcome in the long-term. The international community can also play a major role in mitigating the negative consequences of the project by supporting local communities and providing assistance to countries engaged in negotiations.

4.6 Exposing Mistreatment of Ethiopian Workers in Arab countries: A Violation of Human Rights

Ye'Abayi Nigusowchi (YAN) has been actively addressing the serious issues of human rights abuses faced by Ethiopian workers in Saudi Arabia. Despite the allure of high wages in the country, many Ethiopians have fallen victim to various forms of exploitation. Reports from YAN have shed light on the prevalent physical and sexual abuse, unpaid wages, and labor exploitation experienced by these workers. The organization has played a crucial role in monitoring and exposing these injustices, aiming to bring about awareness and change.

One of the key focuses of YAN's efforts has been to highlight the mistreatment of foreign workers by the Saudi government. By revealing instances where labor and human rights laws are disregarded, YAN has underscored the vulnerability of foreign workers to exploitation. Citing a survey by Human Rights Watch showing alarming rates of physical and sexual abuse among Ethiopians in Saudi Arabia, YAN emphasizes the urgent need for the Saudi government to take stronger action in safeguarding the rights and well-being of all foreign workers within its borders.

YAN has drawn attention to the pervasive issue of unpaid wages and labor exploitation endured by Ethiopian workers in Saudi Arabia. Through raising awareness and educating citizens about the risks involved in seeking employment in the country, YAN aims to empower individuals to make informed decisions. By advocating for stricter regulations on citizens traveling to the Middle East and pushing for enhanced protection mechanisms, KoA continues to champion the cause of Ethiopian workers and calls for greater accountability from both the Saudi government and global policymakers ILO in addressing these systemic human rights violations.

4.7 Motivating Domestic and The Diaspora to play their role of citizenship

YAN has contributed largely creating Diaspora movement contributing for /GERD/ The Grand Ethiopian Renaissance Dam (GERD) for the most ambitious project of Ethiopian history. Building on the Blue Nile, GERD seeks to provide Ethiopia with a modern source of renewable energy. It is the largest hydropower plant in Africa and significantly reduces the country's electrical energy deficit. It is estimated that the project will take 10 years to complete and cost more than \$4 billion. However, the successful completion of GERD relies on the commitment and support of both domestic and diaspora populations.

In Ethiopia, several factors can lead to dissatisfaction and a lack of motivation from the domestic population. This can include a lack of transparency and communication between the government and the population, poor wages, and low interest levels owing to long-term development strategies. To ensure successful completion of the project, it is essential that the public have the necessary information about the purpose and scope of the project, as well as satisfactory wages for the laborers involved. This can be achieved through improved communication between the government and the public and through the creation of information campaigns that highlight the potential benefits of GERD. In terms of wages, it is important to ensure that employees are commensurate with the work being completed.

The diaspora is also an important factor in the success of GERD. Ethiopians who have migrated outside the country make up a large portion of the population and have the potential to provide substantial financial resources. It is estimated that the Ethiopian diaspora sends approximately \$3.5 billion in remittances every year (worldatlas, 2022) these resources can be used to fund the construction of GERD and may even provide additional financial support beyond the project's estimated completion date. To encourage the diaspora to contribute to the project, there should be a dedicated website or platform on which the diaspora can track the progress of the project. Furthermore, fundraisers and promotional events should be organized to highlight the importance of the project and how the diaspora can support it. Moreover, to ensure transparency and accountability, the government should periodically update the project as well as a list of consultations with the public.

In summary, the successful completion of GERD relies on the cooperation of both domestic and diaspora populations. It is essential for the public to be kept informed about the scope and

purpose of the project and for the wages of those involved to be considered. Meanwhile, the diaspora should be given the opportunity to contribute financially through campaigns and platforms that allow it to invest in the project. If these factors are considered, GERD may be an immense source of pride in Ethiopia.

4.8 On the Nile Basin Initiative water Diplomacy and Communication

YAN has done Extensive production and media form to create substantial awareness on NBI, to address the water policy issues of Nile Basin countries, the NBI has developed a Collaborative Framework to provide a mechanism for dialogue and coordination among GERD stakeholders. This framework is based on the guidelines of the African Union, Common Market for East and Southern Africa, United Nations, and other international agreements. In addition, the NBI established an international panel of experts to provide impartial assessment, mediation, and mediation of various interests involved in GERD.

The collaborative framework has been an integral part of the ongoing dialogue on GERD. The agreement contains a language that promotes cooperative resource management and avoids unilateral decisions, thereby reducing conflict and preventing diplomatic collapse. It also encourages sharing of information and data to ensure a transparent understanding of the challenges faced by all stakeholders. At the same time, the agreement includes an early warning and emergency mitigation system that can be used in the event of potential water disputes.

In general, NBI has been successful in developing a robust framework for water diplomacy and communication related to GERD. By promoting dialogue, cooperation, and mutual

understanding, the NBI created a blueprint for the peaceful management of trans-boundary rivers. It also serves as a model for similar global initiatives around the world. Only through proactive dialogue, mutual respect, and equitable decision making can today's water resource challenges be adequately addressed.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.1 Summary

The findings of this paper have led me to believe that the field of Media is undergoing a profound transformation in the realm of mass communication. From my analysis, it is evident that we are witnessing a pivotal shift away from traditional Old Journalism, long regarded as the fourth pillar of government according to normative theoretical perspectives, towards a more versed and evolving landscape. This era is characterized by the rise of Citizen Journalism, despite its initial chaotic nature, paving the way for a New Media paradigm where it could be seen as the fifth components of independent state, departing away from traditional structures whereof a certain segments of society and a few aspired individuals are empowered to communicate public interests without constraints, free from authoritarian control and manipulation, shaping Media discourse and governance to thrive in a more democratic system.

The significance of CJ is getting a central role in Ethiopia as well on the globe. By providing a unique perspective on issues that are either disregarded or maneuvered by large Media conglomerates, now a day they are helping to create a more informed, unified, and engaged society. Their dedication in widening of transparency in the media is a testament to the power of citizen journalism and its ability to promote positive change. The contributions of Ethiopian citizen journalists especially YAN is an example of transformative potential in which citizen journalism can have on society. This study has gained an understanding how socially responsible

Citizen Journalist like YAN can play upholding journalistic integrity will have indispensable role leading their country forwards to gain sustainable peace, development, and revolutionize the media landscape for the greater good.

5.2 Conclusion

This study has drawn a conclusion based on its findings and theoretical perspectives, shedding light on the impact of Ethiopian citizen journalists on Egyptian-led media campaigns that could potentially threaten the national interests of Ethiopia. The study deeply perceived a fact that without the active involvement of citizens, such campaigns may present a political threat to Ethiopia at the Security Council, contrary to international norms and existing hydro-politics policies. In particular, the study highlights the significant role played by citizen journalists like Ye'Abayi Nigusowchi in safeguarding Ethiopia's national interests and advocating for adherence to international norms and values among riparian states. These Citizen journalists provide valuable insights on sustainable development beyond the context of the Grand Ethiopian Renaissance Dam (GERD).

We have seen how Citizen Journalism has become increasingly important for advancing national interests and fostering shared values having more inclusive, diverse, and better independency than the traditional media owes. At this remarkable time in history it wise to use the new media and Citizen Journalism at least as a complimentary or an alternative to mainstream media narratives. For it provides exigencies for people to share their expertise, opinions and stories that can help to challenge crafted narratives of rivals and can promote plausible and diverse perspective arising from broader bases. In regards to this, the new media and citizen journalism has more significant potential than conventional media in uniting people for a common cause and acting as a central hub for intellectual discussions giving a boundless space for citizen in which they can be a valuable asset for their country. By enabling them to participate in state affairs in a manner that is likely to have a widespread impact, which benefits

both informed fellow citizens and engaged public as they promotes the national interests in a more profound manner, with greater transparency and accountability.

Therefore, it is crucial for counties to acknowledge the potential and tangible advantages of a new media and the increasing trend of citizen journalism. It is essential for them to implement measures that ensure these platforms operate in a socially responsible and ethically sound manner, in line with the societal norms and general consensus. Failure to do so could perpetuate a situation where a few entities control discussions on state affairs, risking the breadth and depth of socio-political issues, endangering democratic values and freedom of expression, and stifling the variety of voices within society. The landscape of individual influence and public engagement is no longer limited by corrupt elements, as technological advancements empower societies to demonstrate their collective consciousness, and thereof to guide their governments within the boundaries of laws established by the public. However, it is also equally important for governments to strike a balance between allowing individuals sphere of influence within legal limits and preventing a concentration of power among a few entities that could impede social and political advancement and limit diversity in a democratic setting.

5.3 Recommendations

5.3.1 Encourage the use of citizen journalism

The accessibility of technology, the development of new media, and the ease of use have given a wide range of active society the opportunity to freely share with others what they know about political and economic issues, as well as social issues and good governance. Encouraging the use of citizen journalism, therefore, gives an unprecedented level of access, allowing news stories to come from more diverse populations and allowing for a greater exchange of ideas around the world. Using user-submitted content, professional and citizen sources can provide a more comprehensive view of any issue or event, disempowering organized media suppression of oppressive regimes. It allows users of the media to personally examine the events reported directly by eyewitnesses and to better examine and consider what is presented to them to obtain an accurate account.

5.3.2 Invest in digital media literacy

Investing in digital media literacy is critical to journalism so that individuals can identify and evaluate media outlets for true, accurate, and fair coverage of events and better develop public-based perspectives. By understanding the ever-evolving digital landscape, it equips people with the practical skills to better navigate their social environment and participate responsibly in that relationship. Social platforms, by understanding how websites organize information and the consequences of interactions with certain channels, enable individuals to consume and curate credible content from trusted sources. Moreover, it is very important to support and encourage the universal development between new media and citizen journalism with critical thinking.

This makes them aware of when investigative reporting is necessary to detect bias or deception in online news. It helps fight misinformation, counter disinformation, and uphold citizens' freedom of expression in all forums through improved efficiency.

5.3.3 Invest in legal frameworks

The constitution of our country, which outlines the political and democratic rights of its citizens, predates the rise of new media and citizen journalism. However, it has not kept pace with the evolving societal landscape and fails to reflect the current level of social development. To bolster our democracy, there is a pressing need to enhance the existing legal framework and support citizen journalism. This might involve granting citizen and professional journalist access to public records, safeguarding them from legal repercussions when sharing lawfully obtained information, ensuring that complaints stemming from their investigations are addressed through proper channels, and facilitating open communication for any one dare to practice journalism. These measures are vital for combating corruption, preventing misuse of power, and empowering citizens to engage in investigative journalism that uncovers significant truths. Governments must prioritize the protection of citizen journalists to enable an informed public to actively partake in shaping society's decisions.

5.3.4 Develop strategies to ensure Ethical standards

It is vital to increase media literacy in order to establish clear quality expectations and maintain ethical standards in citizen journalism. This may be achieved by employing a number of strategies that encourage citizen journalists to produce high-quality content. To maintain objectivity and accuracy, these approaches should include standards, a journalistic

style, and ethical concerns. Furthermore, this study thesis advises that citizen journalists such as YAN adopt the following techniques in order to build mechanisms for fact-checking, authenticating sources, and rules to regulate the platform:

- Examining many sources to avoid reliance on a single source and to obtain trustworthy information.
- Be conscious of prospective sources' biases while reporting facts.
- Verify and review to ensure that it is still periodically relevant and correct.
- Determine who created the source and what credentials they have.
- Before adopting the source's information, assess its overall credibility.
- Look for proof to back up the assertions stated in the source while investigating allegations.
- Consider the financial motivation for giving misleading information.
- Check statistics again - utilize various sources to confirm any statistics provided in the source.
- Double-check that the quotes supplied are accurate and properly credited.
- Examine credible sources for accuracy that can be independently confirmed.
- Consider the context in which the source provides information.
- Pay attention to any specialist terminology used in the source.
- Speak with specialists in the subject to confirm the accuracy of the source.
- When supplying information, be cautious of whatever agendas the source may have.
- Look for original sources to confirm the source's authenticity.

- Examine the original material to check whether any changes have been made.
- When evaluating a source, ask questions and look for warning flags such as contradictions in the material presented, a lack of trustworthy sources to back up their assertions, or a skewed perspective.

By following these approbations, citizen journalists like YAN can be sure to produce high-quality, ethical content that is accurate, unbiased, and serves the public interest. Ye'Abayi Nigusowchi or Kings of Abbaye must emphasize the creation of content that are interesting, current, and relevant to their subscribers and beyond in order to keep a competitive advantage. Failure to develop such kind of guideline could undermine its ability to stay ahead of the competition.

5.3.5 Utilize citizen journalism to improve public discourse

It is critical to ensure the legitimacy of citizen journalism as a tool for advancing the public conversation through obtaining credible information. Furthermore, providing factual tools to individuals so they can make their own decisions is critical when it comes to fostering change or healthy media discourse.

5.3.6 Foster collaboration between citizen journalists, institutions

Citizen journalism should be fostered by encouraging people, organizations, and institutions to work together to promote shared values and national interests. To increase the quality of citizen journalism, research and development should support it. Furthermore, the effects of citizen journalism on public opinion and behavior should be monitored, a global network of citizen

journalists should be established, and best practices should be shared so as to ensure responsible activities, ethical guidelines for citizen journalism has to be there to enforce it, and help to gain its own momentum.

5.4 Implications for future studies

Future study should focus on investigating connections across diverse contexts, such as cultures and sectors, as well as in different demographics, to further investigate the ramifications of citizen journalism and associated phenomena's. Longitudinal studies should also be carried out to examine changes over time and confirm that long-term effects are consistent with early findings. Replication studies should also be conducted to confirm these findings and provide an objective assessment of their accuracy. This would not only give answers to current issues, but it may also lead to the discovery of new avenues of inquiry for future investigation. This has implications for advancing national interests and fostering shared values for future studies.

5.5 Summarizing the basic research questions

This research examined the significance of socially responsible and conscious citizen journalists in advancing national interests and shared values for the greater good of the public. Seeing platforms like YAN how instrumental in advocating for their country's interests on the global stage by countering biased narratives from rival nations and presenting a more accurate portrayal of their homeland. The study also explored the impact of YAN on the development of the Great Ethiopian Renaissance Dam and analyzed the various political and global factors and influences that should be curbed by active participation of Citizen Journalists.

Furthermore, the study extensively scrutinized the symbolic role of citizen journalists who are dedicated to advocating for national interests and fulfilling their social obligations, yielding valuable insights. These individuals are recognized for their efforts in championing common values, raising awareness within the Ethiopian diaspora, and encouraging engagement in initiatives that bolster peace and development in Ethiopia. Through citizen journalism and modern media platforms, they have established themselves as creators of interactive spaces that challenge mainstream media outlets controlled by corporations and governments. Platforms like Arabic-speaking state media and YouTube channels such as YAN serve as mediums for individuals to share authentic narratives about their country, underscoring the importance of scholars using their expertise for societal improvement.

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APPENDIXES

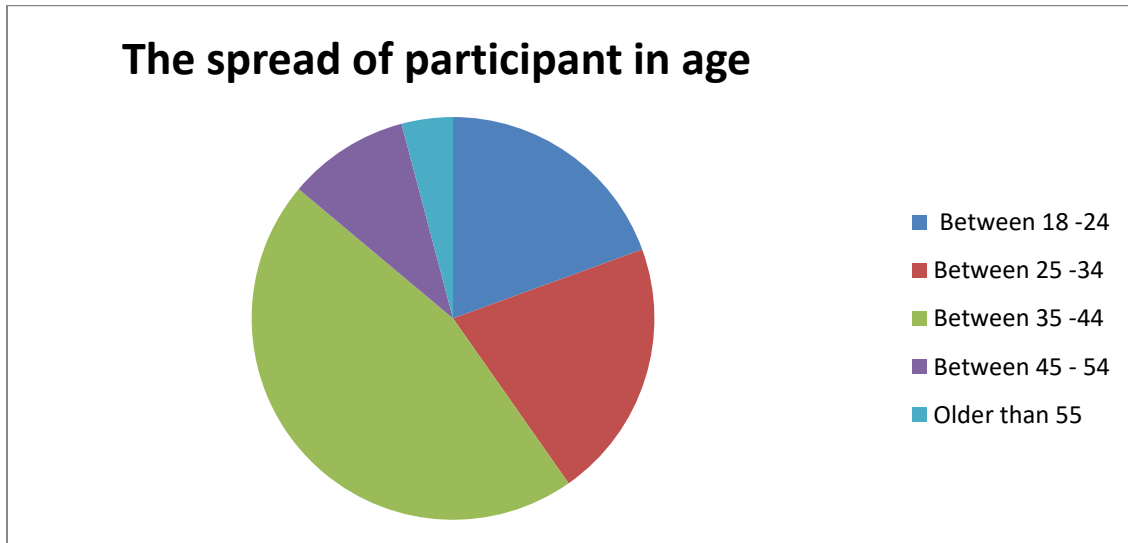
APPENDIX 1: Content Validity index relevance rate outcome

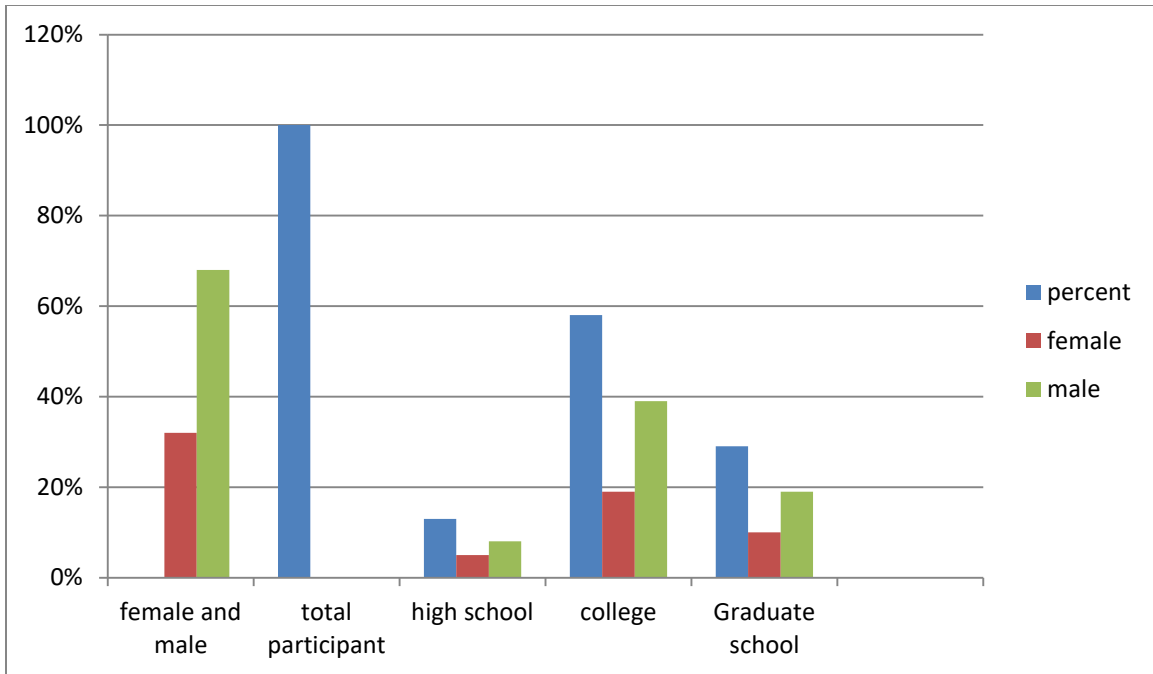
Rating scale: (1). the item is not relevant; (2). the item is somewhat relevant; (3). the item is quite relevant; and (4). The item is highly relevant.

	Items	Level of relevance			
		(1)	(2)	(3)	(4)
1	The Objective of the research is clearly stated	(1)	(2)	(3)	(4)
2	The research questions are clear and derived from the specific objectives of the research.	(1)	(2)	(3)	(4)
3	The methodology of the research is stated clearly	(1)	(2)	(3)	(4)
4	It is clear what each component of research signifies.	(1)	(2)	(3)	(4)
5	The Focus Area of KA, other citizen journalist clearly indicated	(1)	(2)	(3)	(4)
6	The discourse maintained by KA in the media regarding GERD is delineated and unique.	(1)	(2)	(3)	(4)
7	The Scale for quantification employed in this setting is adequate.	(1)	(2)	(3)	(4)

APPENDIX 2: Demographic Data of interviewees

	Age Group	Frequency	Percentage
1.	Between 18 – 24	14	19.44%
2.	Between 25 – 34	15	20.83%
3.	Between 35 – 44	33	45.83%
4.	Between 45 – 54	7	9.78%
5.	Older than 55	3	4.12 %
	Total	72	100%





	Frequency	Percentage
Males	49	68%
Female	23	32%
Education:		
High school	9	13%
College	42	58%
Graduate school	21	29%

3. Survey focused on new media consumers and citizen content creators

1. This survey is intended to evaluate the knowledge, attitudes, and beliefs of targeted groups engaging in Citizen Journalism. It is designed to gain an understanding of their interactions with and perspectives on the media environment.

I. Please complete the demographic information in the provided space.

1. Age -----
2. Gender -----
3. Level of education -----
4. Occupation -----

Thank you for taking part in this academic survey. My goal is to accurately determine the opinions, attitudes, perceptions, and inclinations of survey participants regarding the role of citizen journalism especially YeAbay Nigusowchi(**YAN**) in promoting national interests and shared values. Your time and responses are greatly appreciated and will be kept confidential. Please indicate your answer in the corresponding box and feel free to share your thoughts. Your participation in this study will help me to gain valuable insights into the topic.

1. Do you have a belief that **YAN** has an important role to play in advancing the national interest, and the people's aspirations, patriotic cause, and objectives of Ethiopia?

Yes , No , Somehow, Unsure ,

Have your say:

2. Can the narrative of YAN create common understanding and promote communal belief systems through its influence in Ethiopia and Arab states?

Yes , No , Sometimes, Unsure ,

Have your say:

3. Do you think that in the present sociopolitical setting, YAN plays a vital role in bringing common understanding about GERD among Riparian people?

Yes , No , Sometimes, Unsure ,

Have your say:

4. Do you believe that citizen journalism is a powerful tool for raising awareness of important issues?

Yes , No , Sometimes, Unsure ,

Have your say:

5. Do you believe that citizen journalism can be a catalyst for positive transformation?

Yes , No , Sometimes, Unsure ,

Have your say:

6. Do you believe that citizen journalism has the potential to increase engagement in politics?

Yes , No , Sometimes, Unsure ,

Have your say:

_____.

7. Can citizen journalism truly create a more informed public on important issues such as a discussion over GERD?

Yes , No , Sometimes, Unsure ,

Have your say:

_____.

8. Do you believe that YAN is a prominent team in reporting, activism, and advocacy for the causes of GERD, play a significant role in uncovering the truth about the Egyptian-led media and their unfair influences against the project of Ethiopia?

Yes , No , Sometimes, Unsure ,

Have your say:

_____.

9. In the current sociopolitical climate of Ethiopia, do you believe that citizen journalism can serve as a valuable tool in holding powerful individuals accountable for their misuse or abuse of power, human rights violations, and corrupt practices?

Yes , No , Sometimes, Unsure ,

Have your say:

_____.

10. Can citizen journalism strengthen civic engagement and civil society on an international level by filling gaps and advocating for national interests, including the causes of GERD, while also fulfilling institutional duties on behalf of their country's government through digital platforms?

Yes , No , Sometimes, Unsure ,

Have your say:

_____.

11. In light of the current media landscape, do you think that citizen journalism has the potential to foster transparency and good governance among riparian nations, ultimately contributing to sustainable peace and development?

Yes , No , Sometimes, Unsure ,

Have your say:

_____.

12. Do you believe that Ethiopian citizen journalists can successfully challenge or counter dominant negative narratives launched against the national interest of their nation?"

Yes , No , Sometimes, Unsure ,

Have your say:

_____.

13. Do you believe that Citizen Journalism has the potential to a media discourse that foster constructive dialogue and bridge divides among riparian nations, thereby advancing international principles of fair share, equitable, and reasonable utilization of the Nile?

Yes , No , Sometimes, Unsure ,

Have your say:

_____.

14. In your opinion, do you think that citizen journalists have the potential to magnify the voices and unrepresented interests of Ethiopia?

Yes , No , Sometimes, Unsure ,

Have your say:

15. In light of current sociopolitical unrest in Ethiopia, are you convinced that citizen journalism plays a vital role in ensuring citizens stay informed and invested?

Yes , No , Sometimes , Unsure ,

Have your say:

16. Are you of the opinion that citizen journalism could be a viable alternative to mainstream media when it comes to advancing the interests of Ethiopia and its people?

Yes , No , Sometimes , Unsure ,

Have your say:

17. Has Ye'Abayi Nigusowchi (YAN) as a prominent citizen journalism played a significant role in countering untruthful information and rectifying misleading data about GERD?

Yes , No , Sometimes, Unsure ,

Have your say:

18. Do you believe that citizen journalism can help to create a more equitable society?

Yes , No , Sometimes, Unsure ,

Have your say:

19. Can citizen journalism in Ethiopia make a significant impact on promoting social justice, in your opinion?

Yes , No , Sometimes, Unsure ,

Have your say:

20. Are you of the opinion that promoting citizen journalism is crucial in order to safeguard national and public interests?

Yes , No , Sometimes, Unsure ,

Have your say:

21. Do you believe citizen journalism can effectively highlight regional issues and concerns?

Yes , No , Sometimes, Unsure ,

Have your say:

22. Do you believe that Citizen Journalism can create a more inclusive and participatory democracy?

Yes , No , Sometimes, Unsure ,

Have your say:

23. Do you believe that Citizen Journalism is an important tool for protecting human rights?

Yes , No , Sometimes, Unsure ,

Have your say:

24. Do you believe citizen journalism is essential for a free and open society?

Yes , No , Sometimes, Unsure ,

Have your say:

4. Appendix Depth Interview questions

This Enquires Designed to conduct a depth-interview with Usthaz Jamal Beshire, to explore his experiences in citizen journalism and the operations of Ye'Abayi Nigusowchi.

Thank you for your interest in exploring how citizen journalism /CJ/ can be used to promote social responsibility and ethical behavior in society, with a particular focus on YAN. I consider that citizen journalism has a powerful role to play in advancing national interests and fostering shared values. I would be delighted to hear your insights on this topic and how it relates to social responsibility theory and ethical standards.

I. On CJ and its role in promoting social responsibility.

1. What are the most important values that citizens should uphold while engaging in journalism?
2. What do you believe are the primary responsibilities of citizen journalists in regards to executing theirs social responsibility?
3. What role do you think CJ can play in Advancing National Interests?
4. In what ways do you think Citizen Journalism can Foster Shared Values?
5. Do you think there should be any restrictions on CJ in order to ensure it is used responsibly?
6. Do you think CJ has the potential to positively influence public opinion and Discourses?

7. What do you think are the drawbacks of CJ?
8. Do you think the public should be educated about the potential risks and benefits of CJ?
9. Do you think citizen journalism can be used to create a sense of collective responsibilities and action?
10. What do you think is the most effective way to engage citizens in responsible journalism practice?
11. How do you think Ye'Abayi Nigusowchi can use citizen journalism to help foster shared values?

II. Perspectives on Ye'Abayi Nigusowchi

1. What are your thoughts on the operations of YAN?
2. How have the goals of YAN changed over time?
3. What types of challenges have you faced in operating YAN?
4. How has the mission of YAN evolved?
5. What have been some of the successes of YAN?
6. How do you think YAN can use citizen journalism to ensure ethical standards are being met?
7. How has YAN been utilized to promote a sense of National unity to advance the causes of GERD?
8. How can YAN be used to combat misinformation and Disinformation campaigns?
9. What challenges must be addressed to ensure that CJ is an effective tool for advancing National Interests?