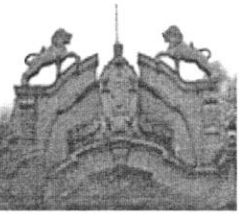


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Coverage of Corruption in the Ethiopian Print Media: The Ethiopia Herald,  
The Reporter, Fortune, and Capital in Focus

NAKACHEW AYELE

February 2015

Addis Ababa

**ADDIS ABABA UNIVERSITY**

**Coverage of Corruption in the Ethiopian Print Media: The Ethiopian  
Herald, The Reporter, Fortune, and Capital in Focus**

**Nakachew Ayele**

**A Thesis Submitted to the School of Journalism and Communication  
Presented in Partial Fulfillment of the Requirements for the Degree  
of Master of Arts in Journalism and Communication**

**Addis Ababa University  
Addis Ababa, March 2014**

ADDIS ABABA UNIVERSITY  
School of Graduate Studies

This is to certify that the thesis prepared by Nakachew Ayele entitled: *Coverage of Corruption in Ethiopian Print Media: The Ethiopian Herald, The Reporter, Fortune and Capital in Focus* and submitted in partial fulfillment of the requirements for the degree of Master of Arts in Journalism and Communication complies with the regulations of University and meets the accepted standards with respect to originality and quality.

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## ABSTRACT

Title: Coverage of Corruption in the Ethiopian Print Media: The Ethiopian Herald, The Reporter, Fortune and Capital in focus.

Nakachew Ayele

Addis Ababa University, 2015

This study intends to look at the role of print media in the fight against corruption in Ethiopia by focusing on coverage.

Both quantitative and qualitative methodology were used to analyze the data. Content analysis was employed as a main method. In depth interviews were also made with editors and journalists of the newspapers. Agenda setting and social responsibility theories were used as theoretical framework.

To gather the data for the content analysis, five month's editions of the four newspapers (The Ethiopian Herald, The Reporter, Fortune and Capital) spanning from May 13,2013 to September 13,2013 was taken as samples of the study. All corruption related stories found were collected and content analyzed. The analysis was made based on the type, theme, source and placement of stories. The data found from the interviews were used to back up the analysis.

The result of the study reveals that all the newspapers gave considerable coverage to corruption issues. The newspapers coverage of corruption was dominated by news genre. Most of the articles were informative rather than educative. Fraud was the leading form of corruption themes. In terms of source used, even though there were differences among the newspapers, law enforcement bodies served as their major sources of corruption stories. Regarding placement, The Reporter was better in placing corruption related issues on its front page than Capital, Fortune and The Ethiopian Herald. Based on the study, a couple of recommendations that might help to lessen the limitations of the press are suggested.

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## **Acronyms**

EBA:	Ethiopian Broadcasting Authority
ALF:	African Leadership Forum
ALMDG:	African Institute of Management Development and Governance
FEACC:	Federal Ethics and Anti-Corruption Commission
FDRE:	Federal Democratic Republic of Ethiopia
IER:	Institute of Educational Research
IFAG:	Institute of Federal Auditor General
OFAG:	Office of the Federal Auditor General

## **Chapter One: Introduction**

### **1.1 Background of the Study**

Viewed in terms of the damage that it currently is causing on our world, corruption is one of the major global problems. Transparency International (TI) is the global civil society organization leading the fight against corruption regards corruption as “one of the greatest challenges of the contemporary world.” Stapenhurst and Kpunder (1999 p 48) noted that corruption is a world- wide phenomenon and no part of the globe is immune from its devastating perils. It is a pattern of behavior that can be found virtually in every sphere of life.

The impact and influence of corruption is felt in all parts of the world regardless of economic development, political system, religion or ethnicity. However, the vulnerability and magnitude of corruption is not equal in every society. Some countries are more corrupt than others. According to Clarke and Xu(2002,p.9-10) “countries that are characterized by weak democratic and governance systems, low political stability, low freedom of the press, and low infrastructure development are more prone to corruption.” Even though there are other possible reasons, the socio-economic conditions in low income countries create a more conducive environment to the widespread of corruption.

The damaging effect of corruption on investment and economic growth is widely recognized. It hinders economic development and good governance. Mauro (1995 p 35) noted that “corruption slows down the long term growth of an economy through a wide range of channels”. It can also negatively affect the on-going poverty reduction program. Huge financial resources that should have resulted in substantive development and social transformation have been lost to corruption; therefore, the subject of fighting corruption is important.

Many countries around the world have been desperately trying different approaches to tackle corruption as effectively as possible. The media and the civic society have been identified as the very important weapons to fight the scourge of corruption worldwide. In particular, the media play a key role in exposing corruption and raising general awareness of its

detrimental effect upon society. Stapenhurt (2000:13) argues that civil society and the media are crucial in creating and maintaining an atmosphere in public life that discourages fraud and corruption. Indeed, they are arguably the two most important factors in eliminating systemic corruption in public institutions.

It is clear that media should be free to achieve their goals. Regarding this, Daniel (2013, p.12) states a free press as a key in the balance of power and exposing the misuse of power and corruption. The existence of a free and responsible press is an essential factor for the government itself to stamping out corruption. According to Stapenhurt (2000, p. 48), the free press has its own role in investigating, reporting and thereby helping combat corruption when news media have a strong correlation between the incidence of corruption and the extent to which the media is free.

## **1.2 Statement of the Problem**

Like in most developing countries Ethiopia faces corruption threat. Reports depict that corruption is becoming a serious issue in Ethiopia. Studies by international and regional organizations, government organizations, such as the Office of the Federal Auditor General (OFAG), the media as well as individual researchers, suggest that corruption has become a serious problem in Ethiopia.

According to the UN's corruption perception index (CPI), which measures the respondents' perceptions of the scale of corruption, in 2003 Ethiopia had a CPI of 2.5 on a scale ranging from 10(= highly clean) to 0(= highly corrupt) (UN,2004,pp.14-15). Similarly, the 2010 corruption perception index report by Transparency International showed that Ethiopia's score was 2.7. Ethiopia was ranked 116 in terms of the degree of cleanness from corruption out of a total of 178 countries covered in the report (TI, 2011b, p.80 cited in 2013 Ethiopian corruption perception survey). Additional to other social, economic and environmental problems the country is through it is crystal clear that corruption also is making this country cost a lot. Corruption is a potential enemy of overall development of country.

Corruption is a deep rooted practice in the society. There have been times when bribery and nepotism have not been considered to be serious corruption offences. Nepotism was also mostly regarded a positive approach to help friends and relatives. Shimelis (2005) argues

that traditional values of loyalty and honesty are giving way for breaches of trust and dishonesty, thereby contributing to the growing trend in corruption. For some public officials, the traditional proverb which says “Sishom yalbela sishar yikocheval” which translates as, “whoever has not benefited from his position while in power, will regret when put out of power” is a famous Ethiopian saying. In this idiomatic expression, corruption is not represented in destructive shape rather the saying encourages individuals to corrupt and to disvalue honesty.

Various sources, including the FEACC, have identified different sectors and agencies that are vulnerable to corruption. Citing the corruption survey of 2001, the Federal Ethics and Anti Corruption Commission (2008) identified sectors it believed corruption was rampant as those where financial resources are transferred from private to the public sector and vice versa. Other agencies where corruption is believed to be flourishing include those engaged with the allocation of land and government housing, provision of telephone and electric services, granting of loans, licensing and issuance of permits, collection of taxes and procurement of consumable and fixed assets. Customs and excise offices are also believed to be highly affected by corrupt practices. Pathak et al. (2008) noted that the incidence of corruption in the public service was pervasive and was showing an increasing trend.

Every affected person comments that he/she does not like corruption and wants to remove corruption from the society. In order to minimize its effect on development, the Ethiopian government organized the Federal Ethics and Anti- Corruption Commission (FEAC) in 2001. As one of the objectives of the commission is working in cooperation with relevant bodies and is striving to create an aware society where corruption will not be condoned or tolerated by promoting ethics and anticorruption education. Shimelis (2005) argues that in spite of the ever tightening legal and institutional mechanisms put in place, corruption is present in all sectors of government to varying degrees.

It is quite clear that fighting corruption will be effective when it is cooperatively done with different bodies like media and other stakeholders. Media in particular can play its crucial role by preparing and disseminating different awareness raising and informative programs to the general public. It is one of the media’s roles to make the public actively engaged in

fighting and preventing corruption. The media should inform the public about the level, the causes, consequences and threats of corruption.

As to the researcher's knowledge, despite significance of media framing in tackling corruption and the expectation of the watchdog role, it is assumed that it is not known whether the Ethiopian state and private media have a role in this regard. Since they have a role, it is known how well they play that role. It is still not clear whether the two types of press take corruption equally and seriously if at all they do. As far as the researcher's knowledge is concerned, only study by Sileshi (2010) has focused on issues related to coverage of corruption in Ethiopian print media. Therefore, conducting a study on this issue is significant, in order to fill the research gap in our understanding of the relative contributions in this important area.

### **1.3 Objectives**

The research has the following general and specific objectives.

#### **1.3.1 General Objectives**

The general objective of this study was to explore the coverage of corruption issues in the Ethiopian print media. The focus is in the English language newspapers.

#### **1.3.2 Specific Objectives**

The specific objectives of the study are:

- To look at the extent of the newspapers coverage of corruption issue in terms of number of articles and topics;
- To examine the types of stories featured in the newspapers;
- To identify sources who are quoted in the stories;
- To find out the dominant corruption themes covered by the newspaper;
- To evaluate corruption stories in terms of place;

## **1.4 Research Questions**

The study is guided by the following research questions

- 1 To what extent do the four newspapers cover corruption related issues?
- 2 What types of corruption stories are featured in the newspapers?
- 3 What types of sources do the newspapers use while covering corruption issues?
- 4 What are the predominant forms of corruption themes that are covered by the newspapers?
- 5 How is the corruption stories placed on the newspapers?

## **1.5 Significance of the Study**

As there is little research conducted on corruption and the Ethiopian print media, the result of this study will be significant in examining how the national media cover corruption. Hence the study was conducted in a belief that it might give an idea on how the national media address social issues like corruption.

The study can also be significant in providing information for media outlets, anti-corruption institutions and other stakeholders about the media's role to play in creating awareness regarding corruption issues as well as fighting corruption.

Finally, as the study focuses on the national media, it will also serve as a reference for other research who conducts their study on similar areas.

## **1.6 Scope of the Study**

The scope of the study is limited to the Ethiopian print media. The study only examines how four local English newspapers covered corruption issue during the period of May 13, 2013 to September13, 2013. Hence, it should be noted that the study did not examine the coverage of corruption in other media like television, radio, internet, magazines or pamphlets. Horizon was limited to almost five months examination.

## **1.7 Limitations of the Study**

A number of practical and methodological limitations were encountered in the study. This study mainly focuses on analyzing corruption related issue's coverage in the four Ethiopian English language newspapers, (The Ethiopian Herald, The Reporter, Fortune and capital). To achieve this goal, a content analysis method was employed. By its very nature, this method has shortcomings. Hence, the effectiveness of the messages in the sample issues conveyed have not been addressed in this study, as it needed an in-depth and independent study by itself.

It would have been preferred to include more newspapers in this study, both private and government. But given the limitation of the time and resources it was unfeasible to extend the sampling. Therefore, the finding of the study might not be generalized.

Editions over a five-month period were used as sample for the study. The result might have been different if a longer period of time was used. In addition, to make the sample convenient and comparable, only one edition of The Ethiopian Herald was taken from the seven edition of a week while the only edition of the weekly Capital, Fortune and The Reporter were taken. This might also be the limitation of the study.

Time constraint on the part of the selected interview subjects was a common feature in the newspapers. It was common to keep rescheduling interviews many times before a convenient time could be agreed upon.

## **Chapter Two: Review of Related Literature**

### **2.1 Review of Related Studies**

One of the studies related to this work is the thesis by Sileshi (2010) entitled “Content analysis of Reporter’s coverage of corruption.” This study was conducted to analyze how the Amharic language newspaper Reporter covers corruption issue. His research found that Reporter seems somewhat responsible in fulfilling its duty as the Fourth estate by consistently reporting event of corruption in the country.

What makes Sileshi’s study to be similar with this study is that both studied to investigate the role of print media in the fight against corruption in Ethiopia by focusing on coverage. However, what makes his study to be different from this is that it has been conducted only the Amharic Reporter. The number of the newspaper and the time of studied are also quite different from this study.

The other study is the thesis conducted by Kibrewasen (2009) entitled “Audiences Reception of the Anti-Corruption Television spots.” As central to this study, how audiences make meaning out of TV spots and the factors contributing for reception process are dealt. Her research found that TV spots corruption type coverage, message features, language clarity and characters selections contribute a lot in meaning formation. The issue she tried to study is quite different from this research.

The other related study is a thesis conducted by Gerald (2008) entitled “Reporting Corruption and Media Ownership”. A comparative study of how government and private owned media report on corruption in Uganda. The research uses the 2005 Global Fund Corruption Scandal in Uganda as a case study. The study is based on a comparative analysis of how the two main newspapers in Uganda a Daily Monitor and New Vision reported the corruption scandal. His study finding show that there is a marginal difference in the way the government and privately owned media report about corruption. Just like this study, his study focused on coverage of corruption .But, the issue he tried to study is quite different from this study. While his study emphasized on particular case study coverage, this research is the overall coverage on the issue of corruption.

The other study is the one done by Haque (2012) entitled “Role of Media in Combating Public Sector Corruption in Bangladesh” his research findings show that the empirical findings illuminate that present-day media is highlighting a good number of reports on public sector corruption, which have both tangible and intangible impacts. Five independent variables namely ‘reporting incident’, ‘reporting quality’ ‘media freedom’, ‘access to information’ and ‘accountability and credibility’ were examined.

The above study is similar to this research in that both studied the role of media in the fight against corruption by focusing on coverage. However, the study by Haque is different from this research in that it emphasized the contribution of both print and electronic media in combating public sector corruption. This study emphasizes the volume of corruption issue coverage in print media.

## **2.2 Corruption as a Social Problem**

A social problem, according to Ottong and Bassey (2011, p.47), is a problem whose causes and solutions lie outside the individual and the individual’s immediate environment. Etuk (2002, p.23) defines social problem as a social condition that negatively affects the lives and proper social functioning of a significant number of people in the society. Lauer and Lauer (2007, p.25) maintain that:

A social problem is a condition or pattern of behavior that contradicts some other condition or patterns of behavior and is defined as incompatible with the desired quality of life; is caused, facilitated, or prolonged by factors that operate at multiple levels of social life; involves intergroup conflicts; and requires social action to be resolved.

Corruption in all its ramifications is a social problem. The causes of corruption are well outside an individual. Corruption affects the entire society. The attempt by government to formulate and implement different policies to combat corruption reveals collective action in resolving it. Corruption in all its ramifications contradicts the accepted standard of behavior and value in any society.

### 2.2.1 Concept of Corruption

Corruption is a difficult concept to define in brief manner due to multifaceted nature. It is a subjective concept whose meaning may not always be the same to all groups and societies at all levels. Regarding this, Dahlstrom, (2008) cited in Kibrewosen (2009) noted that as a concept corruption is hard to define even within in a certain cultural sphere. To do so over in different cultural spheres is even harder. But corruption is perhaps what we see as an ideal behavior of people. William (1991, p.9) state that corruption is a complex and vague concept, it may be trivial and incidental or serious and systematic. If some forms of corruption are simple, direct, bilateral transactions, others may incorporate network of complex, indirect and intangible deferred understandings.

Definition of corruption varies from country to country in accordance with cultural, legal or other factors and nature of the problem as it is manifested in each country. Socio- political and economic differences sometimes make it difficult to come up with a unanimous definition of corruption. Corruption in any given context usually has both legal and socio-cultural definitions which are not always in agreement. For example, one person bribe is another person's gift a political leader or public official who aids friends' family members and supporters may seem praise worthy in same societies and corruption in others (World Bank2010).

In simple terms, "Corruption can be defined as the abuse of public power for personal gain or for the benefit of group to which one owes allegiance" (Staphenhurts 2001, p.1)

The definition of corruption as "abuse" or misuse of "public power" public office public role, or public duties and resource for "private again" personal gain private profit or private interest has been most frequently used among scholars. Although this brief definition reveals much of the key characteristics of corruption each of the three core elements of the definition cause confusion and misunderstanding.

Transparency International has also sought to highlight similar point by arguing that corruption is any act or omission by anyone (be he/she a public official or private individual) that deviates from acceptable norms governing the official duties with the intention of creating gain for personal or group advantage(TI 2005).

Girling (2007, p.7) suggests that corruption, narrowly defined, denotes illegal behavior. The broad definition of the term refers to what may be legal but is considered as “illegitimate” by large sections of the public. In normative sense, corruption is the “abuse” of positions of public “trust” for private gain. In the Aristotelian terms, on the other hand, it is an act of derogation from the common good.

Corruption symbolizes a breakdown of ethical and moral values of systems and institutions of governance and of societal traditions and personal behaviors (Africa Development bank Group 2003:12). Williams(1991:45) also defines corruption as, a moral problem corruption is” an immoral and unethical phenomenon that confines a set of moral aberrations for moral standards of society causing loss of respect for and confidence in duly constituted authority”. However, viewing corruption merely as problems of morality and behavior tends to individualize a social phenomenon and to simply it as only “good” or “bad” phenomenon; thus it ignores the socio – political context of corruption.

Dell (2006:34) also define corruption; “corruption violets human rights by denying equitable access to public service such as health and education, placing obstacles in the way of earning livelihood in public and private sector and by destroying decision making process regarding the allocation of resources”.

There is also no universal consensus concerning what specific sort of activities should be included or excluded as corruption. As a result, it is a difficult task to develop criminal charges against sensitive concepts of improper ties.

To sum up, corruption embraces a wide range of meaning. Researches explain that various definitions appeal to different scholars. Therefore, it would be unrealistic to come across unanimity of approach towards corruption. The act of corruption is not the result of discrete phenomenon. It is not also separate and isolated from the influence of political and administrative behaviors. Thus, corruption can only be understood in the context it occurs.

### **2.2.2 Types, Features and Causes of Corruption**

Researchers on corruption have elaborated multiple classifications. Some studies have taken a holistic (broader) approach in the discussion of corruption by dividing it into many form

and sub-divisions, Political corruption, Economic corruption, Public administration corruption.

The typology used by Pedersen and Johannsen (2008:51) for measuring corruption distinguishes; day to day corruption that take place at the lower levels of administrative hierarchy related to ways of behavior that are necessary and appropriate to get things done and administrative malpractices. Kindra and Stapenhurst(1998:32) has categorized corruption into two types; "Petty and Grand corruption.

Petty corruption takes place in the process of service delivery in offices, hospitals, schools, local licensing bureaus, police, tax offices, etc. Petty corruption has also been called 'low level' and 'street level' corruption or 'bureaucratic corruption'. It involves mid-and lower-level officials such as agency bureaucrats, immigration officials, customs clerks, police officers, etc. (Ibid).

Grand corruption is high-level government (political) corruption that unlike petty corruption takes place by greed motives. It is practiced by those public officials who have power to decide on significant economic and political issues. It involves senior agency officials, military and police commanders, senior judges, legislators, cabinet ministers, and even heads of government and state (Moody- stuart 1996, cited in collier 1999)

According to Moody-Stuart (1997:2), grand corruption is "the misuse of public power by heads of state, ministers and top officials for private, pecuniary profit". As its name indicates, corruption, here, is grand and it involves profit at grand scale. Therefore, although it is possible to generate large amount of profit locally, it will be advantageous for corrupt politicians to be paid offshore in foreign currency. For this reason, "grand corruption generally originates from foreign trade.

Herrera and Rodriguez (2003:57) made distinction between disorganized corruption and organized networks of corruption. Disorganized corruption refers to government agents who control access to resources and services and act independently and capriciously in an effort to maximize their own bribe revenue and disregard the effects of their efforts on other official. Organized networks of corruption refer to the chain of government officials(usually in hierarchical order from top to bottom) who act in a coordinated manner in breaking the

law from which each official will get a different sum of money depending on the degree of influence he/she has in the process.

Individual versus systematic corruption is another, type of corruption provided by Caiden(1977:17) individual corruption has to do with individual misconduct in public office- systemic corruption occurs whenever the administrative system itself transposes the expected goals and mandate of the organization, forces participants to follow what otherwise would be termed unacceptable behavior. The point to be stressed in systemic corruption is that few corrupt practices can be conducted without collusion.

Corruption is not only different types, but also has different features. On the basis of international research and practice, the USAID (2006) identified major features of corruption, which include the following:

Corruption is multi-sect oral: this refers to that fact that corruption is both a governance and economic problem, and it is manifested in all development and service delivery sectors.

Corruption is multi-level: corruption can be found at all levels of government-from the central to the regional to the local levels and from the most senior to the most junior officials.

Corruption is manifested in many ways: the different types of corruption such as grand versus petty corruption, organized versus disorganized corruption are clear evidence that corruption manifests itself in many ways.

The causes of corruption are as diverse and complex as its types. Economic causes which include closely linked factors such as increase in wants, constrained supply of public goods and essential services and inflation improving the quest for maintaining a given standard of living is most frequently cited cause of corruption. Civil servants and public officials, challenged by these economic problem usually resort to corruption (Center for Democracy and Governance1999)

As Bottelier (1998) cited in Shimelis(2005) stated, culture and moral values are also determinants of actual occurrence of corruption. According to him, the motivation to remain honest may be weakened by poor salaries, absence of merit based promotion, dysfunctional

government budgets, loss of organizational purpose, bad example by senior government officials or political leaders and long established patron-client relationships in which corruption has been nurtured.

Economic gain is not the only motivation for corruption. There are a variety of attractions that motivate corruption. These includes status, power, addiction to drug or gambling and sexual gratification as well as economic gain (Miller 2005:51)

Monopoly of power, lack of transparency and accountability mechanisms, lack of punitive measures and poor incentive structures are other major causes of corruption. In circumstance where political power is monopolized by a few persons or groups, decisions will always be made that give advantage to those groups or persons who dominate and control the political process (Ethiopian second corruption perception survey April 2013)

### **2.2.3 Major Forms of Corruption**

For most people, bribery immediately comes to the mind first when they hear of corruption. But it also includes other common types of unsavory activities such as extortion, influence pending, nepotism, fraud, and embezzlement (USAID 2006). Similarly, Vargas-Hernandez, (2006) classified corruption as bribery, collusion, embezzlement of public funds and theft, fraud, extortion, abuse of discretion, favoritism, clientele, nepotism, the scale of government property by public officials, patronage, etc. Regarding gifts, gifts fall into a special category of corruption, which can pose problems of definition in some countries, though the limit to what is acceptable varies, it is expected that one takes along small gifts to business associate when visiting them. In other countries, such acts constitute corruption. Thus, the dividing line between exchanges of gifts as a normal form of social interaction on the one hand, and gift-giving as graft and corruption on the other, can vary over time and between cultures. (USAID 2006)

**Bribery** - is the most widespread form of corruption driven by lucrative profits and the giving of some action or decision on the part of the recipient or beneficiary. Hidden Heimer and Johnson (2000:2) define bribery as the use of reward to prevent the judgment of person in a position of trust. Morris (2011:43) says bribery is an illegal payment made to a government official. It is also a selective state-sanctioned and authoritative act that would

not otherwise have been made in the absence of the secret payment. Bribery can be offered in the form of money or favors for influencing individuals, institutions or senior government officials. Using bribery businesspersons can compromise political favors, escape the burden of taxes and import-export licenses.

Bribery can be offered in the form of money or favors for influencing individuals, institutions or senior government official. Using bribery, businesspersons can compromise political favors, escape the burden of taxes and import- export licenses. Furthermore, bribery can be used to secure protected markets, monopolies as well as environmental regulations.

**Embezzlement and theft:** - are forms of corruption characterized by the taking or conversion of money, property or other valuables of personal benefit.

Embezzlement occurs when public officials steal money or other government property, or when disloyal employees steal from their employers. Typically, it occurs, when an employee, “agent or servant gains initial possession of property lawfully but subsequently misappropriates”. (Shaw and Bologna 2000; 1)

Embezzlement exist both in private and public sectors. When it happens in the private arena, it affects the innocent citizens because public officials misappropriate resources that are allocated for public use. In public realm, it “disturbs the balance of the national budget and cheats people of the goods and services to which they entitled by virtue of their citizenship” (UNMAP2001; 6) For example, embezzlement and theft involves the taking of property by someone to whom it has been entrusted. In the aggregate, this represents embezzlement of state revenues of the first order.

In all cases of embezzlement, the public is immensely deprived of its inherent rights and benefits. It exposes corrupt nations to clear and present danger, as embezzlement is one of the fastest way to obtain wealth.

**Fraud:** Another common corrupt practice is fraud. Fraud consists of the use of misleading information to induce someone to turn over the property voluntarily. According to Vargas-Hernandez (2006:25) misrepresenting the amount of people in need of a particular service is considered as fraud. Similarly, UNMAP (2001) cited in Sileshi (2010) states that fraud

usually involves deliberate manipulation or distortion of information and facts. Deception could incorporate; for instance, false advertising, identity theft, illegal trade networks, counterfeit credit cards, racketeering, forgery, smuggling or confidence tricks are considered as fraud.

**Nepotism** – is defined as “bestowal of patronage due to as curative relationship rather than merit” (Hidden Hailer and Johnson 2002:7). It is another common form of corruption. It occurs when officials favor relatives or close friends in which they hold some decision making authority. Such type of favoritism exists both in the public and private sectors (UNMAP2001).

Many people consider this natural tendency of preferential treatment as negative because the person who gets the offer is usually not qualified enough to have it. Nepotism can manifest in hiring, honoring, promotion or awarding contracts.

There are some countries where public sector institutions are historically based on patronage and nepotism rather than merit and the consequences may be different .nepotism increases public employment as a substitute for deficient public work Bayley (1966) per capital higher income of individuals relieves family obligations and lowers the incidence of nepotism. Nepotism subverts laws promoting equity in the workforce and usually increasing the gender inequality. The different complexities of the concept, thus, make it problematic legal issue to deal with.

**Extortion** – involves coercive incentives such as the use of threat of violence or the exposure or damaging information in order to induce cooperation. The typical extortion is a small scale bribery such to pay to pass security check points or the soliciting of money by low level official where the officeholders can be either the instigators or the victims of extortion. Under the form of extortion clients and consumers of government or public services have to pay bribes in addition to the official price license, permits, and access to facilities etc. as a form of political corruption prevent in many setting politicians and public official make extortions to smaller and weaker firms.

#### **2.2.4 Costs of Corruption**

Corruption is a pervasive phenomenon that negatively affects people's well-being and limits prospects for economic and social development. As Bottlier (1998) cited in Shimelis(2005) stated, it is a great enemy of development just like ignorance and environmental degradation. At its most basic, corruption perverts decision-making. Decisions that should be based on defined concepts of the public good or best management are made in the interest of private gain of the office holders and their clients. This can have a wide range of impacts that assume economic costs, political costs, and social costs.

The damaging effects of corruption on investment and economic growth are widely recognized. Corruption reduces the availability and increases the cost of basic social services. Access to core social services can be easily restricted with the intention to make corrupt gains (Kaufman 1998). Corruption leads to misallocation of resources, distorts labor markets, discourages investments, and alters income distribution. Corruption can distort entire decision-making processes on investment projects and other commercial transactions (Transparency International and World Bank 1998)

Corruption slowdown the long term growth of economy through a wide range of channels, Rose Ackerman asserts that new corrupt opportunities are considered as the growing pains of economic and political transformation. Such practice can also undermine the legitimacy and fairness of promising state reforms. This in turn creates an environment for unsound economic policies, unpredictable processes and distorted public expenditures. (Rose Ackerman 1999:12)

Corruption lowers the legitimacy of government. Countries that are more corrupt tend to be more politically unstable (Mauro 1998:34).Corruption fosters an anti-democratic atmosphere characterized by uncertain; unpredictability and deteriorating moral values .It is not uncommon to see corruption hampering democratization process and good governance in a country. Corruption produces human rights violations and denies the people of their political rights.

As to Kamesuari (2006) cited in Nogara (2009) unfair access to even the basic needs would end up denying basic rights "When individuals and families have to pay bribes to access

food, housing, property, education, jobs and participate in the cultural life of a community, basic human rights are clearly violated”.

Dell (2006:56) further strengthens; “Corruption violets human rights by denying equitable access to public service such as health and education, placing obstacles in the way of earning a livelihood in public and private sector and by distorting decision making processes regarding the allocation of resources.”

Corruption is both created by and is attractive to organized crime at the domestic and international level. Senior government officials can be exposed to bribery so that they overlook the smuggling of narcotics, weapons or even human beings, to mention a few. Langseth(2002) and Rose-Ackerman (1999) claim that illegal businesses seek to operate securely by paying off the police, politicians and judges or by allowing them to share from the unlawful act. Law enforcement authorities could also be vulnerable to extraordinary demands of payment to ignore criminal law violations or limit penalties. The threat for economic prosperity arises when organized criminal groups start to dominate otherwise legal business. Similar incidents have been observed in places such as Italy, Latin America and some parts of Eastern Europe.

Corruption also has adverse effects on human development. First corruption reduces the availability and increases the cost of basic social services. Access to core social services can be easily restricted with the intention to make corrupt gain (Kaufman 1998:36). Since obtaining access to basic public services normally requires an illegal cash payment corruption also raises the price of these services.

The root of corruption may emanate from culture and history, however, corruption is primarily economic and political setback. Corruption is an indicator that the entire political establishment of country is operating with little concern for wider public interest. Generally, in situations of widespread corrupt practices, political legitimacy could be undermined as government officials permit some individuals and groups to obtain disproportionate gains at the expense of others.

### **2.2.5 Types and Forms of corruption in Ethiopia**

The first comprehensive corruption survey carried out in 2001 by the Institute of Educational Research of Addis Ababa University, revealed that corruption was not only prevalent, but had also become a severe socio-economic problem that was hampering the development of the country.

According to the (2001) IER corruption survey, fraud, trickery, embezzlement, extortion, nepotism and theft were the principal features by which corruption manifested itself in Ethiopia. The report indicated that both petty and grand corruption were on the increase. Another survey by African Institute of Management Development and Governance in 2008 produced similar results to the 2001 survey, notably that both petty and grand corruption was taking place in the country. The more common type, however, was petty corruption were by a junior public servant (example a police officer a judge or prosecutor, a customs officer) attempts to derive illegitimate benefits by subverting the law or established procedure (AIMDG2008).

Shimelis(2005) and AIMDG(2008 ) provide information about the existence of grand corruption in Ethiopia, usually in the form of abuse of political power for private gain. Theft that is conducted by hacking into the computer systems of banks was also said to be a growing concern in the country.

The cause of corruption in Ethiopia is not different from those experienced in other African country; FEACC stated that, Poor governance, lack of accountability and transparency, low level of democratic culture and tradition, lack of citizen participation, lack of clear regulations and authorization, low level of institutional control are primary causes of corruption in Ethiopia.

### **2.2.6 Controlling and Preventing Corruption**

There are strong economic, legal, moral and political reasons for actively combating corruption. Controlling and preventing corruption is not an easy task that can be achieved in short period and with little effort. As corruption is "the single greatest obstacle to economic and social development" (World Bank, 2001), the measures to tackle must be rigorous and wide-ranging. These measures can be from creating awareness up to punishing corrupted

officials. As Pedersen and Johannes (2008;8) states “controlling and preventing corruption requires an extensive coordinated effort of individuals, groups, civil society, countries and the world at large, a huge resource and multi faced approach to suit the multi dimensional aspect of corruption.”

Johannes (2008:7) also indicated the possibility where corruption can breed and grow. It can began in personal and family level and can be conducted by the youths and the elderly or the rich and poor and escalate the national and international level.

### **2.3 Media as Anti- Corruption Tool**

We hear about corruption daily in our day to day life. From where we hear about it, it is media not something else. The media is one of the institutions that are increasingly viewed with hope in regard to combating corruption. . Media have the potentiality to raise public awareness, active anti-corruption values, and generate outside pressure from the public against corruption( Rose-Ackerman 1999:53) Corrupt official normally avoid giving information regarding their performance which could lead to public scrutiny their actions. The media therefore has a central role in fighting corruption. In is context the media could perform the following functions.

The most obvious way in which the media contribute to fighting corruption is by exposing the corrupt official. The role of the media is critical in promoting good governance and controlling corruption. It not only raises public awareness about corruption, its causes, consequences and possible remedies but also investigates and reports incidences of corruption. The effectiveness of the media, in turn, depends on access to information and freedom of expressions as well as professional and ethical cadre of investigative journalists. Gabriel said. A vagarious independent and professional press can play a critical role in evasion of corruption by rising public awareness about the costs of corruption and investigating and reporting incident of corruption.(Gabriel 2001:41) cited in Sileshi(2011)

It is assumed that media should be attractive in selecting corruption stories and the way addressing it to a large number of audiences. Regarding this, Lal and Arnold (2012:32) say since corruption is the issue of the general public’s interest, organizations engaged in the fight against corruption can enhance the success of their media work by framing their stories

in the way the journalists and the audiences will find attractive. In doing so, media affect the range from public awareness of corruption to massive protests against the abuse power

In recent article, Rick and Staphenhurts (2000:51) maintained that the media reporting on corruption can have two distinct types of impacts; tangible and intangible. Tangible impact is the visible and identifiable outcomes of reporting occur when media investigate and expose incidents of corruption. On the other hand intangible impact of media reporting is immediately obvious such effects basically the creation of anti-corruption symphony in society where corruption can be checked.

In this respect media can promote a democratic culture by exposing government activities, thereby raising public awareness about corrupt behavior and practices.

However, the media can be hampered to fulfill its role as a watchdog by obstacles such as restrictions press freedom, market failures, lack of professional standards, weak civil society, and limitations in media literacy and public access to the media (Norris and Odugbemi (2010:41).

Some media scholars claim that corruption scandals fueled by the media may lead to policy reform efforts. Media attention is deceived for scandals surface. Others argue that the constant scandal- mongering tendency can undermine the support for public officials and creates cynic public towards the democratic institutions and values. Moreover, permanent coverage of scandals may distract public attention away from vital issues that need urgent action .proponents of this critical reporting trend, on the contrary, regard it as an indication that checks and balances of democracy are at work.

In general the role played by the media curbing corruption has proved to be extremely valuable. The effectiveness of the media, in turn, depends on access to information, freedom of expression, independence, proper standards of journalistic practice as well as wide-ranging training of journalists. Moreover, high-quality investigative reporting does not sensationalize and base itself on rumor.

### **2.3.1 Watchdog Role of Press**

It is obvious that media are considered to be the fourth state and can play their watchdog role by exposing the wrong practices of the elites and by informing citizens what is going on behind the curtain. Regarding this, Lal and Arnold (2012:31) say “Media are watchdogs, agenda setters, and gate keepers that can monitor the quality of governance, frame the discussion about corruption, and lend voice to a wide range of perspectives and arguments.” In relation to that since media are watchdogs, they can create a broad coalition against corruption and be a channel for restructuring by exposing grand corruption and forcing politicians to make changes. Thus, the watchdog function of the media is the most obvious with regard to corruption, and we can draw on many examples where the media acted as catalyst for policy change by highlighting malfeasance.

On the other hand, author such as Nogara (2009:45) argues that the media to perform their watchdog role in corruption depends on a number of factors defined by the political, economic and legal environment in which media operate. According to him media freedom of expression, access to information, ownership, competition, credibility and outreach are some of the key factors that has been mentioned as affecting the quality and effectiveness of media performance on corruption.

Regarding investigative reporting and the watchdog role of media Coronel (2006;18) points out that many countries where democracies are in their infant level, the media have been able to assert their role in strengthening and deepening democracy. Investigative reporting, which in some cases has led to the ouster of presidents and the fall of corrupt governments, has made the media an effective and credible watchdog and boosted its credibility among the public.

### **2.3.2 Investigative Journalism**

The way in which media fight corruption is by conducting its own investigation into corrupt practices. This form of reporting has to be popularly known as investigative reporting. The US center for investigative reporting defines investigative reports as;

Hard story hard to assemble and hard to tell it involves numerous interviews to sort through leads, establish connections and collaborate sources, followed by writing and re-writing to bring clarity to complex issues.

De Burgh (2009:9) argues that investigative journalism is an act by a professional journalist of discovering the truth and identifying laps in a given matter of public interest. From an ethical point of view De Burgh says that the act doing investigative journalism is distinct from apparently similar work done by police auditors and regulatory bodies in that it is not limited as to target not legally founded and closely connected to publicity.

MacDonnell (2003:28) argues that undercover journalism inform the public about a hidden yet important issue it is a work of an enterprising who pieces together a remarkable story from variety of sources. Not only it is published on the front page of the newspaper or broadcast on the radio and television but, more important to this story contradict and correct the government's officials version of reality. However, in order to produce an investigative report, one must obtain public records and other forms of public information. Access to this knowledge base is critical to prove and convincingly demonstrate that the continuation and allegations in the report are supported by facts and reasonable inference gleaned from concrete evidence usually documents

Investigative experts William Gaines in his book *Investigative Reporting for print and broadcast* (cited in MacDonnell 2003:31) says documents are like the bricks needed to build a wall and interviews are the mortar that holds the bricks together and keeps the wall in fact. If there are no bricks, there is no story-nothing for the cement to join. By launching painstaking investigations into acts of corruption the media takes a pro- active method to combat corruption. This form of reporting because it gives other anti-corruption agencies leads that can be pursued to make deep investigations into act of corruption.

Going by the definition of corruption of the US center for investigative reporting, we understand that investigative journalism requires hard work and high ethical standards on the part of the journalist. Running argues that investigative journalism is not based on gossip and rumors. He says that many stories considered to belong to investigative journalism in Africa do not adhere to proper standards (Ronning 2007:27).

Regarding to ethics, there is often conflict of interest that is related to media bureaucracies and the social structure. Sometimes media owners are accused of being involved in some forms of corruption especially in their other businesses or their relationship with the state. For the media to successfully combat corruption, they need to overcome the institutional constraints that often result into corruption within the media itself.

Key component of this conflict of interest is the relationship between journalist and sources. The close association between the reporters and the ones reported about sometimes compromises the media and encourages corruption to breed within the very institution that is supposed to be combating it.

Investigative journalism is sometimes used as instruments to promote a political financial agenda through the publication of well-timed leak. Such type of compromised investigative reporting is driven by vested interests that cripple the independence of journalist and media outlets. Gaines asserts that investigative reporting might be implemented with more specific and perhaps selfish purpose. A publication might promote a certain political party and seek to investigate and discredit opponents (Gaines1994:56).

Various media scholars argue that while the idea of watchdog journalism is strongly assumed as one of the most crucial elements of journalism it is among the least fulfilled. This could be attributed to audience dissatisfaction the cost of investigative political and legal pressures comedian aspects and the other agencies of power that may become the focus of investigative reporting (Schultz 1998:12)

The promotion of appropriate conditions for investigative reporting requires action at a wide range of levels. Journalist need to have excellent skills of analysis, Communication and research. Furthermore, journalists have to acquire the capacity to make sound and balanced political as well as social judgments. Failure to do so would jeopardize the reliability of their works (Stephen hurts 2000:31).

Careful consideration needs to be given to legal implications of gating or publishing stories of alleged corruption or other criminal offences. In relation to this, a suitable legal framework is vital to facilitate successful investigative reporting. A concerned regularity organization that conforms international standards regarding freedom of expiration is

fundamental to create the environment for investigative journalism.(Houston et al 2002) advise that journalists need to ensure that the compelling story they produce will avoid breaches of ethics ,fairness, factual accuracy and contextual accuracy.

### **2.3.3 Use of Sources in Reporting Corruption**

It is quite clear that news sources are very important in producing any type of journalistic works. Media in general and newspapers in particular can have their own sources in producing news and any other media productions. According to William and Miller (1995) cited in Anteneh (2006) news which is not only what has happened but also what someone says happened or will happen can be important sources to produce different stories of media

A report of the reporters committee for freedom of the press (2008) also notes that information about crimes, criminals and their victims is stable for most newspapers and broadcast news operations. Reporters often obtain it from different organs such as police, the courts and other sources, with little difficulty.

It is obvious that credibility is important in using different sources. The most important aspect in selecting news for a particular news story is its credibility. The credibility of news can be determined by the kind of source from where the media access it. Regarding this, Powers and Fico (1994) cited in Anteneh (ibid) noted that news content was most powerfully shaped by journalists' own orientations toward key source qualities, with the most influential variables being source credibility, source accessibility, and time pressure. Besides journalists' choices to use official sources might be influenced by concerns other than audience needs or to adherence professional principles.

### **2.4 Theoretical Frameworks**

Since the intention of this research is to analyze corruption issue coverage in print media, so there are relevant theories that help for the analysis. With a view to developing an analytical framework for the study, the following theories have been taken in to consideration.

### 2.4 .1 Agenda Setting Theory

Agenda setting or media agenda setting is the study of the importance of an issue on the mass media. Agenda setting is important to include this study because it can help to explain the level of salience of an issue for example, corruption. According to the agenda-setting hypothesis, the issue priority of the mass media may subsequently become the issue priority of the media audience, (the readers for newspapers). The audience may give the same relative weight of importance to each issue that the media give. The concept of agenda setting theory asserts that “the priorities of the press to some degree become the priorities of the public” (McCombs & Shaw 1978:98).

Scheufele and Tewksbury (2007:45) define agenda setting as the result of the emphasis that mass media place on certain issues and topics that correlates strongly with the importance that is attributed to these issues and topics by the public. They also state that agenda setting is the process where audience exposure to news about an issues from the past.

Lal and Arnold (2012:39) in their part describe agenda setting as one of the media’s important democratic functions. According to them media can draw attention to the problems of the society by discussing issues and setting them on the public agenda. They also discuss that agenda setting occurs through a cognitive process known as accessibility. Accessibility implies that the more frequently and prominently the news media cover of an issue, the more instances of that issue become accessible in audience’s memories. Lal and Arnold (Ibid) further argue that media can legitimize corruption as a problem. Hence, the audience will pay more critical attention to it. Besides, politicians can be forced by media pressure to reconsider their existing legislation and policies. Media organizations, on the other hand, as agenda setters, can sustain anti-corruption movements by bringing them to the attention of a large audience. When the media act as public forum, they can introduce and spread opinions, solutions, and innovations.

The media, through the course of time, by highlighting some issues prominently and some issues less prominently and still others issues not at all. Provide the public a sense of what subjects are crucial-issue’s saliencies. Media outlets alert the public the important of topic in different ways;

We get a sense of the importance of an issue in the media by its prominence (If it at the top of the front page or buried somewhere inside? Is it the first item in the evening news or near the end?) and by the extensiveness, both of stories in given day and of the duration of coverage over time. Is there one story, or is there a main story and one more related, sidebar stories? How long and detailed are stories? Dose art work- photos, charts, or graphs- accompany the story? Dose the issue receive treatment over many days, weeks, months (Grossberge et al 1998; 347)

Today agenda-setting is generally viewed as working from two levels. According to McCombs(1994:98), the first level of agenda-setting is object salience, which is concerned with the central theme or object of a public issue/news story; while the second level is attribute salience, which is the salient characteristic of the theme or object as emphasized by the media.

In most discussions of the agenda- setting role of the mass media the concept of second level agenda setting is common. Also known as attribute setting; this level says that each object on the agenda has more than one attribute characteristic or properly that describes the object. The attributes of the object that journalists then choose the highlight can affect how audience members react when they think about that object (Mc combs and Reynolds 2009:82)

Gross berg et al argues that the power of the media to set the public agenda is sometimes constrained instructively. Among the limitations are individual differences media differences, issue differences and the silence differences on the other hand four theoretical cues affect the agenda setting process by drawing audience attention to the salience of particular news items. These include frequency of repetition, the prominence with which items are displayed, the degree of conflict present in the news item, and the framing of news item in what context and when it appears (Mc combs and Gilbert 1986 cited in laughey 2007)

The media agenda is usually measured by the number of stories about a topic in a content analysis. Dearing and Rogers state (1996:45) “Audiences individuals presumably judge the relative importance of issues on the basis of the number of media messages about the issue to which they are exposed.

What forces shape public issue? From the agenda setting view, (e.g. Craig, 1995), the public, the media and policy makers are holding unique agendas of important issues. But social processes allow one such agenda to influence another. Scholars seeking to understand social effects of the media have a wide variety of theories draw on. Agenda setting is one perspective, and most agenda setting studies ask if the mass media influence what we think about and what we consider to be important. The answer has generally been yes, often they do. Hence, agenda setting perspective is the strongest rebuttal against the limited effects' perspective. Agenda setting is more likely to occur with national or international rather than local issues.

The decisions as to which stories to make are central considerations of journalists' ability to understand assess and reflect public views. As Schultz (1998:51) explains, it is in this agenda setting function that journalists and the news media are observed to exercise considerable influence in shaping public opinion. Not only does the public learn social reality of events across the world, it also learns how much importance to attach to an event or issue depending on the emphasis placed on it by the mass media.

Current thinking on news selection focuses on the crucial role of the public relation industry in setting the media's agenda. Even prestigious media establishments across the globe get over half of their news stories from press releases and press conferences. Other public figures and interest groups also hugely attempt to set the agenda by constantly creating media frenzy in their public statements.

Most agenda setting studies have combined content analysis of news media and interviews of media audiences to assess. How well media priorities and audience's priorities coincide with one another (Graber1990:41).Some research findings provide evidence that the media agenda is in fact, the cause, while the public agenda is its somewhat delayed effect (Griffin 2006:41). However, critics of this theory claim that correlation is not necessarily causation. As agenda setters, the media have responsibility to raise awareness of pervasive social problems like corruption helping to turn public attention to matters of common interest to inform governing officials about social needs and development challenges(Norris 2010;15)

Hence media as agenda setters have an immense and well documented influence to set nations agenda by focusing public attention on key public issues. In this respect, media can draw public issues. In this respect media can draw public attention about corruption and thereby creating pressure to government as well as inform governing officials through about and taking necessary steps in preventing corruption.

#### **2.4.2 The Social Responsibility Theory of the Press**

The social responsibility model as outlined by Mc quail emphasizes that media have obligations to society .the news media should be truthful, accurate, fair and objective in its reporting which are needed for ensuring the media accountability and in building credibility towards the citizen. According to this theory, government has also right to intervene in the public interest under some circumstances. Nevertheless the social responsibility model encourages the press to be critical towards government in order to hold it accountable. The most significant aspect of this theory is both the press and the government have a nation building function, thus cooperation between the two institutions is sometimes desirable and necessary.

As twentieth century began, newspaper publisher were more concerned about their duties accompanied the privileged status of the press under the US constitution. Others members of the industry, however, spoke not only their right to exercise their freedom, but also the responsibilities attached to its exercise (Siebert et al 1963).

The important features of the theory included the view that freedom from restraint is not enough. Peterson (1956 cited in Mc quail 2003:54) argues that there has to be freedom to pursue positive goals. He asserts that to be real, freedom must be the appropriate means of attaining those goals The theory rests on a concept of positive liberty” freedom for” which calls for the attainment of a desired goals (Siebert et al 1963).

According to the social responsibility theory, freedom of expression is a moral right with an aspect of duty. This grounded on the duty of individual to his thought or to his conscience under this theory; freedom of expression is not an absolute right. This is because one’s right to free expression should be balanced with others private right and crucial social interest. For instance if a person uses freedom of expression to inflame hatred to lie or to deliberately

contaminate truth then the person has not claim to right. This implies the fact that moral right comes with a concomitant moral duty .however; this right does carry with it the right to commit error, not deliberately or irresponsibility.

The theory holds that there are at least two reasons for tolerating honest error. First, the social responsibility theory .Smibert et al assumes that the quest for truth and the spread of truth require considerable freedom (Siebert et al 1963:98)

The commission of the press identifies the government, the public and the press as the three prominent sources that are vital for improving the performance of the press. The commission argues that the government should recognize the fact that the press must be confined to the private ownership status.

The social responsibility theory holds that government should not simply allow freedom (Siebert et al 1963). It must also actively promote it. When the stakes are high the government has to take cautions measures in order to intervene in press supervision and control.

The public is the other crucial stake holder vital to the improvement of the press. As Siebert et al 1963 put it public awareness of the theory suggests that the concentration of the media power into few hands fails to serve the need of the society.

Mc Quail argues that the different theories concerning social obligations of mass media turn on two assumptions. The first assumption asserts that the media have a number of roles that are essential for society. In particular, this fundamental in relation to democracy, social order and social change. The second assumption holds that” the media are and should be free to choose their own role, express their own views of others, without external pressure or subsequent penalty (Mc Quail 2003:119)

Thus, the social responsibility theory essentially asserts the freedom of press and at the same time it allows government intervention for broader public interest. Hence, the notation of press freedom and accountability which are two important factors for determining media's role in fighting corruption is well- documented in this theory moreover, professionalism and journalistic ethics, which are the essence of self regulatory accountability ,have also been emphasized. Furthermore, this theory stresses the quality of reporting effective functioning of the media.

## Chapter Three: Methodology

### 3.1. Research Methodology

According to Rajasekar (2013:24) research methodology is a science of studying how research is to be carried out. He asserts that it is important for the researcher to know not only the research methods necessary for the research under taken but also the methodology.

The two broad categories of research design are qualitative and quantitative research. Unlike the qualitative research, the quantitative research comprises of those studies in which the data concerned can be analyzed in terms of numbers. Regarding this, as John (2009:38) explains, some topics are by nature quantitative when studying variables that are naturally expressed as scores.

In this study, the researcher employed quantitative content analysis as an appropriate principal method to carry out the study. It is believed that this method enables the researcher to examine corruption issue coverage in the Ethiopian print media. In this regard, as Anderson et al (1998:95) noted “content analysis is by definition a quantitative method. The purpose of the method is to identify, count the occurrence of specified characteristics or dimensions of texts, and through this to be able to say something about the messages, images and representations of such texts and their wider social significance”.

It is also believed that content analysis is one of the methods which help researchers in order to examine various forms of contents. For instance, Lawrence ( 1994) cited in Hansen (1998 : 54) says, “Content analysis is a technique for examining information or content, in written or symbolic material” He also added that in content analysis, the body of material should be identified first and then create a system for recording specific aspects of it. It may include how often certain words or themes occur. “The task of this method is to examine a selected (sample) body of texts and to classify the content according to a number of predetermined dimensions” (Hansen, 1998).

This method has its own principles, systems, rules and regulations which enable researchers to achieve intended goals in a logical manner. “Content analysis is a systematic, objective, and quantitative analysis of the manifest content of communication as defined by Stemple (1981:56). As Hansen et al (1998:51) also says, content analysis is an approach which has

the potential to record a high degree of validity and reliability with the relevant or proper sampling technique providing numerical evidence and allowing for replication and generalization.

However, since every method has its own strength and weakness, the possibility that content analysis might lack depth can occur in some cases. Besides, the researcher believes that content analysis could not absolute to provide intended results in depth. Thus, qualitative method is important to substantiate the study and to obtain details which the former method could not provide alone. In this regard, John (2009:76) also states that using the quantitative approach may provide more breadth and generality of results, while using qualitative approach may provide more depth and is more capable of identifying unanticipated results Berger also (1998:55) says “by using depth interview you often obtain unexpected information that other forms of research might not cover”.

This indicates that employing both approaches has its own advantages in conducting research .Thus, the researcher employed qualitative interview with selected editors and reporters. In the interview, some questions which support content analyzes in order to obtain detail information were raised to respondents (editors and reporters).

With this regard, Keith (1998:46) also noted that the findings from one type of study can be checked against the findings driving from the other type. For example, the results of a quantitative investigation might be checked against a qualitative study. The aim is generally to enhance validity of the findings.” Thus, the researcher employed both methods considering as an appropriate methods to this study.

### **3.2 The Sample**

This study involved two types of subject. The first a selection of newspapers that cover, economic social and political matters was identified as subject. Second journalists of the four sample newspapers were further included as subject of the study.

Newspapers were selected for conceptual reason. It is believed that they are effective tools in covering economic, social and political issues widely from different perspectives. Since they are also available for future use stories can be read many times so readers can confirm

their understanding of what they read. Although television and radio are significant media in many major events, the study did not consider television or radio stories, since it is very difficult to get and process all the programs/ shows produced and aired on radio and television. Due to circulations constraints newspapers may face certain limitations. However, newspapers are too crucial in reaching the ruling powers and decision makers. As Steve (1997:97) point out “the print media can have an influence on the educated and political leaders.” In addition newspapers are in a position to reflect a picture of an issue from different perspectives.

According to the Ethiopian Broad Casting Authority (2013) there are about 45 private and government owned newspapers in Ethiopia covering social, political, health, criminal and economic issues. From the total the researchers selected four newspapers namely: The Ethiopian Herald, The Reporter, Fortune and Capital .two of the newspapers (Capital and Fortune) are weekly newspapers. Whereas The Reporter is bi weekly and The Ethiopian Herald is daily newspaper.

To strengthen the information gathered from the newspapers through content analysis six journalists and editors who took part in publishing the stories of corruption were interviewed.

### **3.2.1 Sampling Technique and Procedure**

Sampling is the process of selecting elements from a population (the aggregate number of elements or units that are included in the study or about which the researcher wants to make inferences) of interest (Shoemaker and McCombs1998, Gray, 2004). The sampling scheme may also depend on the population to be sampled and the kind of inferences to be derived from the text (Weber 1990:41).

This study intended to evaluate how the Ethiopian newspapers cover corruption related issues. As mentioned in chapter two, corruption is a concern of political, social and economic themes. Thus the researcher purposefully selected four newspapers in English language that cover social, economic and political matters purposefully. Among the four sample newspapers one is a government owned, While the other three are private owned.

The reason for the selection of the English language newspapers for this study:

- Magnitude of circulation is taken as central criterion in selecting the English language newspapers. According to The Ethiopian Broadcasting Authority (2013) newspaper's circulation figure the English versions newspapers circulation are very relative as of the Amharic version. Therefore this figure has been shown that there have been similar proportions of distribution and readers as well.
- Besides, the English language newspapers have been offered not only to the diplomatic and foreign citizens but it also includes to the Ethiopians those who only knew an English language. Thus accordingly the English language newspapers try to address by its articles to give information about corruption that existed in the country.
- They are in a better of critical reportage -offer in contrast with the Amharic newspapers.
- The selection also considered the existence of the longer period of times.

**Capital:** -is a private-owned weekly English language newspaper established in 2000 GC and ponders over social, economic and political affairs. According to Ethiopian Broadcasting Authority (2013) the circulation of this particular newspaper is 5500 per week.

**Fortune:** - is a private owned weekly English language newspaper that focuses on economic and business matters it was established in 2000GC. According to Ethiopian Broadcasting Authority (2013) the circulation of this particular newspaper is 8000 per week.

**The Reporter:** is a private owned English language newspaper that was established in 1995GC. The Reporter is published both in Amharic and English languages. This research considered the English version. It is used to be a weekly newspaper with a circulation of 4000 per weekly according to Ethiopian Broad Casting Authority (2013). Currently it is a bi weekly newspaper. It deals with political, social and economic matters.

**The Ethiopian Herald;** is a government -owned English language newspaper that was established in 1942GC.It is a daily newspaper with focuses on political, social and economic matters. According to the editor of the newspaper it has a circulation of 3000 per daily.

### 3.2.2 Sample Size and Time Frame

The study ponders over the content analysis of corruption issue coverage. This study exclusively uses newspapers, five month editions spanning from May 13, 2013 to September 13, 2013 of the four newspapers were chosen as a samples of this study. This time frame was also purposively chosen to look into the recently corruption issues framed by the newspapers. Besides, it was in between this time frame several corruption issues were reported in the newspapers and higher officials of the Ethiopian Revenue and Custom Authority (ERCA) and owners of famous hotels and private limited companies were in custody suspected of corruption. In addition to that it was between in this time period the Ethiopian fiscal year ends and the new budget year starts. Hence, examining editions of this period provides vital information to the researcher to learn how far the government officials or concerned stakeholders entertain corruption issues and express their view in combating corruption by referring or comparing and contrasting the accomplished budget year with their preparation to the new budget year using these print media. Media have responsibility to raise awareness of pervasive social problem like corruption. (Griffin 2006)

Capital, Fortune and The Reporter are weekly newspapers and The Ethiopian Herald is daily newspaper. Attempting to identify similarities or differences on the contents and coverage of a daily newspaper with weekly newspapers can have effects on the result of the study. Despite such a difference the researcher attempted to fill the gap by taking one edition of The Ethiopian Herald randomly from the seven editions of the week while the Reporter, Capital, and Fortune are weekly newspapers all editions of the given time span were used. If Tuesday's edition of The Reporter was taken in the first week, another day's edition, Wednesday or Thursday edition was taken in the second week and so on to make the sampling convenient.

During the above mentioned time span the four newspapers; Addis Capital, Fortune, The Reporter and The Ethiopian Herald, the number of editions were 60 and 130 respectively. Accordingly, 60 Saturdays of Capital, Fortune, The Reporter and 130 publications of The Ethiopian Herald were identified. To make the sampling convenient all publications of the weekly Capital, Fortune and The Reporter were taken while 20 publications of The Ethiopian Herald were taken in order to make equal number of copies with the weekly

newspaper Capital, Fortune and The Reporter newspapers. To draw 20 copies out of 130 publications, the researcher used purposive sampling method and randomly selected one publication from each week. Therefore, from all the four newspapers, total of 80 editions were used for the analysis.

### **3.3 Unit of Analysis**

The unit of analysis for this study was newspaper articles (news, features and editorials). According to Weber (1990) one of the most decisive and crucial decisions in content analysis concerns the definition of the basic unit of text to be classified. Therefore, individual article that dealt with corruption related issues is the unit of the analysis for this study.

### **3.4 Data Collection and Analysis**

Content analysis is the major means of data collection used to extract information and facts (inputs) for the study. Because this method is very convenient and usually means of data collection for researched compiled on media framing. The coding lists were prepared in order to identify to what extent corruption issues are covered in the newspapers. Furthermore, it tried to detect the types of stories and classified the themes they featured, the source and the placement of the stories in the newspapers. Therefore, the procedure for coding includes: types, theme, source, author, and placement of the stories.

#### **3.4.1 Analysis Categories**

The researcher has given operational definitions for the various categories with an explicit specification. Hansen et al. (1998) suggests that analytical categories should always depend entirely on the objectives, foci, theoretical framework and research questions of the research.

According to Holsti(1969), a good operational definition is a valid representation of the investigator's concepts and it guides coders to come up with reliable judgments. To this end, due attention was given to shape exhaustive and mutually exclusive categories. Moreover, the researcher has made an effort to produce operational definitions that are as precise and unambiguous as possible. The following are brief descriptions of the categories;

**Types of story:** This refers to the genre that the story belongs. The corruption stories were coded as- news, feature and editorial.

*News:* refers to previously not known and noteworthy published information, especially about recent events.

*Feature:* refers to a newspaper's article entertained to a particular topic that usually accompanied by descriptions helping the readers to get picture of the story.

*Editorial:* It reflects the opinion or stand of the newspaper concerning an issue.

**Source of story:** This refers to the main source used in the stories. The sources were coded as-law enforcement bodies, Anti-Corruption Commission, documents, institutions, anonymous and others.

*Documents:* Articles sourced from reports, surveys, letters etc were coded under this category  
*Law enforcement bodies:* This category represents mainly prosecutors, police (investigators) and lawyers.

*Institutions:* This category represents organizations that were used or mentioned directly in the stories.

*Anonymous:* This category was used when the identity of the source of a story was not revealed.

*Anti-corruption watchdogs:* This category refers to organizations whose main task is investigating and prosecuting corruption perpetrators.

*Others:* This category was used if a source could not be classified under one of the above-mentioned categories. Articles with multiple sources were also coded in this category.

**Theme of story:** this refers to the main or central message or the dominant theme of the stories. The predominant themes of corruption coverage were coded as- embezzlement, fraud, nepotism, bribery and others.

Embezzlement: It is a kind of financial fraud that involves fraudulent misappropriation of money or property by someone who has been entrusted with the money or property by virtue of their status or employment.

Fraud: As a form of corruption, it is mainly considered as a deliberate financial crime. Deception could involve identity theft, counterfeit credit cards, forgery, racketeering etc.

Bribery: It is the essence of corruption where by an offer is given in the form of money or favors for influencing individuals, institutions or senior government officials.

Nepotism: It is a form of corruption and occurs when officials favor relatives or close friends in which they hold some decision-making authority.

Others: This category was employed if a story employed if a story had a theme other than the one mentioned above. Stories with multiple themes as well as those with ambiguous themes were included.

**Placement of the story:** This refers to the position in which the corruption stories are placed on the newspapers. Three categories were employed as –front page, middle pages and back page.

Front page: The category refers to the very first page of the newspaper.

Middle pages: This category was used while referring to pages 2 up to 5.

Back pages: This category refers to pages including pages 6 and above.

### **3.4.2 Data Analysis Process**

The data analyses process began with the presentation of the findings of the selected media contents in terms of the previously laid down analytical categories, which are mainly drawn from the research questions, objectives, focus and theoretical foundations of the study. This is because, “the data analysis needs to address the questions set out in the definition of the research problem” (Hansen et al., 1998, p.122). To describe the findings of the collected data, the researcher was utilized tables and figures. Following the preliminary data descriptions, the researcher has proceeded to analyze, interpret and compare the results and focus of the selected media coverage in relation to corruption.

Next, the findings from the six in-depth interviews were analyzed thematically (i.e., in terms of their major ideas or themes). The researcher has also tried to correlate the findings of the selected newspapers along with their textual analysis vis-à-vis the gathered data through an in-depth interview and followed by qualitative discussion. What is more, some cues from the theoretical framework of this study and other formerly conducted similar findings also used as supporting inputs to enrich the analysis and discussion section.

### **3.5. Inter-coder Reliability**

The researcher developed a coding sheet. The coding was done by two coders, the researcher and a trained colleague. The researcher and the coder first discussed on the coding instruction before coding. Inter-coder reliability was used. This method which is widely used for the extent to which independent coders evaluate a characteristics of a message or artifact and reach the same conclusion (Lombard et al, 2004:5). The 80 editions yielded a total of 60 stories. From the total 11 disagreements, 4 on major and 7 on sub categories, were found and resolved by double coding. The coefficient of reliability is calculated by the number of stories placed in the same category by dividing the number of units coded.

Applying the inter-coder reliability formula and calculating coefficient reliability, the coefficient exceeded .91 (91%). This number is believed to be more than adequate for it is mentioned above 0.70 are appropriate in some explanatory studies. Berger (2000), Gray (2004:51). To calculate the extent of inter-coder reliability, the researcher employed Holsti's (1969, as cited in Wimmer & Dominick, 1997) formula, that is, Reliability =  $2M / (N1 + N2)$

$$\text{Reliability} = \frac{2 * m}{n1 + n2} = \frac{2 * 60}{65 + 65} = \frac{120}{130} = 0.91$$

## Chapter Four: Data Presentation, Analysis and Discussion

This chapter deals with data presentation, analysis and discussion. As stated earlier the main objective of the study was to analyze how the Ethiopian print media cover corruption-related issues. To this end, four sample newspapers were coded during the period of May 13, 2013-September 13, 2013. The data was collected from local English language newspapers (The Ethiopian Herald, The Reporter, Capital and Fortune). These stories were further examined in relation to the five analytical categories identified for the study.

As it is stated in the previous chapter, except The Ethiopian Herald the rest three are privately owned newspapers. Furthermore, additional data was gathered through in-depth interviews with editors and journalists of the sample newspapers. The results are presented in graphs and tables along with their analysis and discussion as follows.

### 4.1 Presentation and Analysis of Findings

#### 4.1.1 The Extent of the Newspapers Coverage of Corruption Issues

One of the main objectives of the study was to investigate the extent of corruption issue coverage in the selected four newspapers. From these four newspapers, 80 sample editions, 20 from each newspaper were selected in the time span of May 13, 2013 to September 13, 2013. During these time span, 60 corruption related stories were coded.

**Table 4.1 Corruption articles published by the newspapers**

Types of newspaper	No of corruption articles	Percentages
The Ethiopian Herald	13	22%
The Reporter	14	23%
Capital	15	25%
Fortune	18	30%
Total	60	100%

The above summarized table indicates that from the total number of 80 editions of all newspapers, 60 stories, related to corruption are treated. Out of the total 60 (100%) stories the private owned newspaper, Capital which focuses on business and economic issues,

published 18 (30%) of the total articles. Fortune which deals with social and economic issues, and The Reporter which focuses on politics and social issues, accounted for 15 (25%) and 14 (23%) out of the total 60 (100%) from analyzed articles respectively. Out of the total 60 (100%) the government newspaper The Ethiopian Herald which deals with social, political and economic issues published 13(22 %) of the total analyzed article.

Regarding the quantity of corruption issues coverage of the newspapers, as it is identified from the finding, it increased in May, 2013. Capital published 8 corruption related issues in its four weeks editions whereas Fortune, The Reporter and The Ethiopian Herald covers 6, 6 and 5 corruption issues respectively in its four selected editions of May. This shows that Capital exceeds by two stories in comparison to Fortune, The Reporter and The Ethiopian Herald. The main reason for having frequent coverage of corruption in this particular month is the apprehending of suspected higher officials of the Ethiopian Revenues and Custom Authority (ERCA) and business figures allegedly suspected of corruption.

#### 4.1.2 Type of Story

Figure 4.1 percentage of article type in the newspapers

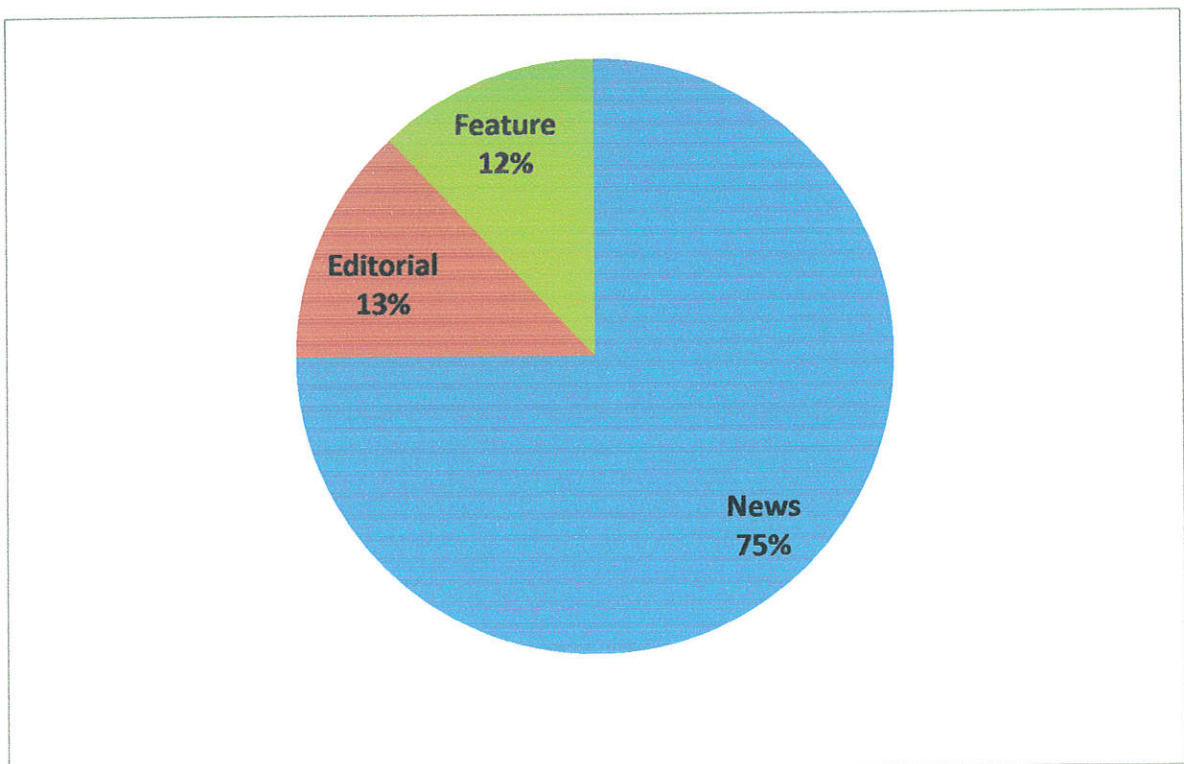


Figure 4.2 shows distribution of type of articles published in the four newspapers over a period of five month. As it is shown in figure 4.1 distribution of type of articles published in the four newspapers, news was found to be the leading type of story in corruption coverage by the newspapers. Out of the total 60 (100%) articles, 75% were dominated by news items.

16% of corruption articles were expressed on the newspapers in the form of editorial out of the total 60 (100%). The feature category was given less emphasis by the newspapers. This category received 9% articles out of the total 60 (100%) stories monitored during the selected period of the study. From these data one can easily imply that a relatively high number of corruption issue's is dealt with in the form of news articles compared to the other genres.

**Table 4.2.Type, number and percentage of story distribution across the newspapers**

Type of Story	Types Newspapers									
	Capital		Fortune		The Reporter		The Ethiopian Herald		Total number of stories	%
	No. of stories	%	No. of stories	%	No. of stories	%	No. of stories	%		
News	17	94.4	12	80	10	71.44	6	46.15	45	75
Editorial	1	6	1	7	3	21.42	5	38.46	10	17
Feature	-	-	2	13	1	7.12	2	15.39	5	8
Total	18	100	15	100	14	100	15	100	60	100

- Refers to no data

The distribution of article types across the selected newspapers is indicated in Table 4.2 News was the major types of articles in all the four newspapers. Out of total 60 articles 45 (75 %) were found to be hard news. When we compare the four newspapers, Capital, which is a privately owned newspaper has a larger number (94.4%) of news stories than Fortune (80%), The Reporter (71.44%) and The Ethiopian Herald (46.15%). So Capital is in a better position to cover corruption issues in news items. This might signify that predominantly Capital's stories more or less relied on facts, current events and occurrences than opinions.

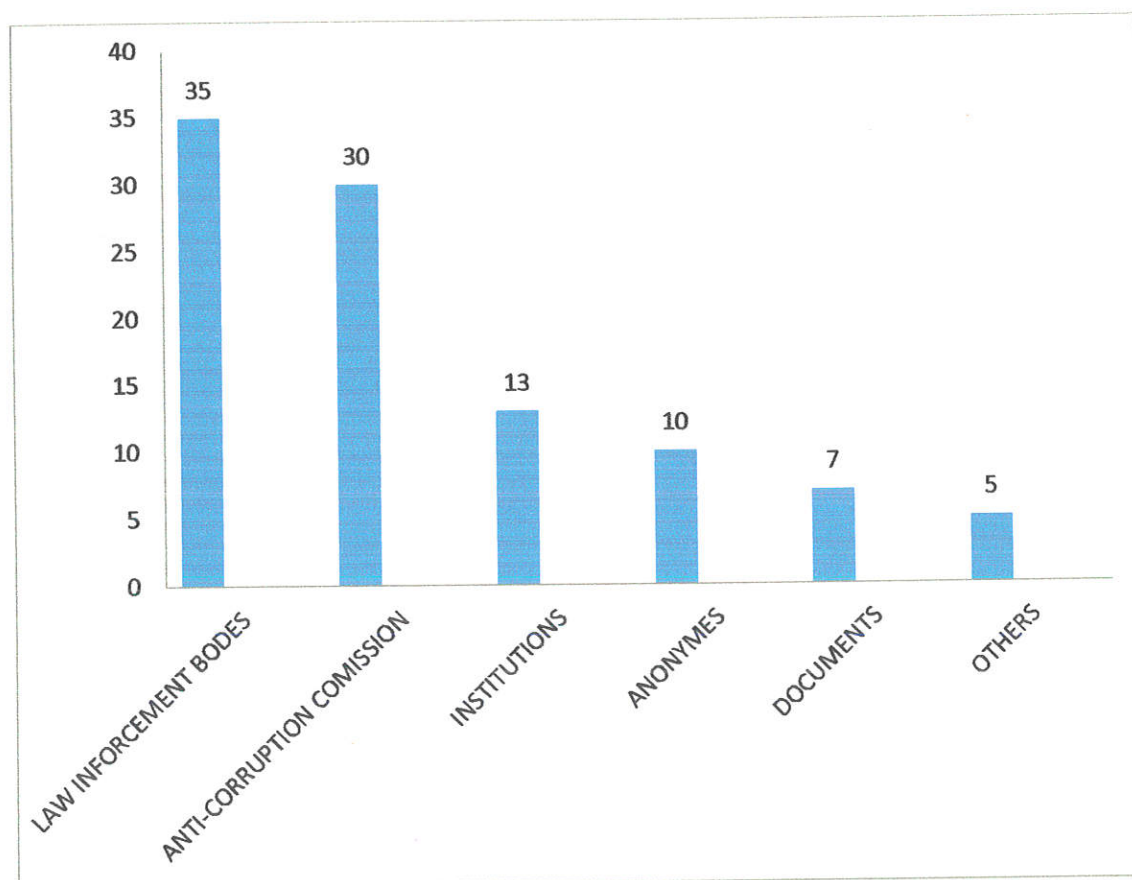
The second largest number of story types is editorial article. Capital, Fortune, The Reporter and The Ethiopian Herald newspapers published 10 editorial articles out of the total 60(100). Out of the total 10, which account for 5 (38%) of articles, The Ethiopian Herald published 3 (15%) editorial The Reporter published. In contrast, Capital and Fortune newspapers supplied least number of stories, 1 (6%) editorial account of the total articles published in each. Corruption issue coverage in editorial type, the government owned newspaper The Ethiopian Herald gave relatively better coverage than the rest three private owned newspapers.

In terms of corruption issues coverage in feature type, the table shows that The Ethiopian Herald and Fortune newspapers had equal coverage both newspapers print 15% each. There was no feature article in Capital and there was only 8 percent feature article in The Reporter newspaper. This implies that in comparison The Ethiopian Herald and Fortune newspapers gave more emphasis to the issue of corruption as social issue.

#### **4.1.3 Source of Story**

One of the objectives of the study were to identify the types of sources the newspapers used in corruption articles and evaluates how they might have influenced the coverage of the stories.

**Figure 4.2 percentage of sources quoted in the newspapers**



In terms of sources used in the articles diversified sources were found in the analyzed articles. Figure 4.2 indicates the most prominent sources in writing corruption related stories are law enforcement bodies. Out of the total 60 stories 35% were sourced from law enforcement bodies. These sources, especially criminal charges filed by prosecutors of FEACC, provided pivotal information for court-related corruption news items.

Federal Ethics and Anti-Corruption Commission were accounted 18 (30%) of sources out of the total 60(100). Institutions contributed 8(13%). Moreover, anonyms, documents, and others were the least quoted sources. Each accounted for 6(10%), 6(7%) and 3(5%) respectively. This indicates that considerable amount of information about corruption issues from law enforcement bodies and anti-corruption commission.

**Table 4.3.Type, number and percentage of source distribution across the newspapers**

Type of Source	Types of newspapers								Total No stories	%
	Capital		Fortune		The Reporter		The Ethiopian Herald			
	No of stories	%	No of stories	%	No of stories	%	No of stories	%		
Law enforcement bodies	5	27	11	73	5	36	-	-	21	35
Anti-corruption commission	10	55	1	7	4	28	3	23	18	30
Documents	-	-			3	22	1	8	4	7
Anonyms	1	6	1	7	1	7	2	15	5	8
Institutions	1	6	2	13	-	-	5	39	8	12
Others	1	6	-	-	1	7	2	15	4	8
Total	18	100	15	100	14	100	13	100	60	100

- Refers to no data

The source distribution across the newspapers is indicated in above table the major sources of information for the four newspapers are quite different. For instance out of the total 60 (100%) Fortune and The Reporter newspapers used law enforcement bodies as their major sources which account 73% and 36% respectively, while Capital newspapers got 27% of its stories originated from law enforcement bodies. Law enforcement bodies were not quoted in The Ethiopian Herald.

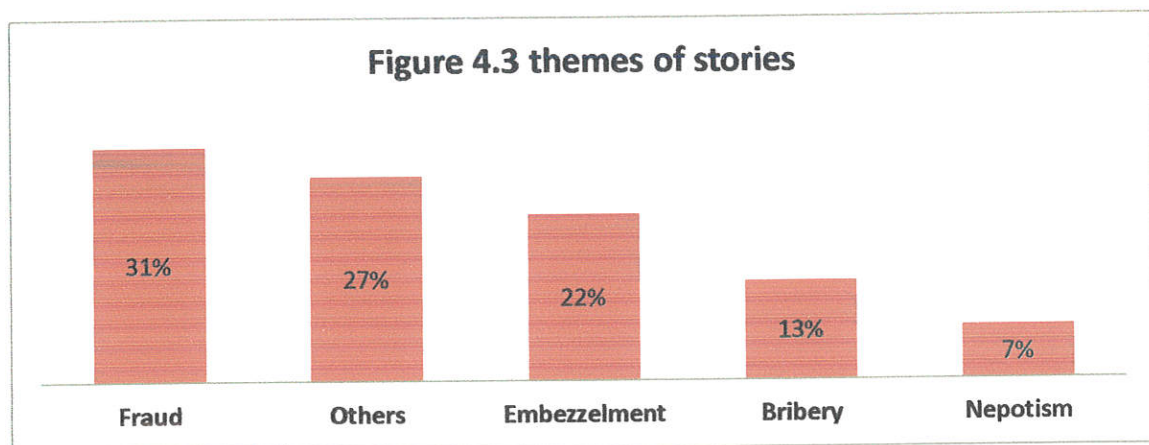
Capital newspaper, the majority of the stories 55% quoted Federal Ethics and Anti-Corruption Commission out of the 60(100%). On the contrary, documents were the major sources for The Ethiopian Herald out of the total 60(100%) accounted 54%. Documents were not quoted in Capital. Concerning institutions The Ethiopian Herald and Capital newspapers encountered 15% and 6% out of the total 60(100%) respectively.

Anonyms were also source for corruption stories for capital and The Ethiopian Herald which account for 6% and 15% respectively out of the total 60(100) in the study time frame. This might cast doubt on the trustworthiness of the sources as well as the stories.

Others were the least source of corruption stories.8% The Ethiopian Herald, 7% The Reporter and 6% Capital has used of the total 60 (100%) stories. The reason as to why some of the sources were labeled under this category was because some stories used multiple sources. Victims of corruption and alleged corruption perpetrators made up a significant portion of this category. In general, regarding sources used in the stories it can be said that, more or less varied kinds of sources were used, on average. Irrespective of this fact, however, law enforcement bodies were widely quoted, 35 percent, and thus outstripped the other sources with a significant degree.

#### 4.1.4 Theme of the story

As stated earlier the main objective of the study was to identify the predominant forms of corruption themes that are covered by the newspapers .Five main themes were found in the analyzed articles. Figure 4.3 shows the percentage of themes covered by the newspapers.



As figure 4.3 indicates that the highest proportion of theme of corruption stories in the analyzed newspapers is fraud. It consisted of 31% of the total 60(100) stories. Most of the corruption stories classified under this category dealt with the fraudulent activities related to taxation, money laundry and allegations of extortion.

Most of the variable under this category included continuous court proceedings which deal with cases of higher officials of Revenues and Custom Authorities and a number of suspects.

The second common theme of corruption coverage in the four newspapers fell in ‘others’ category. As it can be seen in the above figure 27% of stories are placed under this category.

Corruption stories classified under this category dealt with higher officials' assets registration and declaration and some other issues related to corruption are embraced.

The above figure reveals that out of the total 60 (100%) coverage, 13% dealt with bribery and 7% stories consider nepotism as a prominent theme in the study time frame. This indicates that the four newspapers had less attention on the acts of bribery and nepotism. The reason the newspapers gave less coverage for bribery and nepotism seems for they pay special attention for higher officials and government led institutions rather than civil servants who are supposed to commit this crime. This contradicts with the widespread acts of bribery and nepotism in Ethiopia.

**Table 4.4. Theme, number and percentage of story distribution across the newspapers**

Theme of Story	Types Newspapers									
	Capital		Fortune		The Reporter		The Ethiopian Herald		Total No stories	%
	No of stories	%	No. of stories	%	No. of stories	%	No. of stories	%	No. of Stories	
Fraud	6	33	5	33	4	29	4	31	19	31
Others	5	27	3	20	3	21	4	31	15	25
Embezzlement	3	18	3	20	6	43	2	15	14	23
Bribery	4	22	3	20	-	-	1	8	8	14
Nepotism	-	-	1	7	1	7	2	15	4	7
Total	18	100	15	100	14	100	13	100	60	100

- Refers to no data

The distribution of themes across the newspapers showed diversity. 'Fraud' has been ranked as one of the most common themes of corruption related articles for Capital. Out of a total of 18 (100%) stories that dealt with corruption 6 (33%) stories were connected to this theme. some of the selected editions include the issue under the headlines which say, publicizing assets of higher officials said important, court revokes Melaku's immunity right and public urged to be active participant in anti- corruption struggle. Theme of 'others' with 5 (27%) stories, 'embezzlement' with 3 (17%) and 'bribery' with 4 (22%) stories were ranked

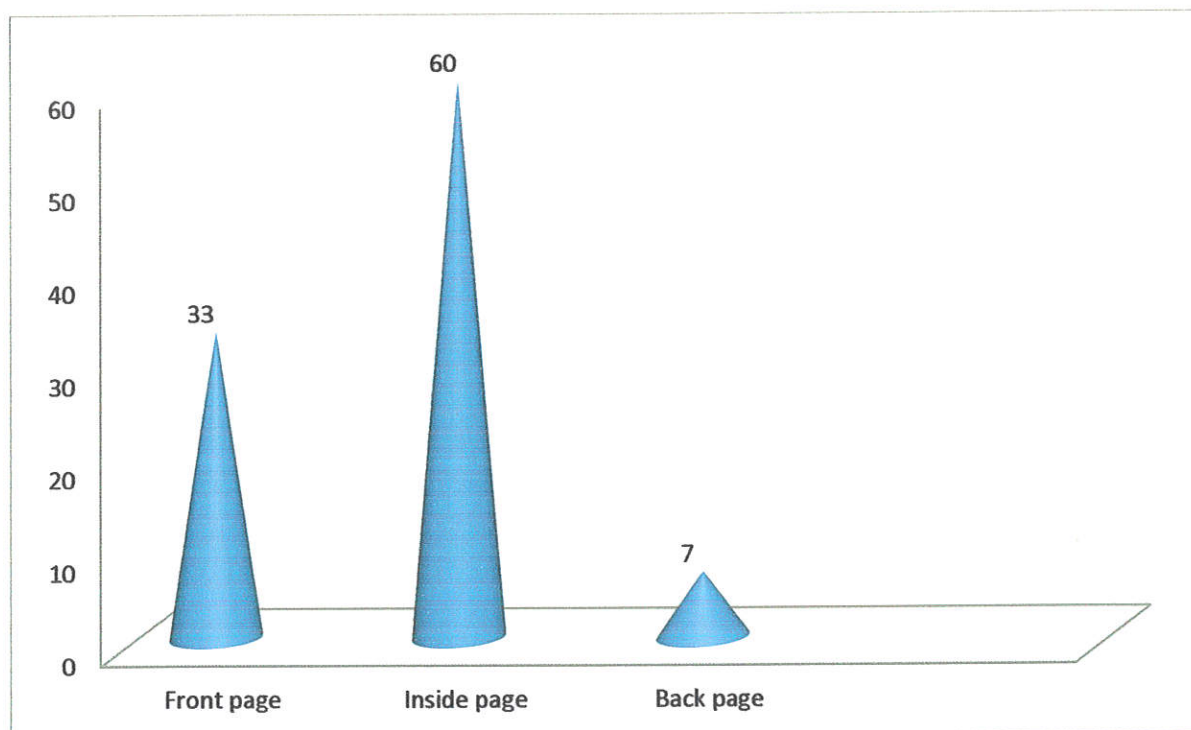
second, third and fourth, respectively. While the remaining one, 'nepotism' theme attracted no stories from Capital.

On the other hand others themes covered 6(43%) in The Reporter which is a wider coverage. Concerning embezzlement theme the above table shows that out of the total 60(100%) 31% of theme of the stories in The Ethiopian Herald, 21% in The Reporter 20% in Fortune and 17% in Capital pondered over embezzlement theme. 7% on The Reporter and 7% Fortune themes ponder over nepotism respectively. No article in Capital dealt with nepotism. The least covered theme in The Ethiopian Herald was bribery it accounted 8% of the total articles in the newspaper. On average, as can be easily discerned from table 4.4, fraud was the recurring theme in all the four newspapers.

#### 4.1.5 Placement of the story

Placement is the location of articles on the newspapers .To analyzed the way corruption stories placed on the newspapers was one of the objective of the study.

**Figure 4.4 percentage of distribution of location in the newspapers**



The above figure shows the total number of corruption related stories' placement of the four analyzed newspapers. The placement is classified in three different categories, such as front page, inside page and back page. This classification was made to identify how far the newspapers give a significant attention to corruption related issues in their editions. As figure 4.5 shows out of the total 60(100%) corruption articles, 36 (60%) of the articles located at the inside page of the newspapers. (Page 2-6). Out of the total 60(100%) 20(33%) of the analyzed articles were placed in the front page. The rest4 (7%) of the analyzed articles were found in the back page. this evidently shows that relatively more space is given in the inside page rather than other categories to cover corruption related stories.

**Table 4.5 percentage of location distribution across the newspapers**

Placement of stories	Types of newspapers									
	Capita		Fortune		The Reporter		The Ethiopian Herald		Total No stories	%
	No of stories	%	No. of stories	%	No. of stories	%	No. of stories	%		
Front page	6	33	4	27	6	43	4	30	20	33.3
Inside page	11	61	9	60	8	57	8	62	36	61.1
Back page	1	6	2	13	-	-	1	8	4	5.6
Total	18	100	15	100	14	100	13	100	60	100

- Refers to no data

Table 4.6 shows the distribution of location of corruption related stories across the four newspapers. The majority of the corruption articles in selected newspapers were located in the inside pages. Out of the total 60(100%),The private owned newspaper Capital and government newspaper The Ethiopian Herald were located 11 (61 %) and 8 (62%) percent corruption stories on the inside pages. The private owned newspapers, Fortune and The Reporter placed 9 (60%) and 8 (57%) of corruption stories on their inside pages out of the total 60(100) respectively.

Among 60(100%) articles 6 (33%) corruption stories appeared on the front pages. Out of this number 6(43%) appeared in The Reporter 6 (33 %) appeared in Capital 4 (31%) appeared in The Ethiopian Herald and 4 (27%) appeared in Fortune respectively. Out of the total analyzed newspapers articles only 4 (7%) appeared in the back pages. Out of this number (13%) appeared in Fortune (8 %) appeared in The Ethiopian Herald and (6%) in Capita newspaper respectively.

## **4.2 Discussion of Findings**

In this part of the study, the findings are discussed in terms of type, theme, and source and placement story. The discussion is presented along with qualitative description of some of the articles. The information gathered through the interview was used to back up the discussion.

### **4.2.1 The Extent of Coverage**

The findings in relation to extent of coverage can be interpreted in different way. The 60 stories found in the five month time period can be considered as adequate or not as there are no clear cut criteria to judge the extent of coverage based on number. For this reason, it is difficult to say either ‘enough’ coverage was given for corruption related issues or the coverage was limited.

Regarding the quantity of coverage, the finding does not indicate a significant difference among the four newspapers. The four newspapers published a total of 60 articles on issue of corruption during the five months of research. The private newspapers Capital published 18, Fortune published15, The Reporter published14 and The Ethiopian Herald newspaper published 13 articles related with corruption issue during the five month. The researcher assumed that the main reason of frequent coverage of corruption stories in this particular month (May) is the apprehension of higher officials of the Ethiopian Revenues and Customs Authority (ERCA) and businessmen allegedly suspecting of corruption.

As it is learnt from the reflections of the interviewed journalists of all the analyzed newspapers, the newspapers give a particular emphasis for corruption issues on that particular month for it was the big issue of the time. Especially the ‘Fortune’ respondent said that it was after a week they published that particular corruption issue of the higher officials

on May, 2013. The issue was aired on ETV and other media outlets ahead of a week before they published it. They admitted that the issue was not considered as news instead it is rather a story for they published it after a week. It was so surprising to observe that, though the issue was a week old, the audiences were reading the issue as if it was new and current burning issue. This indicates that corruption issues that reveal the wrong practices of the higher officials attract the attention of the large audiences.

As it is clearly stipulated in the literature review of this thesis it is common to see that media set agenda which they think are very important for their target audiences. Regarding this McCombs and Reynolds (2002), cited in Fog (2004:11) say “there is plenty of evidence that the media have a strong influence on people's perception of which issues are important and which problems they want their government to do something about.” Similarly McCombs and Protes (1991: 2) say “Journalists’ day by day judgments on the selection and display of news stories influence the public’s perceptions of what issues the day is. This influence of the news media on the perceived salience of key political issues is called the agenda setting role of mass communication”.

#### **4.2.2 Type of story**

In relation to type of stories, the finding of this study shows that significant attention was given for hard news. Out of the total 60 articles monitored 75 percent of the stories were hard news. The analyzed newspapers were more interested in giving people current information and hard facts about corruption. According to the interviewed journalists, they assume that readers’ or clients’ of the newspaper are interested in the current and hot issues of the news items. Foreign news on corruption issues did not cover in the analyzed newspapers by the study time. These selected newspapers seems, determined to expose local corruption crimes by consistently covering.

It seems that the news genre is the major strength of all the analyzed newspapers. Majority of the news items, especially those related to court procedures were presented with a series of follow ups. As the informants said, the journalist’s have taken various court reporting techniques at different instances. Moreover, the journalist’s cross-check different proclamations legal documents of the country that is readily available in newsroom. In this

respect, it is possible to suggest that all the selected newspapers have strongly built the public discourse by setting the agenda for the other media outlets.

Editorials show the stand of newspapers in momentous issues. Hence, it is possible to say that editorial is the best place for the newspapers to show which issues it regards as important for the public. Many researchers agree that the editorial pages of a newspaper have every right to be opinionated. As Kovach and Rosenstle (2001:136) explain it, writers of editorial pages want to call themselves journalist ‘they should not misrepresent the facts-which they should to the same standards of truthfulness or allegiance to the interest of the public like that of any other part of the journalism profession’

Next to hard news editorial articles got the relatively larger number despite the fact that there was considerable difference on the coverage of these genres among the four newspapers. Out of the total 60 (100%) articles, editorial genre received 10 (13%) stories. The private newspapers published few editorial articles. The Ethiopian Herald’s editor states that, the editorial page is one of the prominent columns for The Ethiopian Herald displaying its outrage against corrupt practices in various government and private institutions of the country. In one of the editorial The Ethiopian Herald had clearly showed the state of corruption in the country.

Can we think of development behind such facades of corruption?

Corruption has universal dimension that it is a social ailment that it posing challenges on the social, political and economic well-being of the countries across the world (...) though there are various contributing factors for prevalence of corruption in Ethiopia, the public psyche toward this issue playing as significant role in widely spreading its biting reach from one corner to the other and various spheres of bureaucracy. Nowadays, opting to corrupt an official at any level of office to see one’s requests get immediate response is not uncommon with the society From grand to petty corruptions, either directly originates from the social fabric of the society .(The Ethiopian Herald June 17, 2013 vol.Lx1x)

According to Phillips (1992), the value of editorial coverage of issues differs greatly from that of advertising. He explains this idea as:

The acts of faith shown by a publication in printing a story is very significant and is one that grows with the amount and quality of the coverage provide. There is not only a distinct emotional coverage but a considerable subliminal effect of on the reader (1992:42).

This shows that the analyzed newspapers especially the government newspaper relatively considerable attention to the issue of corruption by highlighting their view on such critical matters high on the public agenda.

#### **4.2.3 Sources used in the articles**

Several research findings have demonstrated that the type of source or authority to back up news items do tend to influence the content of the article even when the principle of neutrality is applied (McQuil2000). One of the objectives of this study is to identify the types of sources the analyzed newspapers used in corruption articles and to evaluate how they might have influenced the coverage of the stories.

The source as they were given coverage in the newspapers, law enforcement bodies such as police, lawyer and prosecutors over whelming quoted by the newspapers as a prominent source in corruption articles. These groups accounted for 35percent articles out of the total 60(100 %) percent sources employed by newspapers under the period of the study. News reports sourced from criminal charges which were field by several persecutors. There was difference among the newspapers in using law enforcement bodies as source. In the two private owned newspapers, Fortune and The Reporter newspapers used law enforcement bodies as their major sources; on the contrary these sources did not contribute for The Ethiopian Herald and contributed only 27 percent for Capital newspaper. So law enforcement bodies were preferable source during the study time.

Regarding the sources they used in their newspapers, the informants from the private owned newspapers noted that law enforcement bodies such as police, lawyer and prosecutors were quoted by their newspapers as a prominent source in corruption articles. Informant 3 said that law enforcement bodies were major sources in their newspaper for many reason, law enforcement bodies are the first bodies that can get firsthand accounts of information than anyone else in relation with corruption crime .and the other reason their newspaper preferred

these bodies as their sources, most of their newspaper stories were court proceeding news. He added that since we focused on court proceeding news, we were forced use law enforcement bodies as first hand sources as the informant explained. Paletz and Entman(1981 cited in Valenta,2000) who argued that journalist prefer official sources because, they are easier to contact and they are judged as being both more informed and more credible than people on the street. The reporters also believed that time; place and access make them focus on official sources.

The Ethiopian Federal Ethics and Anti-corruption Commission were other significant quoted source in the newspapers articles on corruption issue. Out of the total 60 (100 %) 30 percent employed The Ethiopian Federal Ethics and Anti-corruption Commission (FEACC) as a source in order to produce corruption stories. .Capital and The Ethiopian Herald used FEACC more frequently in their stories. The informant noted that, the public relations office of FEACC has contributed a lot as an ever present source of information by providing exclusive news tips and elaboration of newspapers. As FEACC is the leading anti-corruption institution to fight corrupt practices in Ethiopia it is worthwhile to use such type of source to back up claims of corruption articles.

Institutions such as Ombudsman, Ethiopian News Agencies (ENA) were also employed by the selected newspapers as sources which accounted 13 percent. There was difference among the newspapers in using institutions as source, The Ethiopian Herald 15percent and Capital 6 percent, Whereas, Fortune and The Reporter did not use institutions as source.

Another source of the selected newspapers in corruption stories were anonymous sources that accounted for 10 percent of the total articles monitored under the period of the study. The private newspapers Capital and The Reporter used anonymous sources 6 percent and 14 percent respectively. Fortune and The Ethiopian Herald did not use anonyms' sources. According to informant 2, the use of secret or unnamed sources is inevitable in sensitive topic like corruption .The informant added that, their newspaper, act responsibly to balance stories by contacting reliable and knowledgeable sources before publishing corruption stories.

Some researchers argue that anonymous sources may have hidden agenda while concerning their identity. However, Krandal (2006) argue that sources who attempt to serve other interests public services are not disqualified as sources. This might not be an obstacle according to some observers. The important issue is that the tip provided to media houses is factual and the whistle blower's intention is in consequential. Generally, journalists must be careful using anonymous sources and have to assume themselves as well as their audience that independence by balancing and cross-checking vital public information.

Documents and others were also employed by the selected newspapers as sources which accounted for 7percent and 5percent articles respectively. There was difference among the newspapers in using documents and others as sources .The Ethiopian Herald and Capital newspapers were used documents as sources of corruption articles relatively in larger extent. The study finding show that the newspapers used various documents sources such as annual reports, letters as well as corruption surveys to back up news items. The problem with the use of documents as a source of prepare news articles is the journalist mostly printed the summary of the documents. There were fewer attempts in some news reports to develop stories based on these types of documents by contacting other sources to confirm instances of alleged corruption practices. The following is one of the news as an example;

Obviously, the construction sector is highly exposed to corruption as it comprises large number of human resource and a huge amount of money. In order to combat corruption and maladministration in the construction industry, the main thing is to improve the working system of the industry. (The Ethiopian Herald Friday August, 16 2013 VolLx1x No 132)

The category others resulted in as the least sources of corruption articles during the selected period of the study. 5 percent of the articles were coded under this category. The reason as to why some of the sources labeled under this category were because some stories used multiple sources.

To conclude, the analysis of sources used by the four newspapers to produce corruption articles confirms that some groups are quoted frequently and others are referred rarely. The coverage of law enforcement bodies and anti –corruption commission as primary definer of

corruption discourses was evident in the monitored editions of the newspapers. This finding clearly shows that the analyzed newspapers did not try to find out other sources, but there are bodies that can be sources for corruption stories, for example government officials can be a source. Therefore, the newspapers need to involve this type of sources.

#### **4.2.4 Theme of Story**

The classification of what themes or topics are covered within general area of coverage selected for analysis is a common starting point for media content researchers.(Hansen et al 1998).

Regarding the themes of corruption- related articles this research reveals that significant focus was given by the analyzed newspapers for stories that highlighted fraud as the prominent theme. Out of total 60(100%) articles, fraud related topics accounted for 19(31%) of the stories. However, there was difference among the analyzed newspapers. In the two private newspapers fraud was found to be the major themes 33percent each in Capital and Fortune. The government newspaper The Ethiopian Herald and the privet newspaper The Reporter fraud related topics accounted 31 percent and 29 percent respectively. According to the corruption survey conducted by Addis Ababa University ( in collaboration with the FEACC) , fraud, trickery, extortion, nepotism, embezzlement and theft are believed to be the principal features by which corruption has manifested itself in Ethiopia. Therefore, it is interesting to find that the selected newspapers gave considerable coverage for fraud theme.

With regards to fraud theme (The Director of Ethiopian Revenue and Customs Authority (ERCA) detained on allegation of corruption was prominent topic that most of the analyzed newspapers highlighted repeatedly. Apart from series of follow- up news stories concerning this detained the newspapers entertained various critical comments in the letter to the editor and feature articles. Such feature article was published on Saturday June 01 2013 as:

If the stated goal of the government and the public to eradicate corruption is to be achieved anti-corruption watch dogs and the police at both the federal and regional level have to allowed to exercise duly discharge the responsibility of investigating and prosecuting those suspected of being involved in corruption.(The Reporter Vol xvll No 876 )

The sample stories of the analyzed newspapers with in the study period indicted that ‘others’ themes were the second predominant corruption- related topic. Out of 60 (100%) articles others accounted for 22percent of the stories. However, there was difference among the newspapers in ‘others’ themes. The private newspapers The Reporter, Capital and Fortune gave considerable coverage for others themes. But the government newspaper The Ethiopian Herald coverage of others themes was not that much.

Some of the variables under others category included officials wealth registration law, money laundry and general issues concerning corruption. One good example, a news article about others theme published on May 12, 2013 in Capital. This article gave information about Anti-commission produced a draft citizens charter with the aim of encourage and increase people’s participation to combating corruption.

The finding of research suggests that topics related to bribery theme were considered as the third favorite of the four newspapers.13 percent of the articles dealt with bribery as the major issue of corruption stories .but the private newspaper The Reporter did not report any story on bribery.

The other finding shows that embezzlement and nepotism themes were relatively less reported by the four newspapers. corruption themes related to embezzlement and nepotism accounted for 7percent stories each of the overall stories run by the newspapers .This findings seems somewhat contradictory with actual phenomenon on the ground .various research articles indicate that corrupt practices manifested in the form of embezzlement and nepotism are wide spread in different part of Ethiopia. Although stories on embezzlement were limited, the ones that got the limelight were worth praising. For instance the news story about the allegation of embezzling larger amount of money about 2.521.600 birr from the Commercial Bank of Ethiopia (Capital July 21/2013 No753)

To conclude the analysis of themes that focus by the analyzed newspapers, there were differences among the four newspapers in themes some of the themes strongly covered by one newspaper may not covered by others, this shows that there were themes selection made by the newspapers, therefore, one can conclude that there were corruption themes that give more priority than others.

#### 4.2.5 Placement of Story

According to the agenda-setting theory, reporting one issue regularly is one way in which newspapers give people a sense of identifying important issues. Displaying article on the front page is the other way to show the prominence of the story. This is because articles displayed on the front page of a newspaper tend to have more prominence and suggest urgency rather than articles displayed on the inside page.

Kvandal (2006) argues that the front page of newspapers may serve the purpose of convincing the literate and potential buyers of the paper. Serving as a poster for each edition the front page can act as an advertisement for the editorial product there by selling the newspaper. In addition, using their appeal and adherence to customers' interests, newspapers can implement front pages to highlight what is considered most newsworthy.

Even though corruption related stories are important enough to be worthy of prominence and front pages coverage, the four newspapers placed limited articles on their front pages. Among 60(100%) articles only 20(33%) appeared on their front pages position within the given time frame. This finding is similar with that of Gerald's (2008), who found that. A comparative study of how government and privately owned media report on corruption in Uganda. Study shows that news on corruption covered in inside page.

From the interviewees it was found out that the location of the articles covering corruption issue was often determined by the types of articles. If the stories were hard news, they quite often were placed at the front page. Informant 5 said that they usually put the news about corruption issue on front page. However, if the articles were feature or editorial, they were located at the inside pages. According to informant 4, they deliberately placed stories of corruption at the front page so as to catch the readers' attention towards the topic. On the other hand, Informant 3 stated that they decided the location of the stories depending on the nature of the story, if the corruption story presented first time in the court and if the story of the scandals was red-handed, the story might appear at the front page. Informant also added when there were "several stories on the issue for one edition, we sometimes put the stories in the inside page even if they are news."

From the interview it is found that the location of the articles was determined by the type and news worthiness of the articles. To be posted on the front page, the article should worth the other news. On the basis of the analysis, stories which were posted on the front pages were those which hold news in The Director of Ethiopian Revenue and Customs Authority and business men detained on allegation of corruption.

The finding of the research shows that the significant number of corruption-related articles covered on the inside pages. Among 60 (100%) articles published 36 (60 %) appeared on the inside page. Although the four newspapers gave considerable coverage of corruption issues as hard news, the placement of the news varied.

Though the analyzed newspapers gave considerable coverage of corruption-related issues as hard news, the overall pictures shows that many of corruption stories even the hard news were relegated to the inside pages .this decreases the readability of the articles. As mentioned earlier the agenda-setting theory of the press suggest that the location of articles in the newspaper is one of the factors contributing to deciding the prominence of certain issues on the public agenda. One can conclude that the newspapers did not utilize their agenda-setting role in this regard.

Relatively speaking the least desired position for placing corruption articles was found to be the back pages. The finding of this research shows that 4 (7%) of the corruption stories were placed on this section of the papers. Mostly contained feature articles, commentary and news stories continuing from the front and middle pages. The research finding also show that continued news stories from front page and middle pages were sometimes not exactly located on the back pages of the analyzed newspapers. In few occasions, the continued stories were totally not found due to mistakes.

## **Chapter Five: Conclusions and Recommendations**

This chapter of the study presents the conclusion of the key findings of the thesis and thereafter forwards some recommendations that would be helpful for further studies on similar issues.

### **5.1 Conclusion**

Corruption, most of the pity variety, is an age old practice in Ethiopian society. Giving gifts to public officials in order to win favors and to influence their decision making has long been a traditional practice. Unfortunately, it has continued to be pose threats to the country development and democratization process currently. Corruption is believed to be one of the major factors that significantly contribute to the reduction of government revenue. Therefore, the causes and effect of corruption and how to combat corruption should take as an issue that increasingly on national agenda. Particularly, media should make the public aware of the negative impact of corruption by providing information about corruption practices and aware the society the way they can fight against it. In order to enhance active public participation in combating corruption, citizens need to be informed about and they tackle it.

The main objective of the study was to analyze the contents of corruption issues the government owned newspaper The Ethiopian Herald and privately owned newspapers, The Reporter, Capital and Fortune. The study tried to examine the corruption stories of the newspapers from different perspective.

The researcher adopted both quantitative and qualitative methods of data gathering in combination to answer the research questions. Quantitative content analysis was primary used to get a general picture of corruption-related issue's coverage in the newspapers during the study time frame. Hence, newspapers appearing from May 2013- September 2013 were content analyzed for coverage of corruption stories. The articles were analyzed not only from the amount of corruption articles that they publishes but from the position, types, themes, and sources of information that were used .In addition, in –depth interview was conducted with journalists and editors of the newspapers to support the information gathered through content analysis. The conclusions of the findings are presented below.

As to the findings, despite there were some differences at the extent coverage of corruption issues, all the analyzed newspapers gave considerable coverage of corruption issues. The findings of the study indicated that the private owned newspapers Capital and Fortune gave significantly more coverage of corruption –related issues compared to the private owned newspapers The Reporter and the government newspaper The Ethiopian Herald.

It is obvious that the term coverage, concerning media, denotes all about giving importance to some issue and stories to make the audiences or readers aware of it. Sometimes it is to mean that to uncover the truth. As it is observed from the study, all newspapers tried to cover much corruption issues paying special attention to a particular period, they tried to cover different corruption issues by attending trials of courts and using other sources.

Most of the articles that found in the analyzed newspapers were informative rather than educative. ‘Fraud’ was the most frequent theme dealt with particularly in the private newspapers Capital and Fortune. On the other hand ‘others’ themes covered by The Reporter and ‘embezzlement’ theme covered by The Ethiopian Herald in considerable number.

All the issues published in different editions of the newspapers are from local sources. Even a single article or story could not be found from abroad. If there were corruption issues from abroad in addition to local sources it could help the readers to perceive the level of corruption that appear in their country in contrast with others’ experience. Concerning sources used in the articles the private owned newspapers Fortune and The Reporter used law enforcement bodies as their major sources of corruption stories. In the case of government newspaper The Ethiopian Herald and one private newspaper Capital newspaper however, the most frequently used sources were Federal Ethics and Anti-Corruption Commission. With regards to the use of sources, the analyzed newspapers relied more with credible and first hand information sources.

The newspapers failed to include issues that the public face in their day to day activities. For example, issues that the society face related to good governance were bribery and nepotism

which conversely did not get adequate coverage. Rather the newspapers focused on reporting the court procedures of higher officials and businessmen.

Though the analyzed newspapers gave considerable coverage of corruption-related issues as hard news, the overall picture shows that many of corruption stories even the hard news were relegated to the inside pages. This decreases the readability of the articles. As mentioned earlier the agenda-setting theory of the press suggests that the location of articles in the newspaper is one of the factors contributing to deciding the prominence of certain issues on the public agenda. One can conclude that the newspapers did not utilize their agenda-setting role in this regard.

## **5.2. Recommendations**

Based on the findings of the study the following recommendations have been forwarded:

- Newspapers should give adequate and continuous coverage to corruption. They should not be limited to give emphasis only when the issue is given attention and coverage by anti-corruption watchdogs or law enforcement bodies.
- As corruption is still a problem of the country, it deserves the front page coverage.
- The newspapers should give more attention for bribery and nepotism at individual and institution level in addition to their special focus on government higher officials.
- It is inevitable to use anonymous sources while covering corruption stories. However, there must be extra precaution while using such types of sources as might have hidden agendas of settling old scores.

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## Appendices

### Appendix A

A study of analysis of coverage of corruption related issue in Ethiopian print media in The Ethiopian Herald, The Reporter, Capital, and Fortune

Type of newspaper: \_\_\_\_\_

Coder: \_\_\_\_\_

Date of publication	Type of story	Theme of story	Source of story	Placement of story

Main category	Sub categories to be coded
Type of story	News ,Editorial, Features
Source of story	Law enforcement bodies, Documents, Anti corruption commission, Others, Anonyms and Institutions
Theme of story	Fraud, others, bribery, embezzlement, nepotism
Placement of story	Front page, inside page, back page

## Appendix B

### Interview Questions for Reporters and Editors

The purpose of this interview is to gather information for the study “Coverage of Corruption in the Ethiopian Print Media: The Ethiopian Herald, The Reporter, Fortune and Capital in focus. N.B these interview questions were prepared after the content analysis of five months edition (spanning from May 13 2013 to September13 2013) of The Ethiopian Herald, The Reporter, Capital and Fortune newspapers were made. The content analysis does not answer the why of the content, the data gathered from this interview will be used to fill this gap.

- 1 Do you have any policy you follow while handling corruption related stories?
- 2 How different is it to report on corruption compared to other news worthy issues?
- 3 Can you explain your relationship with anti-corruption commission?
- 4 What kind of response do you receive from the privet sectors as well as the government?  
when you report on corruption stories on them?
- 5 What are the major obstacles your media house or journalists face when covering corruption stories?
- 6 Have you ever been charged because of your coverage corruption related reports?
- 7 Did you receive any threats for reporting on corruption-related reports? If yes, how did you handle these threats?
- 8 What level of ethics and commitments do journalists have when it comes reporting on corruption?
- 9 What are the precautions that you take while covering court proceedings of corruption cases?
- 10 Do you allocate resource, such as money, time and other motivations for investigative journalism?

I Thank You for Your Time and Cooperation

ለጋዜጠኞች (ሪፖርተሮች) እና ለ አርታኪዎች (ኤዲተሮች) የሙስናን ዜና ዘገባ በተመለከተ የቃለ መተይቅ መምሪያ፤

1.1 ለጋዜጠኞች (ሪፖርተሮች)

ሀ. ግለ መረጃ

ስም: -----

ኃላፊነት: -----

ሀ/ የሙስና ዜና ዘገባ ጠቅላላ ገፅታዎች

- 1 የሙስናን ዜና ክሌሎች ዜናዎች ጋር የሚያመሳስለው እና የሚለያየበት ባህሪያ ምንድን ናቸው?
- 2 ዋና ዋናዎቹን የሙስና ዜና ምንጮች(Sources) አነጻጻን ናቸው?
- 3 ሙስናን በተመለከተ የምርመራ ዜና ( Investigative) ሰርተህ/ሽ ታውቃለህ/ሽ?

ለ / የሙስና ዜና ዘገባ ላይ ያሉ ተግዳሮቶች

- 1 የሙስናን ዜና ስተዘግብ /ቢ/ የደረሰብህ/ሽ/ ችግር አለ ?
- 2 ሙስናቸውን ያጋለጣችሁባቸው ድርጅቶች ሆኑ ግለሰቦች የሚሰጧችሁ ግብረ መልስ? (Feedback) አለ ማስፈራራት ወይም ምስጋና ?

1.2 ለአርታኪዎች (ኤዲተሮች )

ሀ/ ግለ መረጃ

ስም: -----

ኃላፊነት: -----

- 1 የሙስናን ዘጋባ በተመለከተ የምትከተሉት የተለየ መመሪያ (policy) አቸላችሁ ከምንጭ (Sources) ከሁኔታ እና ከተግባርነት አንጻር?
- 2 ከፀረ ሙስና ኮሚሽን ጋር ያላችሁ ግንኙነት እንዴት ነው?
- 3 የሙስና ዜና ዘገባ ሲሰራ የሚያጋጥሙ ችግሮች እንዴት ትፈታላችሁ?
- 4 ሙስናን በተመለከተ ለሚሰሩ የምርመራ ዜና (investgstive) የምትመድቡት የተለየ በጀት ፣ ጊዜ
- 5 በኢትዮጵያ የሙስና ዜና በሚመለከት ሰለዘገባ ያለው ቁልፍ ችግር ምንድን ነው?
- 6 የመረጃ ነጻነት አተገባበር በኢትዮጵያ ምን ይመስላል ?

## Appendix C

### List of informants

No	Name of Informant	Position	Nationality
Informant 1	Muluken Yewendwessen	Editor in chief in Capital	Ethiopian
Informant 2	Eskedar Kfile	Reporter in Capital	Ethiopian
Informant 3	Dejene Tesemma	Editor in chief in The Ethiopian Herald	Ethiopian
Informant 4	Henok Reta	Reporter in The Reporter	Ethiopian
Informant 5	Abdiy Eumer	Editor in Chief in Fortune	Ethiopian
informant 6	Worku Belacahew	Reporter in The Ethiopian Herald	Ethiopian

Appendix D



## Declaration

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

Name: Nakachew Ayele

Signature: -----

Date of Submission: May 4, 2013

Place of Submission: Addis Ababa University, Ethiopia