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**THE DESCRIPTIVE SURVEY ANALYSIS ON THE HOLDING BACK FACTORS
BEHIND MEETING JOURNALISTIC PRINCIPLES: THE CASE OF ETHIOPIAN
BROADCASTING CORPORATION (EBC) AND FANA BROADCASTING
CORPORATE (FBC)**

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This is to certify that the thesis prepared by Afework Wubetu Sintayehu, entitled: The descriptive survey analysis on the holding back factors behind meeting Journalistic principles: The case of EBC and FBC, and submitted in partial fulfillment of the requirements for the Degree of Masters of Arts in Journalism and Communication complies with the regulations of the University and meets the accepts standards with respect to originality and quality.

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Acronyms and Abbreviations

EBC	Ethiopian Broadcasting Corporation
FBC	Fana Broadcasting Corporate
UNESCO	United Nations Educational, Scientific and Cultural Organization
EMMP	Ethiopian Mass Media Policy
EBA	Ethiopian Broadcast Authority
FDRE	Federal Democratic Republic of Ethiopia

ABSTRACT

The descriptive survey Analysis on the Holding Back Factors behind Meeting Journalistic Principles: The Case of Ethiopian Broadcasting Corporation (EBC) and Fana Broadcasting Corporate (FBC)

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Addis Ababa University, 2021

Journalism in Ethiopia, now a days, seems stepping off towards a delicate position to the extent it is examining to identify journalists and activists. Thus, the main focus of this study was to investigate the trammeling (holding back) factors behind meeting the basic journalistic principles and the extent of these factors particularly in EBC and FBC. The study revealed the restricting and dragging factors behind a proper functioning of journalistic principles and assessed how journalists understand the basic principles of professional journalism. Moreover, the way journalists and media respond to the slackening factors and the forthright opportunity in front if journalistic principles are given a spot-on emphasis in a nitty-gritty manner have been studied in this research. To this end, this research is of a quite significant merit for the journalists and media to advance journalism professionalism through thorough understanding of journalistic principles and narrowing the drawbacks identified. Methodological wise, both qualitative and quantitative research approaches were used, and data were collected from 20 reporters using a questionnaire, four chief editors and two media managers using in-depth interview from both media (EBC and FBC). The study has, therefore, revealed that almost 100% of EBC and 80% of FBC respondents face challenges during a trial to meet journalistic principles, and most of the failure of meeting journalistic principles emanated from the journalists and media themselves not only from external domineering influences-as journalists have problems with differentiating universally known journalistic principles and the editorial policy of their media. Additionally, a single dimensional editorial policy of the media along with external far-fetched political influence is a threat against journalism professionalism, the study

indicated. In a nutshell, this study has gone through the possible threats against modern time journalism and come up with paramount findings.

Acknowledgment

As a young energetic man, I have always been with a far-reaching flare dream quite benevolently to have a feather in my cap. However, in years not more than mid-twenties, I have roughly faced tough times which a centenarian might've not faced. Moreover, there were times which dragged me on from meeting my goals and exasperatingly driven me downhearted, dejected and emotionally castrated. There were times, backed up by men, which have waxed and waned my ardent journey to success and mastery of knowledge but ultimately shown me that fortune is quite irreplaceably and forthrightly nicer than a domineering academic and mental brilliance. By happy chance, however, I have tackled all the ups and downs I've so far encountered. Thus, let my heartfelt thanks reach my family, friends and colleagues who have always been by me. I owe you all big.

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A Note on Ethiopian Names

The names of Ethiopian authors and informants are addressed in this thesis in line with the Ethiopian naming tradition which uses the first name as the primary reference.

CHAPTER ONE

1. Introduction

1.1 Background of the study

Journalism is a wide area of thought, principle and action in recent times and as a result has got a great attention of scholars and multi-dimensional elites. Hand in hand to this, many experts defined journalism in different ways though it is still quite examining to come up with a single definition. Zelizer (2005), for instance, shortly and precisely expresses journalism the as ‘sixth Sense’. Thus, according to him, Journalism is the sixth sense, and Journalists make frequent mention of what they call a "news sense," suggesting a natural, seemingly inborn talent or skill for locating and ferreting out news. (Zelizer, 2004 as cited in Deuze, 2005).

Rudin and Ibbotson (2002), on the other hand, vehemently set forth in the following way that any real event appeared as news is not journalism.

It is sometimes suggested that any communication of information or the relaying of ‘real’ events is journalism. This is certainly wrong. For example, the broadcasting of proceedings in Parliament, unvarnished and unadorned by any form of editing or commentary, is not journalism – it is merely the relaying of an event. The publication or broadcasting of football results is not journalism, it is merely information. (p.5).

Additionally, journalists, according to Lippmann cited in Wahl and Hanitzsch (2009, p.91) should “develop a sense of evidence and forthrightly acknowledge the limits of available information; ... dissect slogans and abstractions, and refuse to withhold the news or put moral uplift or any cause ahead of veracity”. In professional regards, as core and far-reaching ideal principle, the following assumption is taken into consideration.

What counts in journalists is above all the devotion, political and ideological loyalty, and the ability to create consensus regarding clearly defined ideas advocated by the newspaper or television channel for which they work ...One becomes a professional journalist on the recommendation of a party or politicians who have direct control over a newspaper or considerable influence

on its management. (Mancini, 2003, p. 97 cited in Wahl & Hanitzsch, 2009, p.51).

Furthermore, many scholars' express journalism as a mere service to the society as the main task of journalism in fact is serving the public fairly and truly. As it is notably minded, journalism is considered to be the service to society since it is the reflection of truth and is actually considered to be a dab hand and post master revelation of hidden and damnatory secrets but with a subsequent care not to be a dare devil. It encompasses, as it can be proofed, different analytical and critical spectrums which are incorporated by the journalists in their contributions. The purpose of the sole exercise is neither glamour nor popularity, but rather it is a service, a service which has the sole ambition of revealing truth to the viewers and readers.

Broadly speaking, however, whatever definition is given to journalism, and whoever journalists run it, the core and long- lasting point rests on the journalistic principles that journalists and media deal with as these Ethical principles are the back bone of the profession 'journalism'. As scholars across the world and professionals of journalism in different media have so far recognized, journalistic ethics and principles are what, undoubtedly, bring life to journalism. According to Haile-Gebriel (2005), for example, a journalism which does not give the proper attention to ethics can be counted as a failure.

Above all, notwithstanding their list and quantity because their type and nomenclature varies from media to media meticulously all around the world, journalistic principles are the ethics and standards comprise of manners and good practice applicable to journalists. This subset of media ethics is known as journalism's professional "code of ethics" and the "canons of journalism".

In the same token, Ethics is the analysis, evaluation and promotion of what constitutes correct conduct and virtuous character in light of the best available principles (Ward, 2009). Additionally, ethics is not a manual with answers on how to act. "It is only a search for the right kind of morality" (Day, 2002 cited in Wolelaw, 2012, p.7).

Hand in hand to this, scholars across the globe have, overtime, shown the unavoidable and irreplaceable linkages between journalism and journalistic principles because if one thinks about journalism, he/she has to think about the principles that journalism should pass through as well.

Journalism ethics is, therefore, a species of applied media ethics that investigates what individual journalists and news in general should do as per the ethical guideline to play their role in a society (Adam, 2010 & Ward, 2009). Adam and Ward's idea is supported by the other significant writer Kasoma (1994) who entails that journalism ethics is concerned with making sound decisions in journalistic performance, and it assumes the presence of societal morality. Morality, in this manner, has to do with actions guided by generally acceptable human values and responsibilities (Kasoma, 1994). A Journalism that goes in line with all recognized and notified journalistic principles is, come rain or shine, a profession that glitters like a gold in the mind of the public.

Thus, while various codes may have some differences and although there is no a globally recognized single guideline about what journalistic principles are, most share common elements including the principles of truthfulness, accuracy, objectivity, impartiality, fairness, and public accountability, as these apply to the acquisition of newsworthy information and its subsequent dissemination to the public. Moreover at least for the sake of understanding, all these principles should be applied not only in news reporting. Interviews, talk shows, live commentaries (including sport), advertisements and entertainments too have to go through a well-structured and recognized journalistic media principles or ethics.

Like many broader ethical systems, the ethics of journalism include the principle of "limitation of harm." This may involve the withholding of certain details from reports, such as the names of minor children, crime victims' names, or information not materially related to the news report where the release of such information might, for example, harm someone's reputation.

Some journalistic codes of ethics, notably some European codes, also include a concern with discriminatory references in news based on race, religion, sexual orientation, and physical or mental disabilities. The Parliamentary Assembly of the Council of Europe approved (in 1993) Resolution 1003 on the Ethics of Journalism, which recommends that journalists respect the presumption of innocence, in particular cases that are still subjugated.

Among many other principles of professional journalism, neutrality, devotion to public proximity to information, playing a watch dog role in any affair and objectivity are the fore coming ones. Objectivity, for instance, is the state or quality of not being influenced by personal bias, prejudice, feelings and opinions (Ayodele, 1988). Broersma (2010) cited in Geremew

(2019, p.3) indicates “In professional journalism, following the objectivity norm helps journalists to exclude personal views and values from their reporting”). Free, impartial and balanced reports are also the core ethics of journalism. Hence, objective news-reporting is that which is devoid of inferences, judgment and slanting. Within the democratic societies, the idea of trying to be balanced, fair, truth or objective in the mass media is a reasonable working standard. However, the lack of objectivity in presenting news may arise from the journalist's personal idiosyncrasies, personality and aspirations (Ayodele, 1988).

Nonetheless, several studies have indicated that objectivity and other core principles in journalism are in serious problems in different mass media outlets. In relation to this, Geremew (2019) reveals that the factors which influence objectivity and other ethical elements include professional implementation, source credibility issues, pressure groups, and ownership issues were perceived as having key influences in the news production process.

For instance, although Eshetu (2012) cited in Geremew (2019) confirms that complaints about the media bias, inaccuracy, unfair treatment, invasion of privacy and so on are continually increasing with stricter control and regulation of the press and broadcasters in Ethiopia, “the contemporary practice of media in Ethiopia is mainly ridden by the interest and ideology of the ruling party that causes hardship in media objectivity and other ethical issues” (Geremew, 2019, p.6). Besides, there are indicators that mass media in Ethiopia are still politically affiliated to the ruling party and powerful opposition parties as well.

Besides, although the other researcher Skjerdal (2017) reveals that Ethiopian journalist can be described as both a loyalist and a change agent, another researcher Wolelaw (2012) contends that Ethiopian journalists are, due to many factors, far apart from ethical issues as they don't practice their responsibility quite remarkably, and they have professional drawbacks as well.

Additionally, the researcher believes journalism principle across the world is given a very eye watering emphasis both by the journalists (the practitioners) and the media (organizations) which the way of framing the agenda is based primarily on supporting one side and affecting the other side. The way international media cover reports on Ethiopian internal issue can be a significantly identified example for media's inclination towards any group which they stand for. However, this matter is not widely observed in international media only. It is in the worst peak point in Ethiopia as well to the extent journalists and activists seem similar and both private and state

media appear the mouth piece of some groups. While journalists have a social responsibility to minimize harm and tackle deteriorating impacts that result in the insurrection among civilians, they themselves add flames to fuels by reporting unchecked and unbalanced reports. Additionally, although it's journalists' responsibility to erode falsehoods and thereupon tensions between groups by striving to accurate and verified information, they (journalists and media) themselves boost the ethnic based tensions elsewhere in the country totally forgetting the required journalistic principles.

Basically, the crucial purpose of journalism, as is recognized across all journalism streams, is informed Citizenry, focus on writing/reading on people's issues, promotion of multi-perspectival approach and Sociological context through and mainly on the basis of readers' and viewers' Interest, accuracy, objectivity, credibility, readability, significance, clarity and personality.

However, in a nutshell, as opposed to these principles, the difference between public relation and journalism is vague, honesty and fairness in reporting and addressing issues is catastrophically put aside, playing the watch dog role and keeping journalistic independence in any case is at its, perhaps, record lowest stage; identifying journalists and activists is as tight as a bottle neck, and above all journalism profession is in a severe position in Ethiopian context quite recently though there is freedom of press in the last three years, as compared to the last three and above decades, after a country wide reform took place in the country.

Therefore, the researcher has been quite far glancing to identify the possible holding back factors that retard journalists and media from meeting the accurate and paramount journalistic principles. In this regard, albeit journalistic ethics or principles are always applicable to both soft and hard news, journalistic issues and principles in hard news was the researcher's focus as it's during hard news reports and the coverage that the information is disseminated widely via all media plat form and the ability of journalists is measured. All in all, the researcher played his utmost effort and far-reaching commitment to identify the root cases behind the fall of ethics in Ethiopian journalism and the possible opportunities that journalist, media and public gain if the journalistic principles are met vehemently.

1.2 Statement of the problem

The principle of journalism is linked with the principles of truthfulness, accuracy, objectivity, impartiality, fairness, and public accountability. And these principles are as unspeakably important as soul for a journalism to shine. However, recently, almost all journalistic principles are given tiny emphasis more exasperatingly in Ethiopia. As Muluken (2018, p.21) indicates, “the Ethiopian government media system and trend of practices are fixed deliberately with intention by the government; and it is required to serve in preaching government policies and strategies, success stories and achievements”. Skjerdal and Mulatu (2020) have also shown the naughty and monstrous fall of current journalism profession and media status quo in Ethiopia as follows.

Media practitioners and media are deeply concerned about the significant trend towards more polarization fueled by ethno-nationalistic media of different origin and ownership, vis-à-vis pan-Ethiopian channels. The ethno-nationalistic media were previous stronghold of the federal state media (EPRDF-supportive) has been overtaken by a fragmented state media structure and with a growing significance of regional mass media agencies. Journalists are beginning to form alliances along regional and ethnic lines. This trend is clearly illustrated by the establishment of the Amhara Journalist Association, Oromia Journalist Association, and Tigray Journalist Association. Journalists are highly inclined to use sources that support their own ideological interest and avoid quoting sources from other ethnicities could balance the story. (p.5).

As stated in the background of the study, owing to the possible political, economic and social factors, journalism profession in Ethiopia seems heading to its weak part to the extent it is difficult to identify who is a journalist and who is not. media are tied up with whistle blowing what the ethnic group they get a sponsorship from stands for and against. The ethnic based tensions which took and take place elsewhere in the country are, more sorrowfully than the activists and bloggers do, directly or indirectly backed up by these goalless media. Almost all principles of journalism have been forgotten or given a very less emphasis. Notwithstanding the background efforts made, no dramatic progress in Ethiopian media is observed. government Censorship has been lifted up to pave a way for journalists and media to perform their tasks without fear, but self-censorship arose instead immediately after that. Press freedom was

proclaimed immensely through declarations, but all possible ways out to be professionally free have been blocked.

In a nutshell, journalists are seemingly ignoring journalistic ethics and standards, state-owned media give the highest priority solely for their either economic or political benefit, private media except some are no longer pushing forward with the exact journalistic principles and journalism seems losing its core parts.

In relation to journalistic ethics, moreover, many researchers have tried to conduct a study at least shallowly. Geremew (2019), for example, shows that objectivity in journalism is not well implemented. Journalistic professional usage gaps, credibility of source selections, various pressure groups and ownership structures of media impede objectivity and other ethical issues in the news process which the society demands (Geremew, 2019). His idea in relation to objective reporting is supported by Engidawork (2011) as he clearly shows the fact that journalists strive for the satisfaction of the ruling government rather than the exact implementation of journalistic principles. The government journalists seem to have been in a bureaucratic mindset: they are not critical of these controversial professional claims of the country for many years (Engidawork, 2011). Both Geremew and Engidawork's idea is significantly supported by the following idea of Geremew (2010).

According to Zewge (2010) government owned newspapers appear to become cautious not to publish anything undesirable by Government even if it is lawful. According to him journalists seem to strictly draw their activities not only from a clearly stated editorial policy but also from their perception of Government expectations that the newspapers best promote Government policies and performances”.

Abayneh (2017) also shows that neutrality and objective reporting is neglected. The government owned media in Ethiopia are development success report oriented. To their best, the private media coverage seems balanced in reporting development and slightly skewed for success reporting. (Abayneh, 2017)

Another researcher Mercymoy (2014), who conducted a research on ‘Oromia Radio and Television organization’ shows that independence of journalists is in question and adds that journalists in the Ethiopia are not independent (Mercymoy, 2014). Through their manly

investigations many researchers have clearly identified that the Ethiopian media and Journalists are deliberately or forcibly in favor of the government deeds. This means the news reports are favorable to EPRDF and critical towards the contending political parties. (Hailegebriel, 2005).

Temesgen (2016) stands for Hailegebriel's (2005) idea, and says in his findings journalists have been under continuous pressures from the government in news and source selection. (Temesgen, 2016). As contrary to the above researchers, Skjerdal (2017) reveals that Ethiopian journalist can be described as both a loyalist and a change agent and clears out that the Ethiopian media involvement is on the change. These researchers have, therefore, clearly shown that journalistic principles have, one way or other, been alienated. Additionally, some of them have tried to show the possible factors that retard back journalists and media from achieving journalistic ethics.

Geremew (2019), for example, has tried his best to show the challenges behind practicing objectivity and other ethical issues. However, firstly, his research has put the utmost focus on objectivity only while other ethical issues are as paramount as objectivity. Secondly, his research only focused on the challenges: it hasn't shown the parallel opportunities which may be gained through practicing the appropriate journalistic principles.

Similarly, Hailegebriel (2005) and Wolelaw (2012) have tried to focus on journalistic Ethics in their study, but their studies have not revealed the deep-rooted challenges behind practicing journalistic principles and the extent of the disadvantage that these factors created on the media, journalist and public although they show some factors which can be taken as a dragging back factor in professional journalism. Moreover, like Geremew (2019), their researches have not looked at the opportunities in front of meeting journalistic principles.

Therefore, the researcher tried to fill these gaps and addressed factors that are taken as dominant obstacle to practice and meet journalistic principles, the extent to which the factors affect journalism as a whole and finally dug out the opportunities in relation to meeting journalistic principles.

1.3 Objective of the Study

1.3.1 General Objective

The general or overall objective of the study was to explore the holding back factors behind meeting journalistic principles in Ethiopian broadcasting corporation (EBC) and Fana Broadcasting Corporate (FBC).

1.3.2 Specific Objectives

The study has the following specific objectives. These are: -

- To explore the factors which hold back journalists and media from meeting journalistic principles
- To assess how journalists and media understand journalistic ethics and principles
- To distinguish the extent to which these factors affect journalism profession as a whole
- To find out how journalists and media respond to these factors.
- To find out what opportunities will be gained if journalistic principles are respected well.

1.3.3 Research questions

In line with the set objectives, the following questions have, abundantly, been answered. These are:

- What are the factors which hold back journalists and media from meeting journalistic principles?
- How do journalists at EBC and FBC understand journalistic principles?
- To what extent is journalism profession as a whole affected?
- How do journalists and media respond to these factors?
- What opportunities do journalists and media get if journalistic principles are met well?

1.4 Significance of the study

Journalistic principles in Ethiopian journalists and media seem to have not yet been given due attention or have been given a low focus.

This study is, therefore, of a paramount importance in discussing the issues that trammel journalists and media not to focus first on the principles before dealing with any journalistic issue. The study, in this regard, investigated the challenges behind in credibility of Ethiopian media and journalists, the magnitude of the impact that the failure to address journalistic issues has on journalists, media and public.

Additionally, the study came up with the possible solutions to avoid holding back factors behind meeting journalistic ethics or principles and opportunities that may emanate from practicing these principles. Accordingly, the study was conducted with a view to imparting the following specific and practical benefits.

Firstly, it tried to find out what the real hindering factors behind Ethiopian journalism and media are and moreover, identified the real journalistic ethics and principles which journalists should follow. As it is simply recognized, there is no a single guideline about what journalistic principles are as many scholars write many lists about journalistic ethics, the researcher identified the common principles.

Secondly, it is also significant for others who are engaged in the media sectors and work for the wider public not to commit similar mistakes in the future. It gives an important and perhaps long reaching lessons for journalists who are on duty now and who will be on the same task in the future. It even gives a vehement lesson for university lecturers and students to come up with sound personalities and profession related to journalism.

Thirdly, other researchers and experts may be provided with ideas that are indispensable for them to study, and can even give a further omen to conduct researches on the subject matter.

Lastly, media practitioners and concerned bodies, who have been practicing journalism as a field, will identify the gaps and come up with a well-behaved profession. Moreover, concerned bodies will identify the demerits that may happen due to weak journalism profession and the merits that arise from meeting journalistic principles accurately.

1.5 Scope of the study

The study was conducted on two highly recognized Ethiopian media: Ethiopian Broadcasting Corporation (EBC) and Fana Broadcasting Corporate (FBC), Addis Ababa, Ethiopia. These two

media have both television and radio stations with high reach to audiences as compared to many other media in the country.

The researcher, therefore, focused on the journalists in these media and the media themselves to come up with deep and valuable outcome on the factors which are said to be hindering to meet the principles during journalistic tasks.

1.6 Limitation of the study

Albeit the researcher faced some ups and downs mainly related with the media's bureaucracy and sample informants and respondent's interest to participate in the study, all inconveniences and delays were tacked, and the researcher came up with success.

However, the worldwide pandemic, Covid-19, was of a great limiting factor for the researcher to collect data through all pertinent and thorough ways. For instance, the nature of this study is quite graphically and flagrantly applicable to a focus-group study. However, owing to the outbreak, it was so cumbersome and farfetched to bring informants together and collect eminent sources from them. In fact, the lack of place to hold focus group discussion was also another limiting factor.

Additionally, a survey study with simultaneous and continuous palpation might have been up held throughout conducting this research. However, due to time constraints and the aforementioned outbreak, the researcher didn't carry out a continuous examination on the issue mentioned so far.

1.7. Organization of the study

This study has five chapters. The introductory part dealt with background, statement of the problem, research questions, objective of the study, and significance of the study, delimitation and limitation of the study. The second chapter, on the other hand in line with the notably identified theoretical frameworks, involved a brief review of related literature regarding the issue of journalism, journalistic ethics and Ethiopian media's current status qou. The third chapter, furthermore, dealt with research methods and methodology and description of the study area. Besides this, the fourth chapter articulated data presentation and analysis of the study under

different sections. Finally, the last chapter (five) stipulated summary, conclusion and the recommendations based on the study.

1.8. Operational definition

Operational definition of the following key terms has been essential to properly and appropriately understand the notion of this study.

Journalistic Principles

Journalistic principles are the ethics and standards comprise of manners and good practice applicable to journalists and media as a whole. This subset of media ethics is known as journalism's professional "code of ethics" and the "canons of journalism".

In the same token, Ethics is the analysis, evaluation and promotion of what constitutes correct conduct and virtuous character in light of the best available principles (Ward, 2009).

Therefore, journalistic principles are guidelines or professional standards which journalism should always deal with.

Holding back factors

Shortly and precisely, the phrase 'holding back' means 'trammeling', 'hindering' or 'challenging'. Thus, holding back factors are factors which hinder or slacken the successful accomplishment of a certain task. Holding back factors behind meeting journalistic principles, in this regard, are factors which eliminate the move and performance of journalists and media from meeting the exact professional qualities and standards.

CHAPTER TWO

2 Review of Related Literature

2.1 Journalism and Journalistic principles

Even though it is classified in to two broad categories (hard news and soft news) and in between engulfs different types namely: investigative journalism, political journalism, Crime Journalism business journalism, arts journalism, celebrity journalism, education journalism, sports journalism and lifestyle journalism, Journalism, shortly and precisely, “involves the sifting and editing of information, comments and events into a form that is recognizably different from the pure form in which they first occurred” (Rudin & Ibbotson, 2002,p.5). Furthermore, literally, “Journalism is the serial presentation of information and conversation about public events, trends and issues distributed through various media with the primary purpose of informing, entertaining and connecting citizens in communities” (Lacy & Rosenstiel, 2015, p.6).

Having what journalism is in mind, it is egg headedness but no ephemeral to discuss what journalistic principles are. Therefore, albeit they are different across many disciplines, they can be taken as the distinguishing characteristics to other professions (Temesgen, 2013). Whole speaking, principles are propositions or values that are a guide for behavior or evaluation can be used as comprehensive and fundamental law, doctrine, or assumption and a rule or code of conduct. Taking this point in to mind, therefore, it is healthy to conclude that journalistic principles are propositions, doctrines or code of ethics that guide journalism in general and media and practitioners in particular, and these codes of conduct are what are commonly called media ethics or ethical norms.

Ethics, in this regard, implies the norms which a journalist must uphold and cherish in order to keep the integrity and the sanctity of the profession intact. According to Day (2000) cited in Wolelaw (2012), for instance) ethics is not a manual with answers on how to act. It is rather only a search for the right kind of morality.

As stated above, journalistic principles are, come rain or shine, journalistic and media ethics and standards though there are some differences in a case that ethics stands for the manner a journalist has to follow during reports whereas principles stand for the guidelines which engulf

all these ethics and other standards that a journalist and media follow. Journalistic principles can, as the same time, be journalistic goals whereas ethics are not the ultimate goals of journalism.

Therefore, Media ethics assist media workers in determining what is right and choosing the best from several alternatives. The media Ethics theoretical frame work, clearly puts that ethics should set guidelines, rules, norms, codes and principles to lead journalists and other media workers to make moral decisions.

As known across school of journalism, media ethics or journalism ethics is a branch of philosophy concerned with actions that are normally permissible and those that are not. Additionally, Media ethics assist media workers in determining what is right, and how to choose the best from several alternatives. A theory ‘media Ethics’ which is elaborated more here below in this research brings an idea that media ethics constitutes a normative science of conduct and must therefore be applied voluntarily. Ethics should set guidelines, rules norms, codes and principles that will lead journalists and all other media workers to make moral decisions. They should not be forced to do so because ethics is applied voluntarily (Khan & Lal, 2011).

In relation to media ethics theory, although it is well elaborated here below under this chapter, there are teleological ethics and deontological ethics. Teleological ethics is the acceptability of an action is measured in terms of its consequences – only after consequences have been noted is the rightness or wrongness determined. Contrarily, deontological ethics is when the rightness or wrongness of an action is dependent on the action itself and not on the result or consequences it produces (Khan & Lal, 2011).

Literally, normative ethics is concerned with what people and institutions ought to do, and how they should conduct themselves. Media workers are part of society and therefore, function within the parameters set by the expectations prevalent in a society at a particular time. Apart from society, the government of the country also informs expectations of society, the government of the country also informs expectations of media ought to do. Consequently, nation’s media, more than any other kind of institution is shaped by the prevailing political power. Throughout history, the question ‘which are the exact journalistic principles?’ has remained unanswered as different scholars mention different guidelines and ethics as a core journalistic principle. Kovach and Rosensteil (2001), for example, list and explain 10 elements of journalism which are taught at

different universities as far-reaching and well-addressed journalistic principles. These Elements have been elaborated as follows.

In this manner, the first principle of journalism, according to Kovach & Rosensteel (2001), reads as ‘Journalism’s first obligation is to the truth’. This principle entails the fact that all truths – even the laws of science – are subject to revision, but we operate by them in the meantime because they are necessary and they work (Kovach & Rosensteel, 2001). As Ireton (2018) indicated, in the high-speed information free-for-all on social media platforms and the internet, everyone can be a publisher. Owing to this reason, “citizens struggle to discern what is true and what is false” (Ireton, 2018, p.32).

Secondly, according to Kovach and Rosesteel (2001), ‘journalism’s first loyalty is to citizens. This idea, as a second principle, on the other hand, comes up with the fact that the publisher of journalism whether a media corporation answering to advertisers and shareholders or a blogger with his own personal beliefs and priorities must show an ultimate allegiance to citizens. As Schlesinger (1978) cited in Temesgen (2013) says production routines embody assumptions about audiences as "the audience" is part of a routine way of life.

Additionally, Kovach and Rosensteel (2001) put the third principle of journalism as ‘journalism’s essence is a discipline of verification’. According to these authors, being impartial or neutral is not a core principle of journalism. Because the journalist must make decisions, he or she is not and cannot be objective.

Furthermore, ‘Its practitioners must maintain an independence from those they cover’. As a fourth principle, this statement means not becoming seduced by sources, intimidated by power, or compromised by self-interest. Individual autonomy does, nevertheless, signify some form of self-directing freedom and moral independence – a status that separates us from others (Sjøvaag, 2013). On a deeper level it speaks to an independence of spirit and an open-mindedness and intellectual curiosity that helps the journalist see beyond his or her own class or economic status, race, ethnicity, religion, gender or ego.

The fifth principles, according to Kovach and Rosensteel (2002) is ‘Journalism must serve as an independent monitor of power’. As it is known, Journalism has an unusual capacity to serve as

watchdog over those whose power and position most affect citizens. It may also offer voice to the voiceless. In this regard, Schultz (1998:6) as cited in Temesgen (2013) says:

Journalists and editors remain the most insistent advocates of the news media as the Fourth Estate: watching, questioning, analyzing and informing, often despite the opposition of their managers who would prefer a more compliant, more entertaining and less critical approach. (Schultz, 1998 as cited in Temesgen, 2013, p.13).

As a sixth principle, ‘journalism must provide a forum for public criticism and compromise’ as Kovach and Rosensteil stated. According to this theme, the news media are common carriers of public discussion, and this responsibility forms a basis for special privileges that news and information providers receive from democratic societies. Moreover, “the simple equation becomes—increasing quality of journalism will lead to better decisions by citizens and more accountability of government” (Lacy & Rosensteil, 2015, p.9).

Kovach and Rosensteil’s seventh principle of journalism reads as ‘journalism must strive to keep the significant interesting and relevance’: As it is manly minded, journalism is storytelling with a purpose. It should do more than gather an audience or catalogue the important. It must balance what readers know they want with what they cannot anticipate but need.

Moreover, it must keep the news comprehensive and proportional. In this case, as an eighth principle, keeping news in proportion is a cornerstone of truthfulness. Inflating events for sensation, neglecting others, stereotyping, or being disproportionately negative all make a less reliable map.

Next, the ninth principle as Kovach and Rosensteil further elaborated reads as ‘its practitioners must be allowed to exercise their personal conscience. Doing journalism, whether as a professional writing for a news organization or as an online contributor in the public space, involves one’s moral compass and demands a personal sense of ethics and responsibility. Because “news” is important, those who provide news have a responsibility to voice their personal conscience out loud and allow others to do so as well.

Finally, the last principle is ‘Citizens, too, have rights and responsibilities when it comes to the news’. The first task of the new journalist/sense maker, according to Kovach and Rosensteil

(2001), is to verify what information is reliable and then order it so people can grasp it efficiently. The above points are what have so far been recognized as this time's journalistic elements in a single sense and professional journalistic principles in a broader sense.

However, although Kovach and Rosensteel (2001) mentioned the above mentioned 10 journalistic principles, 400000 working journalists had mentioned other principles in Paris on 20 November 1983 in a meeting held by UNESCO. Therefore, according to the proclamation prepared under the auspices of UNESCO by meetings of international and regional organizations of journalists between 1978 and 1983, issued by the Fourth Consultative Meeting, representing 400000 working journalists in all parts of the world, in Paris on 20 November 1983, the following are taken as far-reaching journalistic principles which journalists and media across the globe should mind. These are:

Principle I: Peoples' right to true information: People and individuals have the right to acquire an objective picture of reality by means of accurate and comprehensive information as well as to express themselves freely through the various media of culture and communication.

Principle II. The journalist's dedication to objective reality: The foremost task of the journalist is to serve the people's right to true and authentic information through an honest dedication to objective reality whereby facts are reported conscientiously in their proper context, pointing out their essential connections and without causing distortions.

Principle III. The journalist's social responsibility: The journalist's social responsibility requires that he or she will act under all circumstances in conformity with a personal ethical consciousness.

Principle IV. The journalist's professional integrity: The social role of the journalist demands that the profession maintain high standards of integrity, including the journalist's right to refrain from working against his or her conviction or from disclosing sources of information.

Principle V. Public access and participation: The nature of the profession demands that the journalist promote access by the public to information and

participation of the public in the media, including the right of correction or rectification and the right of reply.

Principle VI. Respect for privacy and human dignity: An integral part of the professional standards of the journalist is respect for the right of the individual to privacy and human dignity, in conformity with provisions of international and national law concerning protection of the rights and the reputation of others, prohibiting libel, calumny, slander and defamation.

Principle VII. Respect for public interest: The professional standards of the journalist prescribe due respect for the national community, its democratic institutions and public morals.

Principle VIII. Respect for universal values and diversity of cultures: A true journalist stands for the universal values of humanism, above all peace, democracy, human rights, social progress and national liberation, while respecting the distinctive character, value and dignity of each culture.

Principle IX. Elimination of war and other great evils confronting humanity: The ethical commitment to the universal values of humanism calls for the journalist to abstain from any justification for, or incitement to, wars of aggression and the arms race, especially in nuclear weapons, and all other forms of violence, hatred or discrimination, especially racialism and apartheid, oppression by tyrannical regimes, colonialism and neo-colonialism.

Principle X. Promotion of a new world information and communication order: The journalist operates in the contemporary world within the framework of a movement towards new international relations in general and a new information order in particular (UNESCO, 1983).

Another man Benton (2019) also lists twelve preliminary journalistic principles which, he reckons, pave a graphical way for a proper journalism practice. These principles are:

Protecting sources-defending anonymity when it is requested(1), providing safe ways for sources to make “first contact”(2), recognizing the costs of whistleblowing for the whistleblower, and prompt them to think through ahead of time how to cope when the story breaks(3), verifying material focusing on the public interest value of the information(4), taking responsibility for digital defense and using encryption(5), determining the biggest threats to the reporter and sources(6), explaining the risks of digital exposure to sources or whistleblower(7), publish original documents and datasets in their entirety(8), securely deleting data provided by sources(9), ensuring any digital drop boxes for confidential sources and whistleblowers offer a good level of security and, for higher-risk materials, anonymity(10), understanding the country, regional, and international legal and regulatory frameworks for protecting confidential sources and whistleblowers(11), encouraging news publishers to practice their responsibility to provide proper data security for journalists, sources, and stored materials, along with appropriate training and policies to guide journalists(12).

(Benton, 2019)

At the same token, to give a persistent and fair weight for the media status quo of Ethiopia, the researcher has gone deep in to the Ethiopian mass media policy. As a result, it is recognizably noted that the media and journalistic principles (also called the principles of mass media according to the Ethiopian broadcast authority, EBA) are listed as follows: Diversity, accessibility or reachability, ethical discipline and loyalty to law and order (Ethiopian mass media policy, 2021). FDRE’s EMMP list of principles, however, is not all rounded. Moreover, the above-mentioned principles will encapsulate the following common only recognized journalistic principles as we, in enroute, identify what journalistic ethics are from different perspectives.

2.1.1 Commonly known Core Principles of Journalism

Although many authors mentioned the above principles as an internationally agreed principles, many other scholars have also identified some other short and precise principles of journalism which are now being taken as a source in many universities and colleges in Ethiopia and around the world. However, as it is wide and tiresome to mention all principles which scholars identified

through time, it is now worthy (the researcher also feels it is marvelous) to mention the commonly recognized principles or ethics of journalism. These principles are, therefore, adapted by the researcher as the set of the above mentioned and many globally articulated principles. Namely the principles are: Truth and accuracy, independence, fairness and impartiality, humanity, accountability, minimizing harm, humanity, integrity and public trust.

The first is principle in this case ‘Truth and Accuracy’. This principle expresses that journalists cannot always guarantee ‘truth’, but getting the facts right is the cardinal principle of journalism. According to Hargreaves (2003) cited in Geremew (2019), journalists are expected to maintain public trust in addition to report accurately, and ‘objectivity is part of the ethical decision-making in journalistic practices that determines how much the public can trust journalists’.

‘Independence’, as a second commonly known principle, entails the fact that journalists must be independent voices and eager beaver to play a watch dog role in professional issues. Briefly notation, journalistic independence is one of the canons of journalism and is defined as, “Freedom from all obligations except that of the fidelity of the public interest” (Ahuja, 2001, p. 4).

‘Fairness and Impartiality’, on the other hand, as a third journalistic principle focuses on the fact that most stories have at least two sides. While there is no obligation to present every side in every piece, stories should be balanced and add context. Objectivity is not always possible, and may not always be desirable (in the face for example of brutality or inhumanity), but impartial reporting builds trust and confidence. Accordingly, impartiality relates to absence of bias and objectivity to identifying facts and evidence (Hackett, 1984).

‘Humanity’, on the other hand, sets forth that journalist should do no harm. What we publish or broadcast may be hurtful, but we should be aware of the impact of our words and images on the lives of others.

Muluken (2018) indicated that accountability as another journalistic principle is a sure sign of professionalism, and responsible journalism is the ability to hold ourselves accountable. In this regard, when journalists commit errors, they must correct them and their expressions of regret must be sincere not cynical.

The other principle, ‘minimizing Harm’ plays the most productive role in dispelling causalities because as Muluken (2018) indicated ethical journalists treat sources, subjects and colleagues as human beings deserving of respect.

Moreover, ‘Integrity’ as another principle means the fact that “professional electronic journalists should present the news with integrity and decency, avoiding real or perceived conflicts of interest, and respect the dignity and intelligence of the audience as well as the subjects of news” (Muluken, 2018, p.6).

Finally, under ‘Public Trust’ as a basic journalistic principle, professional electronic journalists should recognize that their first obligation is to the public. Having the trust of one’s audience is vital to journalism’s core function of ‘sense making’ (Kovach and Rosenstiel, 2002 as cited in Fink, 2019).

2.2 Journalism in post-truth(post-modernism)

Media scholarship has long been averse to the concept of “truth.” Acknowledging this, Zelizer (2004) has dubbed truth a God-term. Nonetheless, the extant literature has combined an irony about truth and facts—terms which have mostly appeared in scare quotes in the literature (e.g., Ericson,1998 cited in Godler, 2021). Therefore, In the age of post-truth, media studies find themselves trapped between the desire to restore journalism’s authority as a veristic (truth-seeking) institution and the lack of a coherent, applicable and consensual theory of truth.

Journalism and journalists sit at the intersection between politics, facts and truth. Reporters are taught to use facts to make an argument, to let the facts do the talking. The age of post-truth, post-factual politics, fake news and alternative facts is up onus (Ettema,1987 cited in Godler,2021). In relation to this, findings show that during actual situations of coverage journalists’ operative conceptions of truth match, at a minimum, the theories of coherence, correspondence and pragmatism.

2.3 Who are journalists?

In identifying what roles should journalists play and who journalists are, Deuze (2005) has put the following four precisely noted points.

First of all, according to Deuze, **Journalists provide a public service.** Prominently, the public-service ideal can be seen as a powerful component of journalism's ideology (Deuze, 2005), and further elaborated as:

Journalists share a sense of 'doing it for the public', of working as some kind of representative watchdog of the status quo in the name of people, who 'vote with their wallets' for their services (by buying a newspaper, watching or listening to a newscast, visiting and returning to a news site). One may find evidence of such a value by specifically examining journalists' images of their audience, and by looking at their views on what they do and how their work may affect (intended) publics – as citizens or consumers (p.447).

Thus, journalists should strive for the public service and benefit often as a core part and domain of their task as responsibly and professionally as requested. This idea is also supported by the social responsibility theoretical frame work which has been primarily taken as a guiding frame work of this study.

Journalists are neutral, objective, fair and (thus) credible: Neutrality, objectivity, fairness and thus credibility are the irreplaceable principles of journalism as supported by both social responsibility and media ethics theoretical frame works. Thus, journalists are those who are neutral, objective, fair, credible and responsible.

Although objectivity has a problematic status in current thinking about the impossibility of value-neutrality, academics and journalists alike revisit this value through synonymous concepts like 'fairness', 'professional distance', 'detachment' or 'impartiality' to define and (re-)legitimize what media practitioners do. (Deuze, 2005, p.448)

As it is perhaps notably and apparently known, objectivity may not be possible but that does not mean one should not strive for it, or redefine it in such a way that it in fact becomes possible, as Ryan (2001) as cited in Deuze (2005) argues. Other voices lament this kind of detachment as an overriding reflex of journalism that makes its professionals immune to any kind of comment or critique, and therefore failing in journalism's task of promoting democratic deliberation Feminist media scholars argue, however, that subjectivity does not contradict objectivity as both values

can be considered as constitutive elements of a professional identity of journalists (Van Zoonen,1998 as cited in Deuze,2005).The point is that the embrace, rejection as well as critical reappraisal of objectivity all help to keep it alive as an ideological cornerstone of journalism. Journalists must enjoy editorial autonomy, freedom and independence Reporters across the globe feel that their work can only thrive and flourish in a society that protects its media from censorship; in a company that saves its journalists from the marketers; in a newsroom where journalists are not merely the lackeys of their editors; and at a desk where a journalist is adequately supported through, for example, further training and education (Weaver, 1998).

Journalists have a sense of immediacy: The first and perhaps the most prominent task of journalists is immediate reporting as, according to journalist, their work is reporting the news. This lends the work of journalists an aura of instantaneity and immediatism, as ‘news’ stresses the novelty of information as its defining principle. The work of journalists, therefore, involves notions of speed, fast decision-making, hastiness, and working in accelerated real-time. Stephens (1988), Nerone and Barnhurst (2003) and Lule (2001) cited in Deuze (2005) note that from its earliest day journalism has relied on certain forms, archetypes, themes and routines enabling its practitioners to manage an ever-increasing volume of information within the confounds of continuous deadlines.

Journalists have a sense of ethics and legitimacy: Under media ethics theory, what comes first is journalists’ first loyalty to media ethics and legitimacy. Whole speaking, media ethics theory fascinatingly sets forth ethics and a sense of ethics has a pivotal role in journalists’ mental, psychological and professional integrity. Albeit journalists worldwide disagree on whether a code of ethical conduct should be in place or not, they do share a sense of being ethical – which in turn legitimizes journalists’ claims to the position as (free and fair) watchdogs of society. A comparison of ethics codes in a number of European and Middle Eastern countries shows that even though political and social systems in these countries may vary considerably, ethical guidelines reflect a broad intercultural consensus on certain key elements such as a commitment to truth and objectivity (Hafez, 2002). Ryan (2001) even goes as far as to claim ethics as the all-encompassing value in journalism. In doing so, these academics confuse the function of ethical behavior as a legitimizing value with its concrete meaning or interpretation in a given situation or setting.

2.4 Theoretical frame works

Commonly speaking, the theoretical framework is the structure that can hold or support a theory of a research study. It introduces and describes the theory that explains why the research problem under study exists. As everyone in journalism stream specifically and social science faculties generally may mind, theoretical frame works are what bring a logical linkage between a research problem and findings. As a result, this research two basic theoretical frameworks namely social responsibility theory and media ethics theory as its core supporting theories.

2.4.1 The Social Responsibility Theory

Above all and unequivocally, the social responsibility theory of the press bothers on journalistic ethics as a sense of responsibility in the media and journalism profession as a whole is truly paramount. As Moemeka (1991) in Uzuegbunam (2013) pointed out this theory places due emphasis on the moral and social responsibilities of persons who, and institutions which, operate the mass media. In this statement, one can adequately mind that morality and ethical responsibility plays the lion's share role in a successful accomplishment of tasks which journalism seeks.

Owens (1994) cited in Mercmoy (2014) made an interesting attempt at formulating a concise definition for social responsibility in the media, from the perspective of a developing country. He maintains that as part of its responsibility to serve public interest, the mass media are expected to inform the citizenry of what goes on in the government which in a way keeps rulers in check. Similarly, the media should be reporting on and promoting discussion of ideas, opinions and truths toward the end of social enhancement; acting as a nation's 'bulletin board' for information and mirroring the society and its peoples just the way they are, thus exposing the heroes and the villains (Owens, 1994 as cited in Mercmoy,2014).

Accordingly, scholars have shown that the social responsibility theory was restricted from 1947's report of the Hutchins commission, which was legitimately known as 'Commission on Freedom of the media' (Blevins, 1997& Davis, 2012 as cited in Mercymoy, 2014).

Luckily and relevantly, the commission was comprised of leaders from many areas of society, including academics, politicians, and heads of social groups as stated in many articles. Another man Nerone too as cited here above, on the other hand, notes that the reasons for the urgency of

the formation of the commission include 'the vigorous atmosphere of press criticism of the past few decades, the outbreak of the war, widespread fears of propaganda and totalitarianism, and the expected rise of a generation of new media technologies in the post-world war'. Mercmoy (2014) in this regard has stated in a study that the of commission on Freedom of the Press conducted interviews with people from the media, government and the academia and has taken four years of deliberation to release the report in 1947, which is used as a benchmark for the social responsibility theory of the press. As a result, the commission has reported to point out five things that the society needs. These are; (1) a credible, a comprehensive coverage and an intelligent report of events in a way that it is meaningful to them; (2) a forum for exchanging comments and criticisms; (3) a means of communicating opinions and attitudes of different social groups to each other; (4) a method by which values and goals of the society could be presented and clarified; and (5) a way of reaching each member of the society through the flows of information, thought, and feeling that the press supplies.

One way or other, journalistic principle or what are commonly called media ethics which seem to be the crux points of journalism are guided or in some stance examined by social responsibility of journalists, practitioners and media. In relation to this, the main foundations of social responsibility theory of the media, as McQuail (1983) in Mercmoy (2014) stated are:

An assumption that the media do serve essential functions in society, especially in relation to democratic politics; a view that the media should accept an obligation to fulfill these functions—mainly in the sphere of information, and the provision of a platform for diverse views; an emphasis on maximum independence of media, consistent with their obligations to society; an acceptance of the view that there are certain standards of performance in media work that can be stated and should be followed. (p.25).

Broadly speaking, all afore mentioned principles will effectively and efficiently put in to practice if social responsibility is taken as a mere guiding professional choreography. For instance, among the widely known principles of journalism', reporting on facts comes to the front position. However, although according to social responsibility theory journalists and media have a professional burden to report facts, it will unspeakably hazardous to report things as they

happen without an appropriately responsible manner. In this manner, what comes to mind is the linkage and perhaps most notably the sameness of social responsibility and ethics. Therefore, ethics generally is the moral philosophy concerned with the standards of good and bad conduct, the rightness or wrongness of an action (Uzuegbunam, 2013,). Okunna (2003) cited in Uzuegbunam (2013) emphasizes that ethics is self-legislation as opposed to official or government legislation through outside compulsion, which is characteristic of law". Taking the clause 'ethics is self-legislation', we can, hereby, conclude that responsibility is quite similar to Ethics in many ways and more specifically in the fact that both of them are keen on employing moral issues without an automatic external influence. Thus, it can be vehemently clear that discussing ethical principles which are often in the profession 'journalism' is directly or indirectly discussing the social responsibility that journalists and media should be liable to.

In a nutshell, social responsibility theory, as a guiding frame work of this study, entails that it is an unavoidable task of journalists and media practitioners to go hand in hand with professional journalistic principles while following the right moral in performing tasks. At the same taken, McQuail (1987) cited in Okunna & Omenugha (2012) as cited in Uzuegbunam (2013) gave a list of basic tenets guiding this theory and which further drive home this ethical dimension of the social responsibility principle, to include accepting and carrying out certain societal duties; setting high professional standards of truth, accuracy, objectivity, balance and informativeness; regulating itself in accordance with the law; having media pluralism – multiplicity of voices – to represent divergent viewpoints; accountability to society, their medium and others; and that people have the right to expect them to perform creditably.

Furthermore, according to social responsibility theory, if the sense of being socially responsible is at its lowest point, the appropriate mannerism in any stream and especially in journalism will be sinking to zero as "social responsibility theoretical model implicates to the loss of audiences as a result of the lack of objectivity and other ethical issues" (Geremew, 2019, p.1). In this precise and short wording, one can come up with a sound conclusion that entails 'a dramatic departure from social responsibility in the media industry will willy-nilly result in a dramatic failure of meeting journalistic principles. It is, as mentioned here above, because the theory 'social responsibility' engulfs both meeting journalistic principles and the ethics employed to practice these principles.

All in all, McQuail (1983, p. 92) as cited in Abayneh (2017, p.34) points out the main standards of the theory as follows:

- Media should take and fulfill certain duties to society
- These responsibilities are mainly to be met by setting high or professional standards of informativeness, truth, accuracy, balance and objectivity.
- In accepting and applying these obligations, media should be self-regulating within the framework of law and established institutions
- The media should escape whatever might lead to crime, violence or civil disorder or give offence to ethnic or religious minorities
- The media as a whole should be pluralist and reflect the multiplicity of their society, giving access to various points of view and to rights to reply
- Society and the public, following the first named principle, have a right to expect high standards of performance and intervention can be justified to secure or a public good.
- Journalists and media professionals should be accountable to society as well as to employers and the market.

According to Khan & Lal (2011) the emphasis of this social responsibility theory is evidently on self-control. Due to development of the media, policy maker had to ensure that the media optimally contributed to the democratic process, while simultaneously providing the envisaged social benefits to media users. Apart from ensuring press freedom, social theory had to make provision for obligations of the media. Regardless of all what this theory focuses on, this theory (social responsibility) also deals not only with journalists' secure and sound manner but also media's appropriate obligations and practice as well. These obligations led to formulation of the social responsibility theory. In terms of this theory the media should:

- Accept responsibilities towards society including setting professional standards for supply of information i.e., truth, accuracy, objectivity, privacy and balance of their reporting.
- Avoid publishing information that could lead to violence or social disruption.
- Expect societal intervention if the media fail to meet professional standard.

- Collectively reflect a diversity of consent to ensure public access to a variety of viewpoints, and their right to react to these viewpoints.

Thus, Social responsibility theory entails the necessity for the journalists to keep society's interest as a top priority (Ford, 1999 as cited in Mercmoy, 2014). This theory can, therefore, help as a preliminary framework to conduct a deep study on issues related to journalistic ethics (namely and widely journalistic principles) as it is seen as a collective responsibility or public interest responsibility. This research reckons the different perspective of social responsibility theory and predominantly can be made use of to identify factors which trammel the practice of media and journalists.

2.4.2 Aristotle's Golden Mean Theory

As we often mind, different scholars agreed that technological changes in the media subsequently call for a rethink and rediscovery of the study of theory of journalism ethics as theories are guiding instruments which bring life to thoughts. Another scholar Jacquette (2007) clearly and marvelously says theory of journalistic ethics should explain where journalistic rights and responsibilities come from, and how they are related to the proper moral conduct of professional journalists.

Broader speaking, ethics and moral philosophical concepts and theories foundation trace back to ancient time of Socrates, Plato and Aristotle. Whenever issues about media ethics are seen through, Aristotle's Doctrine of the Mean (virtue ethics) and its connection with journalism principles and ethics will inevitably be attention-grabbing. Aristotle's Doctrine of the Mean (Virtue Ethics), literally in this regard, is associated with the discussion of ethics in general and media ethics in particular. As it is quite recognizably noted, journalistic principles which are literally called canons of journalism are directly associated with media ethics. Thus, media ethics theory in this regard is taken as a corner stone theory to study media ethics in particular and journalistic professionalism in general and issues behind this professionalism. As such, "Journalism and media ethics texts commonly invoke Aristotle's Golden Mean as a principal ethical theory that models such journalistic values as balance, fairness, and proportion" (Cunningham, 1999 cited in (Muluken 2018)).

Aristotle's 'golden mean' theory, in this case, suggests that the most virtuous course of action an individual can take in any ethical situation is one which sits at the midpoint between excess and deficiency. As Aristotle, the two extreme tips of any one's argument, point of discussion and even truth couldn't serve the interest of the majority. Cunningham (1999) explained that when the Aristotle's golden mean narrow down to the media ethics scope, its implication may be that the majority of media audience interests have been served if media produce balanced, fair and moderate reports. The following paragraph linked Aristotle's virtue ethics with contemporary journalism principles and media ethical practices: Modern journalistic balance and fairness are found on this [virtue ethics] principle . . . While minute-for-minute equality in broadcasting can be a flawed application of the golden mean, Aristotle's principle is valuable to media people when making moral decisions, as long as they do not abdicate their power of reason to embrace formulaic tit-for-tat measurable equality . . . It takes a sharp mind to sort through issues of balance and fairness (Vivian & Peter, 1997, pp. 370– 371 cited in Cunningham, 1999, p. 2) cited in (Muluken, 2018). One can ask that who determines as some decision and selection is right "Virtue". Cunningham (1999, p. 5) stated that "Virtue is the informed choice of a morally developed person whose cognitive apparatus and emotional status are in good working order." As such, journalists are the one who will select, deiced and do the right thing based on rational reasoning. Cunningham (1999, P. 7) stressed that when the journalist undertakes ethical choices, those selfsame work practices and standards that define his role as reporter, commentator, or editor are enhanced (or diminished, in the case of unethical choices). Fair, honest, and courageous reporting that reflects complex social realities and also respects the vulnerabilities of others is more likely to result in a story that is superior to any lacking those same qualities.

Hand in hand to this, one can conclude that extremism in performing and running a certain profession can be congruently fallen in by the golden mean theory as this theory places emphasis on high character and not on duty or seeking good consequences. Striking balance but with not putting aside the desired principles, especially in media platforms, truly advantageous.

Kant's Categorical Imperative (Duty-Based Ethics)/ Deontological Ethics, as opposed to Aristotle's golden mean theory, lays on fulfilling assigned duties whatever the consequences may be aftermath of the actions someone takes. As duty ethics, ethical practice is to mean doing the 'right' action ignoring what the outcome may be bad or good. The 'right' action is decided by

doers' morality and conscious level. Duty ethics listed out the following moral rules which tried to justify why someone should make his/her duty:

- Do it because it's the right thing to do.
- Don't do wrong things.
- Avoid them (actions/ duties) because they are wrong.

Someone who follows duty-based ethics should do the right thing, even if that produces more harm (or less good) than doing the wrong thing. For example, Kant thought that it would be wrong to tell a lie in order to save a friend from a murderer (Deontological Ethics Review from www.BBC.co/UK). Duty Based Ethics clearly coincides with some of the basic principles and ethics of journalists'- telling the truth and accuracy. Journalists should tell the truth and make their report accurate whatever the consequences will be. Therefore, Kant's duty-based ethics is preferable as it is best suit to one of the basic principles of journalism 'objectivity', but it is also against the other journalists' ethics- minimizing impact and harm. Thus, all in all, Aristotle's golden mean media ethics theory, which entails that what is morally right can be good professionally too, is taken as a basic theoretical frame work of this study.

2.5 Major factors that influence journalists' professionalism

As it is commonly experienced in many other fields, journalism as a profession faces many retarding factors which arise from many conditions. Especially in relation to obeying the basic journalistic principles which are in many ways taken as journalistic ethics, media and journalists get themselves tied in a manner which is as narrow as a bottle neck. Although these trammeling factors differ from country to country and organization to organization, Wolelaw (2012) identified some dominant factors which overshadow the journalists' straight eager towards meeting the ethics that their profession looks for. These factors are: Individual, small group, organization, professional problems, political affiliation or personal agenda, psychological factors and self-censorship.

Firstly, by the word individual it is to mean as an individual, journalists are very much influenced by their internalized set of beliefs in the way they report. Masterson and Patching as quoted in Wolelaw (2012) argue that journalists are very much influenced by their biases, their

perception of the audience, and their own interpretation of the core news value of consequences proximity, conflict, human interest, novelty, and prominence.

The other second factor behind journalistic principles directly comes from small group, and this news room culture norm can be interpreted as the small group social influence, and is confirmed by Schultz's (1998) media and democracy survey that colleagues are consistently the most significant source of guidance for the journalists surveyed. According to findings, colleagues and editors often embolden a journalist to take some risk ethically. Editors and managers are also influencing journalists to seek other perspectives in their daily decision-making process, according to (Wolelaw, 2012). Thirdly, organizations also have their own impact on journalists' and media's tasks. Voakes (1998) studied that the organization continues to highly influence decision making by scoring the highest value. Moreover, a study by Johnstone et al (1973) found that the type of organization has a bearing on how a journalist define his/her responsibilities. It also found that the larger and more powerful news organizations allow the journalist to play a more active role in their decision-making process although some others argue that an organization by its very nature places restriction on individual autonomy.

Additionally, Professional Problems can be taken as a highly observable factor that pulls back journalism profession. It has been sufficiently demonstrated that journalists in all mass media organizations joined the profession without having journalistic qualification. Consequently, this affair puts a heavy load on a manly accomplishment of journalistic tasks.

Economic Factors are the other hindering factors as Journalism is one of the professions which offers lower salary for its practitioners in a developing country like Ethiopia, according to (Kasoma, 1994 & Sanders, 2003 as cited in Wolelaw, 2012). This situation, in this case, aggravate the issue of creditability, balance, objectivity and fairness may no bet given due attention by the journalists. Therefore, accepting freebies, gifts, favors, free travel, special treatment or privileges can compromise the integrity of journalists and their employers.

Besides the above-mentioned impacts, political Factors or Personal Agenda can be taken as a threat against journalism especially now a days. A strong desire to satisfy the political leaders especially the ruling party and individual is also another reason for the journalists to create a story. Thus, Journalists who are affiliated with political parties or to some cases will be pressured to write false propaganda.

According to experts, psychological factors may also be mentioned as factors exposed against journalistic professionalism as “Sometimes journalists fabricate news stories or feature articles just because they enjoyed to be admired and loved by the staffs, bosses and by the readers (Shapiro, 2006). Finally, self-censorship is what is commonly mentioned as an avoidable threat against journalistic manner. In this case, one can mind that journalists omit contents especially during suppression and self-censor themselves and erase important detail of facts.

2.6 Merits of Journalistic principles for journalists and media

A profession guided primarily by its basic principles is as strong as iron and subsequently brings solid and believable outcome. Likewise, practicing the basic principles of journalism in day-to-day coverage is inevitably paramount both for the practitioners and the media. As Kruger (2004) in Haile-Gebriel (2005) asserts codes of ethics are a good place to find lofty and sometimes even elegant expressions of the view that journalism is basically about public service. Besides, journalistic ethics helps the practitioners and the media to identify their responsibilities and duties. As it is clearly minded, if the principles of media and journalism are given due emphasis, gaps that what journalism is facing this time can be narrowed at least partly.

Code of ethics or journalist principles in a general speaking, also play significant roles in protecting the freedom, integrity and identity of journalism (Campbell, 2004). If these ethical issues are met well, it will, beyond question, be merit full for a country like Ethiopia in a particular case to gain professional quality and believability. This would play a role in easing pressure of interference, and if media get the acceptability to the extent the whole scattered public gets a strong linkage with the practitioners, journalism as a profession gets its peak. “If African journalists observed professional ethics, governments, individuals, groups, organizations and other pressure groups would find it more difficult to intervene and interfere with the practices of the profession” (Mwaura,1994 cited in Hailegebriel, 2005, p.18).

At the same token, Some principal underlying values in codes throughout the world, according to Keeble (2001) cited in Hailegebriel (2005) are fairness, the separation of fact and opinion, the need for accuracy linked with the responsibility to correct errors, maintaining confidentiality sources, upholding journalists’ responsibility to guard citizens’ right to freedom of expression, recognizing a duty to defend the dignity and independence of the profession, protecting people’s

right to privacy; respecting and seeking after truth, struggling against censorship, avoiding discrimination on grounds of race, sexual orientation, genders, language, religion or political opinion; avoiding conflicts of interest (particularly with respect to political and financial journalists or editors holding shares in companies they report on).

CHAPTER THREE

3 Research Methodology

The purpose of this chapter is discussing the methodology which has been used for the study on ‘the descriptive survey analysis on the holding back factors behind meeting journalistic principles: the case of EBC and FBC’.

3.1 Research Design

There are several research designs, and the researcher must decide in advance of collection and analysis of data as to which design would prove to be more appropriate for his research project. The research approach that the researcher employed are both qualitative and quantitative research approach because, at first hand, as Winter (1996) cited in Mercymoy (2014) stated “the mixture of the qualitative and quantitative methods helps to identify their strengths and weaknesses and how their divergent approaches can complement each other”. Taddesse (2013) quoted in the same researcher, on the other hand, pointed out that the central premises of mixed design is the use of quantitative and qualitative approaches in combination to provide a better understanding of research problems than either approaches can do alone.

Generally writing, both qualitative and quantitative research methods have been used to conduct this study primarily because these two research methods are interrelated. As far as one is concerned, in qualitative research, a research is conducted in the natural setting of social actors, and this helps to understand peoples’ motivations, attitudes and behavior. This research approach was implemented for its advantages as stated on Stone et al. (1999) as cited in Mercymoy (2014); it is more appropriate for examining words and ideas rather than counting numbers. Additionally, qualitative research methods for media studies provide researchers with the tools they need to perform critically engaged, theoretically informed (Khotari, 2004 as cited in Ashenafi, 2017). According to Dooley (2001) cited in Ugangu (2012) the term ‘qualitative research’ refers to social research based on field observations that are analyzed without statistics. The qualitative research method could also be thought of as an array of interpretative techniques that seek to describe, decode, translate, and come to terms with the meaning of certain naturally-occurring phenomena in the social world without reliance on their frequency of occurrence (Dooley, 2001 as cited in Ugangu, 2012).

Additionally, the research design for this study is descriptive research design to describe and interpret the particular context of the cases in natural settings. In line with this, the purpose of this particular study was to describe and interpret the journalists' levels of awareness to journalistic principles, the trammeling and perhaps blocking factors behind journalism professionalism as meeting journalistic principles is a direct manifestation of professionalism and finally their response to the factors which oblige them not to meet the goals they strive for. In fact, in dealing with media ethics and journalistic principles, not only the hindering factors are given emphasis but also the opportunities which keep awaiting in front are also the focusing areas. The media's stand and trend regarding these prominent principles have been assessed using this research approach as well. A qualitative research method also helps a researcher in constructing concepts, theories, and principles out of details of discussions, interviews and observations (Creswell, 2009).

Quantitative research approach, on the contrary, helps to gather information from large number of populations quickly and facilitates the study of human features. Besides, as Creswel (2009) cited in Temesgen (2013) quantitative research is also useful to quantify opinions, attitudes and behaviors and find out how the whole population feels about a certain issue. Under this method the responses of journalists towards the extent and impact of the holding back factors behind meeting journalistic principles on journalists of EBC and FBC and the media have been assessed. Thus, a qualitative research and quantitative research methods have been employed to get through the affairs in relation to the core points of this study in general.

3.2 Sampling techniques

An appropriate research technique is important to any research as it guides the process for collecting the desired data. In a situation where lack of time and money is prevalent, sample is the best way to study a given research problem. In this study, the researcher employed purposive sampling technique as this technique is used to select key informants of the interview section, and in this sampling technique, the selection is not determined by chances: the researcher selects his informants strategically so as to get in-depth information that adds optimal insights to an issue about which little is known (Abiy, 2009). In this case, EBC and FBC have been selected because the former is the first government owned media organization in the history of Ethiopia with a radio station of more than 80 years age and a television station on air for more than two decades. The second is also a highly recognizable private media with many F.M radio branches

in many cities outside of Addis Ababa unlike many other media. Both of them have large listeners unlike other media, additionally.

Journalists from these two media have been taken as the key informants. The sample size is 20. As it is known, these two media have both television and radio programs. Therefore, equal number of samples have been taken from radio and television i.e., 5 radio and 5 TV journalists have been taken from EBC and the same fashion did for FBC (5 radio and 5 TV journalists have been selected). Additionally, as journalistic principles are not solely given to journalists and are overshadowed by editors and other internal as well as external pressure imposing groups, two radio and two TV (4 in total) chief editors from both media have also been purposively selected. To gather data from the media's perspectives, on the other hand, the managers (those who're on chief executive position) of the two media have been purposively selected as well.

3.3 Data collection instruments

3.3.1 Data Source

In this study, the researcher predominantly used primary data. The primary data types in other words were collected by the means of individual in-depth Interview and questionnaire.

And as per the condition that the researcher felt, a secondary data type has been employed specially in relation to whether these media have a clearly documented journalistic principles which the media often rely on.

The secondary data types are data which can be gathered from books, journals (articles), internet resource and other printed materials if these media have identified the issue in written documents.

3.3.2 Questionnaire

Questionnaire is a widely scoped type of data collecting instrument which is employed whenever the sample size is not manageable to interview. Ruane (2005) cited in Mercymoy (2014) stated that questionnaire is an extremely effective data collection tool, which is self-contained; a large number of people could be asked identical or very similar questions and the most common survey option.

A questionnaire is employed through distributing papers with relevant questions to the key informants. According to this study, the researcher used questionnaire to collect data from 20 journalists of the two media: namely EBC and FBC, and the questionnaire consisted of both open and close ended questions. In this regard, using both closed and open-ended questions help the researchers to get adequate data from respondents while they express their feelings or opinions in detail, according to (Cozby, 2001 as Cited in Mercymoy, 2014). More significantly, open ended questions can yield valuable insights into what people are thinking. Whole speaking, a questionnaire was developed in English language and distributed face to face to reporters of EBC and FBC after the required and the necessary steps had been structured well.

3.3.3 Interview

Another instrument through which the researcher needs to collect qualitative data is interview. The interview method of collecting data involves personal interviewer who asks questions in a face-to-face contact to the other persons to collect the information personally from the sources concerned. Since the study aimed at assessing the personal experience in depth regarding the factors which are considered to be hindering to meet journalistic goals and principles, employing qualitative data collection tools like interview has been unspeakably more preferable to this study. So, to collect the primary data, researcher conducted semi-structured interview with two selected media managers and four chief editors from each media in 10-30 minutes for a single person. While interviewing the key informant persons, researcher followed the pre-determined questions and standardized techniques of recording the information for structured interview whereas the researcher encouraged the respondents to express their perception and belief about issue under investigation for unstructured interview question.

3.4. Methods of Data Processing and Analysis

Methods of data processing and analysis are one of the most important steps in the research process. It is the processes of summarizing and analyzing raw data to obtain the study outcomes. So, data have to be processed and analyzed in accordance with the outline laid down in the research plan. As many experts put, data processing implies editing, coding, classification and tabulation of collected data so that they are amendable to analysis. Moreover, data analysis involves a number of closely related operations which are performed with the purpose of

summarizing the collected data and organizing these in such a manner that they answer the research question(s).

As tried to discuss at the beginning of this chapter, the researcher employed both qualitative and quantitative research methods based on the nature of the study. Apart from these research method, data processing and analysis methods are the major one. Accordingly, in order to summarize and organize the collected data, it was classified, tabulated and analyzed by using descriptive statistical tools such as percentages, tables, graphs, figures and multiple response analysis. Therefore, the qualitative data analysis in this research involved tables, percentages, figures and charts. However, to analyze data obtained through interview open-ended questions and personal observation, qualitative analysis was also applied to elaborate qualitative data. Hence, the researcher employed a qualitative approach in data analysis methods to achieve the study objectives.

CHAPTER FOUR

4 Data Presentation, Analysis and Discussion

The main focus of this study was on conducting the descriptive survey analysis on the trammeling factors behind meeting journalistic principles in Ethiopian Broadcasting Corporation (EBC) and Fana Broadcasting Corporate (FBC). In this case, the factors which are reckoned to be hindering journalists and the media from going in line with the principles which are globally identified as the canons of journalism are given the utmost concern. So long as the factors behind journalism profession are many in kind diversified in nature, their extent of disadvantage on journalists, editors and the media in general seeks the other solid attention, additionally.

Across different media, challenges during performing journalistic tasks are common and inevitable, but the way each medium and journalist responds to these straining influences is what makes a difference. However, for a journalist to find a possible way out to tackle any tough and swelling impacts he/she faces in relation to make use the prior journalistic ethics and guidelines, identifying, recognizing and measuring journalistic principles is the first and perhaps the eye-opening affair. Thus, the question ‘how do journalists understand the journalistic principles?’ is the central focus of this study as a journalist who doesn’t at least know the commonly attributed ethical guidelines-journalistic principles won’t, come rain or shine, be an effective professional journalist.

Having a mere understanding and knowhow about the ultimate principles of journalism is not the only and the last success in modern journalism profession, now a days. The issue of manly and vehemently identifying the merits or opportunities of keeping these required guidelines (commonly termed as principles) is by far the most notable affair. Thus, this research put its horizon most significantly on the opportunities of meeting the principles.

In a nutshell, to find out the above-mentioned critical issues, the researcher distributed 30 questionnaires albeit the sample size of the study is 20 assuming the fact that some respondents might not fill the questions on time. As a result, the researcher has 20 questionnaires from both media which as result entails that 100% of the sample study participated in filling the questionnaire. Additionally, 4 radio and TV editors (2 from EBC and 2 from FBC) and 2 media managers from the two media were interviewed in depth.

4.1 About the reporters taken as a first source in the questionnaire

Before dramatically going deep in to the questions raised in the questionnaire, it is important to have a manly and substantiate look at the sample reporters taken as primary data in this study. As it clearly noted, in any profession, the background qualification of employees or professionals is quite important. In journalism profession as well, the personnel's field of study really matters especially in case of professional ethics and standards. Therefore, as the researcher felt (of course it is almost true at least in theory) that the journalists' background qualification has a direct interconnection with their understanding and implementation of journalistic Ethics, journalists from both EBC and FBC were requested to fill their academic qualification in the questionnaire. As a result, the response from the sample study shows that from all 20 respondents, 5 respondents from EBC and 5 respondents from FBC answered that they are graduate of journalism and communication, and this shows that (50% of the respondents) are journalism graduates. On the other hand, 2 respondents from FBC and 1 respondent from EBC (15% of the respondents) said that their academic qualification is language and literature. Additionally, 3 respondents from FBC (15% of total respondents) said that they are graduates of theatrical arts. 2(10% of total sample) respondents from EBC, on the other hand, filled in the questionnaire that they have an academic qualification of natural science.

The rest 2(10%) respondents, moreover, are graduates of culture and communication and political science. This, in reality, shows that journalism profession is open for all streams albeit there are huge entire gaps among the theoretical lessons of field of studies. For instance, one who graduated in natural science streams, will by no means, have lessons about journalism, but may luckily be a journalist. This can, therefore, be one of the hindering influences to get journalistic ethics and principles in the practical aspect of journalism. Regarding the gender, nevertheless, of the respondents 5(50%) or respondents from FBC are female and the rest 5(50) are also males. In contrary, 6(60) respondents of EBC are male and the rest 4(40) are females.

Table 1(A): journalists' work experience in the media

Work experience	Number	Percentage
Less than a year	0	0%
1 year	0	0%
2 years	1	5%
3 years	6	30%
4 years	4	20%
More than 5 years	9	45%
Total	20	100%

Source: EBC and FBC reporters' response on a questionnaire

As it may unequivocally be minded, the journalists, as clearly shown by respondents in the two media (EBC and FBC), are of different work experiences in the institution. As it is simply noted from the above table, 1(5%) respondent has a year work experience while 6 (30%) respondents have worked in the media for three years. Additionally, 4(20%) participants have a four years work experience and the rest 9 (45%) respondents have been on duty for 5 years and above. Moreover, the interviewed editors and managers have an experience of 5 years and more.

Table 2: Journalists' feeling about journalism

Items	Respondents	Responses			
		Yes		No	
		N _o	%	N _o	%
Was it your prior and everlasting dream to work as a journalist?	EBC	6	60%	4	40%
	FBC	5	50%	5	50%

Item	Respondents	Very happy		Partly happy		Unhappy		Very unhappy		Neither happy nor unhappy	
		No	%	No	%	No	%	No	%	No	%
If your answer for the above question is 'yes', how is your feeling about the journalism profession now?	EBC	1	10%	4	40%	-	-	-	-	2	20%
	FBC	3	30%	4	40%	-	-	-	-	-	-

Source: data taken from responses on the questionnaire

For the productivity and successful accomplishment of any professional task, passion and interest to the career play the greatest role. Accordingly, this study has a critical aim of identifying if journalists, now a days, are employed to work for a profession which they have been dreaming of since their childhood. Most precisely speaking, those who are eager beaver to their profession are truly more productive than those who don't have a heartfelt love for their job. Thus, as we can simply understand from the above table 60% of respondents from EBC and 50 % of respondents from FBC have assure that joining journalism profession and working as a journalist was their prior and everlasting dream.40% of EBC and 50% FBC respondents, on the contrary, cleared out that they haven't dreamed of being a journalist. Therefore, this table shows that any journalist who is on duty might have had /might not have had a dream of joining journalism profession.

Additionally, the love and devotion of a person for a certain profession may vary before and after joining the profession. For instance, a young and energetic youth at his/ her teenage may have a hot and unique dream to be a journalist, but once he/she joins the profession his manly eager and effort may exasperatingly steadily blow away especially in a country like Ethiopia where journalism is like oxen under a yoke. Thus, the researcher has been keen on identifying the feeling of journalists about their profession and has come up with a verified response of journalist as shown in the above table. Among 10 respondents of EBC a single man (10% of the respondents) said he is very happy about journalism. 4(40%) respondents on the other hand have

set forth that they are partly happy about journalism. 2(20%) respondents, on the other hand, responded that they are neither happy nor unhappy.

Comparatively, 3(30%) of respondents from FBC responded that they are now very happy with their profession ‘journalism’, and 4(40%) responded that they are partly happy. The rest in both media responded that journalism was not their favorite profession. As a result, they were not asked to fill their recent feeling about the profession owing to the fact that once a man said, “This profession wasn’t my first choice”, the next response of a person is likely to be “I am not happy”.

Table 1: Journalists’ practice of journalistic principles

No	Items	Respondents	Responses			
			Yes		No	
			No	%	No	%
	Do you think you often perform your professional task in accordance with journalistic principles?	EBC	5	50%	5	50%
		FBC	6	60%	4	40%

Source: Questionnaire response of EBC and FBC reporters

It was aforementioned that the interviewed editors and managers from the two media were six. These editors and managers who were working at EBC and FBC have experiences of more than five year. Accordingly, in- depth interview was employed for all of them. Moreover, the results are listed as follows. In order to avoid the redundancy and elongation of sentences while analyzing and interpreting, the interviewed editors and managers were coded as informant I, Informant II, Informant III, informant IV, informant V, and informant VI.

As it has been dealt with in the previous parts of this research, journalistic principles are the backbone and presumably the soul of modern time journalism. These guiding points play the lion’s share role in an appreciable reaction and accomplishment of journalistic tasks across media and journalists. In line with this statement, this study played its last resort to assess if journalists and media perform their tasks based primarily by journalistic principles. The study has, therefore, revealed that 50% of the samples taken from EBC and 60% of FBC participants responded that they perform their tasks based on the journalistic working guidelines which are often termed as

‘principles’. The rest 50% of EBC and 40% of FBC respondents replied ‘No’ for the question ‘do you think you often perform your professional task in accordance with journalistic principles?’.

Needles to mention what merits the media, journalists, countries and the whole world may get if journalism sets its mile stone on its principles. It is worthless as well to lists the catastrophes or social hazards which we as a modern society may face in case we miss the boat during practicing principles. However, as a general case in Ethiopia, journalists and media practitioners have been, in different studies explored, that they focus on issues not better than implementing duties only. So far as the above table shows albeit some participants responded ‘yes’ for the question above and assured they even-handedly and full-heartedly deal with the journalistic principles during performing their tasks, 40% of the EBC participants didn’t fully recognize and mention in the space provided for an open-ended question that orders participants to write the principles which they often give priority for universal accepted journalistic principles.

In fact, each of those 40% respondents from EBC mentioned at least two, he/she thought, core principles like accuracy, accountability, impartiality and impartiality. However, it is supposed as a journalist to fully understand the universal accepted principles as this identifying and implementing journalistic principles, as discussed in chapter two of this research, is the central crux part of social responsibility and media ethics theory. Nonetheless, 1(10%) respondent from the same media institution (EBC) responded ‘yes’ for the question ‘Do you think you often perform your journalistic task in accordance with the journalistic principles?’, but failed to mention at least one principle.

In comparison, 5(50%) participants from FBC responded that they perform their journalistic task based primarily on the principles that the profession needs to have. Among five respondents three respondents have, as a result, mentioned some, they think basic principles like “impartiality, accuracy, independence and objectivity”. The rest 2(20%) respondents, however, mentioned words like “balanced, responsible, fairness, fact checking, hearing the side story and checking source of information”. This consequently shows that some journalists have a problem of terminology as the exact nomenclature of the above-mentioned words is ‘impartiality for balance, responsibility for responsible, verification for fact checking and balancing story for hearing the side story’. All in all, although some respondents from the two media made sure that

they practice journalistic principles they have a problem of an appropriate identification of what and which principles are practicing, or they don't upgrade their knowledge about the principles overnight as well.

The researcher has observed this problem commonly in editors and managers interviewed from the two media as they were, during the interview, heard clashing one principle with other.

4.2 Holding back factors behind meeting journalistic principles

Besides dealing with the practice of media and journalists basically on the benignant principles, identifying the trammeling factors which ultimately hinder journalists' and media's move to meet the exact journalistic standards was the core backing up and motivating factor to conduct this study. Thus, a questionnaire with questions focusing on the challenges behind journalism and its principles was distributed as stated earlier. Accordingly, those who replied no for the question 'do you think you often perform your professional task in accordance with journalistic principles?' were given a space to elaborate what the factors or challenges behind their failure to go in line with the principles are. Owing to this reason, almost all of the EBC respondents who confessed that they don't practice journalistic principles mentioned the automatic intervention and influence of the government as fore going hindering factor. Different scholars have so far precisely shown that a strong censorship on media has resulted in the downgraded process of Ethiopian media land scape. The censorship has been emanating directly and perhaps automatically from the ruling party. However, after a nationwide reform against overthrowing the then tyrant TPLF led administration took place, the situation especially in the media seemed to have progressed and mastered in a freeway. But in the last three years, after Ethiopia underwent in a new reform, the influence of the ruling party on the media became as it used to be. Nonetheless, not only is the heavy-handed influence of the government the threat for journalism according to the respondents but also the lack of journalism professionalism, journalists' eagerness to mutually upgrade their skill, political, economic and social factors have also been mentioned as an eye watering and examining factors. The pressure from ethno-extremist groups is the other pressing factor as the respondents mentioned.

As compared to EBC respondents, in case of the challenges behind a journey to meet journalistic principles, sample respondents of FBC mentioned different reasons for the failure to hit the nail

on the head in relation to being professionally correct.1 respondent (that makes up 10% of the sample respondents in FBC) for instance clearly stated:

“Firstly, the medium (Fana) has no a well stated journalistic principles other than the editorial policy and the code of ethics, and this is a great trouble for me to identify the best principles. Secondly, editors and managers put their long-handed influence on my autonomy over what I report”.

The other respondent in the same media institution also mentioned “the medium itself, the political situation, peer pressure, editorial policies and other issues” as a possible examining factor. Another respondent, on the other hand, mentioned the media environment and the public status quo as having a great impact on professional roles. The last respondent, however, didn’t mention what hinders him/ her from meeting journalistic principles.

As the professionalism of items published or aired is often linked with editors besides reporters, the researcher has had an insight of journalistic standards and challenges from the editors’ point of view. The media’s response and their insight about the aforementioned tough issues should have been heard. Therefore, this study has brought the editor’ and managers’ (those who represent the media as a whole) translated response of the two media about the slackening issues as follows. The interview was in Amharic language, but it has been translated in to English for the sake of bringing homogeneity in the research.

Asked what challenges he faces during editing items, informant I who worked as an editor for more than 15 years in EBC, for instance, replied as follows.

“Yes, challenges are common. For instance, while you have to make balanced report, you may be partial and focus on one side story due to a strong order directly from bosses” (interview participant, May 20, 2021).

According to this informant, the holding back factors that retard journalists and media from meeting journalistic principles directly flows from the government officials and managers of the media who are whistle blower of the ruling party. For decades, the progress that media have at least as an assumption started has been blocked by the dictatorial rulers whose demand was creating media which forget playing the watch dog role in the society. Consequently, editors, reporters and media have been out crying blaming the rulers’ influence. As the above informant,

disclosed, as a dominant arm strength that comes from forces loyal to the government have an entire demerit on the journalist and media.

Informant II, who has been working as many positions as an editor for 14 years, replied the following for the question that discusses the challenges journalists face behind meeting the basic journalistic principles.

Above all, going in line with professional ethics and standards is what brings the difference in the media platform. However, I can't full heartedly say that we often meet the required principles as there are obstacles which appear opposite to meeting the principles. To mention some of them, while impartiality during reports is mandatory, there are times when you give a coverage only for those who use the stick instead of the carrot. Many news reports have so far been dropped out because of the direct intervention from the government. Actually, recently, the direct involvement of the government on our profession is not as hugely observable as it used to be, but self-censorship as a result of different social, political and other determinant issues has taken its largely visible place on the media land scape. Although, some of our reporters have a lack of skill, confidence and professional devotion to sacrifice their whole time and effort to the profession, the shadow and abstract looking pressures from invisible groups have resulted in a journalist self-censorship. The other by far the most examining matter is the tight availability information from the government bodies to address balanced reports. In general, these and other factors have resulted in incredibility in our media (participant of Interview, May 21, 2021).

Informant III is the deputy executive officer of EBC who spoke to the researcher on behalf of the media institution in general. As it is quite recognizably known, both TV and radio journalists, through a structured questionnaire, and editors, through in-depth interview, have clearly stated the slackening factors. Thus, response shows that their medium hasn't been autonomous; it has rather been exposed to external meddling. Therefore, the research should engulf the response of the media regarding the challenging factors behind journalism. In a mere possible and sound way, as the media ethics theory critically shows, media should be autonomous, free and responsible. Here by autonomous, we mean media should inform, entertain and educate the

whole scattered population based on the principles and as the same time should tackle interventions from internal and external forces. As opposed to this, however, the Ethiopian media are blamed widely for being the mouth piece of the government and some powerful groups in a rare case. Thus, asked what challenges their media face during a journey to professionalism and development, Informant III responded the following.

As everyone minds, this medium is a government owned medium. Therefore, all its tasks are one way or other under the control of the government. Therefore, although there are different code of ethics and editorial policies to be taken as guiding standards, it has been absolutely tiresome and unthinkable to be professionally exact because firstly we have a problem in relation to the skill and ability of personnel including journalists. Secondly, those who run the media are politically affiliated and bring the complicated and fruitless political affairs to the media. Thus, our media institution has been pulled back owing to these matters. Thirdly, although as compared to the last three decades, the media atmosphere in the last three years has shown a positive progress, there is still a shadow influence that can psychologically be seen far off from external forces (participant of interview, May, 21, 2021).

Furthermore, editors and a manager from FBC have also been interviewed, and their response English translation regarding the issue mentioned so far is presented as follows. Informant IV is active on working as a TV editor for 10 years in FBC, and the challenges he faces while in a task of editing is as follows as it was stated.

What we learnt at universities at least theoretically, and what awaits us in the practical phenomena is quite amazingly different. Naturally, the principles which are taught at least theoretically are not applicable to the Ethiopian context. Thus, the gap between what is commonly known in theory and the possible way out to narrow these gaps is itself the challenge (participant of interview, May 22, 2021).

Respondent V is a radio editor in FBC for several years as a journalist and an editor. Asked what challenges he faces during performing his professional tasks in relation to getting in touch with journalistic principles, he elaborated in the following way.

First, I prioritize the editorial policy of my media institution whenever I run my tasks, and then I focus on the journalistic principles which are globally known. However, to perform all principles like objectivity, autonomy, impartiality, accuracy and neutrality, the socio-political condition of our country doesn't allow us. Therefore, it will be mandatory to look for some other conciliating principles like responsibility to handle the most unattainable urgencies. To make it clear, a journalist may, for example, report on the number of people killed in a certain region of Ethiopia as reporting on facts is one of the principles. However, if he/ she reports on the tribe which these murdered people are a part of and the tribe of the murderer as report on facts is appreciable, it will be disastrous like adding fuel to flames. Therefore, reporting responsibly assuring that there are victims and calling on the end of murder will be the last resort (participant of interview, May 21, 2021).

In developing countries like Ethiopia where the public awareness is less, it is not only journalists and editors who face bitter challenges but also the media themselves may face bitter ups and downs during a trial to meet the exact goal of journalism.

Respondent VI is chief program director at FBC and responded to the interviews raised on behalf of the media in the following manner. He said,

The main challenge our medium faces is the invisible influence that journalists reckon that the bad trend, atrocity and strong censorship that has been common during the TPLF's era may happen this time as well. To make it precise, the government now a days may not automatically ban your tasks but puts its heavy pressure in directly through a systematic way. The other negative impact is related to journalists and practitioners' psychological and mental fear. As it was too deadly during the last three and above decades to go in accordance with journalistic principles, many think that the previous catastrophic condition may be likely to happen recently too. However, in general, as compared to the old times, there is a slight progress in media freedom in our media context (Participant of interview, May 21, 2021).

Table 2: challenges against meeting journalistic principles

No	Items	Respondents	Responses			
			Yes		No	
			No	%	No	%
	If your answer for the above question is 'no', have you ever faced a significant problem as a result of forgetting basic journalistic principles during reporting?	EBC	2	20%	2	20%
FBC		-	-	3	30%%	

The above table shows that 20% of respondents from EBC said that they faced a significant problem as a result of not meeting journalistic principles in time of performing their duties. However, 30% respondents of FBC and 20 % respondents of EBC who said that they don't perform their tasks in accordance with journalistic ethics haven't faced a significant problem. This as result, shows that there is no a strict control over journalists in relation to upholding and undergoing journalistic principles. According to the media ethic and social responsibility theories, media have an obligation to meet the appropriate standards and so do journalists. Despite the fact that there are controlling factors against any move to those principles, journalists should at least strive to reach at the principles to the utmost manner.

Table 3: source of the challenges behind meeting journalistic principles

No	Item	Respondents	Government		The public		The media		Journalists		others	
			No	%	No	%	No	%	No	%	No	%
				Where do you think are the source of this challenging factor?	EBC	8	80	3	30%	4	40%	3
		FBC	6	60%	3	30%	2	20%	-			

Source: questionnaire response of EBC and FBC reporters

In an attempt to identify the source of these preliminary challenges that journalists and media face time and time again, the researcher further went to get the respondents' view, and as the above table shows 80% of respondents from EBC and 60% respondents from FBC identified the government as a first source of the challenges they usually face. Hand in hand to this, almost all informants (except informant V) who were addressed through interview also said the government is directly or indirectly the source of the challenges that retard practitioners back from meeting the professional principles.

Actually, some respondents answered more than one option for the question above, and owing to this case 30% of EBC and 30% of FBC sample participants said the public is the other source of challenges. This phenomenon shows that how the public is now becoming a source of threat for media this time around because of the rise of hot etherification issue across the country.

However, it should be noted that it is not solely the government of a certain country that should be responsible for the failure to address journalistic principles. Media and journalists themselves can also play the leading role both in addressing and putting aside the principles. Regardless of the heterogeneous nature of personnel in the media, the uniquely amplified standards across disciplines are what truly make-up of the whole process. Therefore, as the above table shows, 40% and 20% of EBC and FBC respondents consecutively said that the media themselves are directly and indirectly the hindering factors behind meeting the principles especially in relation to censorship and editorial policies as. It is known that the media's focus on their own benefit instead of the benefit of the mass population can be taken as one best factor in this regard.

Additionally, 30% respondents from EBC said journalists themselves are also considered as the hindering factors behind any move to professionalization as there are some fictitious journalists who are like a wolf in sheep's clothing. Moreover, 1(10%) respondent also chose option 'others' as a source of those factors.

All in all, as the response from these sample study shows all the government, the public, the media, journalists and others are taken as a direct or indirect influencers in a step forward to meet the appropriate and important ethical guidelines.

Table 4: the extent of these challenges on journalists, editors and media

No	Item	Respondents	Very highly		Highly		Slightly		Very slightly	
			No	%	No	%	No	%	No	%
	To what extent are these challenges affecting you and your profession?	EBC	3	30%	6	60%	1	10%	-	-
		FBC	-	-	4	40%	2	20%	2	20%
	To what extent are these challenges affecting your media?	EBC	3	30%	1	10%	3	30%	1	10%
		FBC	-	-	4	40%	2	20%	2	20%

Source: questionnaire response taken from EBC and FBC reporters

As it was earlier stated under the objective of this research, identifying the extent to which challenges behind meeting journalistic principles was the central aim of the study, and as it can be inferred from table 6, respondents have properly identified the impact of these factors on them and their media. Surprisingly, those respondents who at first said they often practice their task based on the ethical guidelines have also voted for the extent of factors which put a sabotage on them so that they can't meet the principles.

Precisely speaking, 30% EBC respondents said that the extent of these holding back factors on their profession and media is very high. 60% of respondents from EBC and 40% of respondents from FBC responded that the extent of these factors on their profession is high.

At the same token, informant I, Informant II and Informant V those who were interviewed also said that their profession and their media have been highly influenced by these negative impacts.

On the other hand, 10% respondent from EBC and 20% respondents from FBC said that there is a slight magnitude of these challenges on their profession. 20% of FBC respondents have also said that there is a very slight impact of the challenges mentioned so far on their profession.

Likewise, the data collected through in-depth interview shows that informant IV and Informant VI have said that the challenges they faced in relation to failing to meet journalistic principles have a slight influence both on their profession and media.

10% and 40% respondents from EBC and FBC consecutively selected the option ‘highly’ on the space provided in the questionnaire, but 30% and 20% of respondents from EBC and FBC consecutively responded that there is a slight impact of these factors on their media. Lastly, 10% and 20% EBC and FBC respondents said that their media is very slightly influenced by these factors. The above solid evidence can therefore show that if a journalist fails to go in line with the journalistic principles, his/ her profession can be in a left track. At the same fashion, in case media fail to address all media ethics, as clearly stated in media ethics theory, it will be likely for them to be losing the most fruitful part of them.

Table 5: journalists’, editors and media’s response to the challenges they face

Items		Respondents		Responses							
				Yes				No			
				No	%	No	%	No	%	No	%
Do you try to respond for and avoid these factors?		EBC		5	50%	3	30%				
		FBC		4	40%	3	30%				
Item	Respondents	A		B		C		D		E	
		No	%	No	%	No	%	No	%	No	%
If your answer for the above question is ‘yes, how do you respond to and tackle these challenging factors?’	EBC	2	20%	1	10%	3	30%	-	-	1	10%
	FBC	1	10%	1	10%	4	40%	-	-	-	-

A=through direct talk with the source of the challenges

B=through leaving these factors aside and only focusing on my duty

C=through talks with editors, the media and the government forces

D= through my media’s interest only

E= through other means

Table 7 is about whether journalists respond to the challenges they face. Accordingly, the information gathered through a questionnaire, as elaborated in the above table, shows that 50%

of EBC participants and 40% of FBC respondents deal with the problems they face by the time they focus on professional journalism principles. As opposed to the other respondents, 30% of EBC and 30% of FBC respondents replied 'No' for the question 'do you try to respond for and avoid these problems?' This implies that journalism profession is at risk recently. As it is proved in modern journalism school of thoughts, the difference between journalists and social media bloggers is the fact that journalists report and send messages to the public hand in hand to the ethical guidelines. To do this so, therefore, journalists should as quickly as possible respond for and avoid challenges they face regarding getting quite close to journalistic principles.

However, as it is inferred from table 7, some respondents said that they don't go further to respond to the matters as contrary to one of the basic elements of journalism which is often termed as professional integrity and competitiveness. Therefore, a bad path towards professionalism will result in a failure both personally and institutionally. What makes it presumably clear is a yellow journalism is highly linked with low rate of personal skill development, and one great manifestation of this is the inability to cope up with the challenges that a journalist faces.

In a broader speaking, abreacting to conjure problems during hardships is one of a systematic approach of a professional journalist. As the theoretical fame work of this study, the social responsibility theory, entails journalists and media have a professional duty work for the benefit of the public even at uncomfortable social, political and economic atmosphere primarily through blowing away the challenge.

Therefore, as can be seen from the above table, 20% of EBC respondents and 10% of FBC respondents said the way of tackling the problems they face in relation to their professional tasks is through a direct talk with the source of the challenges. This shows that whatever hardships journalists go through, a direct confrontation is irreplaceable alternative in modern time journalism. As stated earlier under chapter two, the controlling factors behind journalists are mainly emanating from the government, small pressure groups, the public and journalists and media themselves. In this regard, the capacity and skill of journalists and media can be taken as a threat against the universally accepted ethical standards.

10% of EBC and 10% of FBC respondents have also said the first and most prominent way of tackling the influencing factors which happen during professionally completing tasks is leaving the challenges aside and only focusing on their duty.

According to these respondents, giving a damn sheet for the obstacles they face and emphasizing on the smooth duties is the best method. However, this method is absolutely distracting as any journalistic profession that forgets principles is unavoidably and inevitably rootless and fruitless.

Additionally, 30% of EBC and 40% of FBC respondents filled the questionnaire with a response that entails that the best mechanism of avoiding the holding back factors behind meeting journalistic principles is direct discussing the issue with editors, the media and the government forces. In reality, having a thorough and deep-rooted discussions with concerning bodies on issues that matter any profession is not a rocket science but as simple as drinking a bottle of water. Thus, as respondents in the above table show, sitting for and having a far-reaching discussion on the challenges that media and the practitioners face is the most productive way.

A single respondent) 10% of respondents from EBC) has also disclosed that there are other mechanisms to marvelously surpass the problems.

Informant I, informant II and Informant III from EBC, in this case, replied to the question ‘how do you respond for and avoid these challenging factors?’ as follow. Informant I said:

Even though it is hard to get all journalistic principles well addressed as the medium is government owned, I use my utmost effort and skill through thoroughly navigating the best standards throughout my editing work (participant of interview, May 21, 2021).

This response shows that, albeit ways for freedom of media are blocked, there are still practitioners who play their devil’s advocate and show down effort to bring a change.

Informant II, on the contrary, said the way of responding to the factors varies from person to person. However, as a media institution, the way of tackling these problems is through training the employees.

Informant III also replied the following when asked how he/ she responds to the factors he/she faces while on job.

As an editor what I really focus is on the balance of reports, objectivity, impartiality, neutrality and accuracy of reports. Thus, although the way to find possible ways to practice all is as tight as a bottle neck, at list the standards which I mentioned earlier should at list be addressed. Through this tactic, I respond to and avoid all the hindering factors (participant of interview, May 21, 2021).

Informant IV and informant V from FBC, on the other hand, answered the same question. They said the way of tackling the challenge what they and their media face is through an editorial meeting and direct talks with practitioners of the media.

According to Informant VI, in another way, the commonly identified challenges that magnificently appear as a great knocking down and kicking off problems, can simultaneously be tackled through “training the employees, creating a public awareness, expanding the freedom of media and advancing the technology that media use”.

Table 6: media’s focus on the journalistic principles

No	Items	Respondents	Responses			
			Yes		No	
			No	%	No	%
	Do your media have a clear ethical guideline which precisely shows the journalistic principles?	EBC	7	70%	2	20%
		FBC	4	40%	6	60%
	If your answer for the above question is ‘yes’, do your media give the first priority to the media ethics or journalistic principles during news reporting?	EBC	2	20%	6	60%
		FBC	2	20%	2	20%
	If your answer for the above question is ‘yes’, do your media give a quick response when media principles are broken?	EBC	3	30%	4	40%
		FBC	3	30%	-	-

Source: questionnaire response of EBC and FBC reporters

A media without ethical guidelines and principal standards is like a man walking on eggs. As long as a media should primarily be guided by the principles, any step forward without addressing these principles is absolutely down grade and failure. Thus, in order to make sure that the media in focus have clearly stated journalistic principles, the researcher has employed a document analysis. However, the two media have been checked out that their primary guiding point is their editorial policy. Surprisingly, their editorial policies are formulated and implemented basically to meet their own benefit almost merely. Therefore, the researcher was suspended to get the view of reporters about the issue because of two basic reasons. Firstly, to identify if there are well-structured journalistic principles which journalists and media rely on but the researcher hasn't reached at. Secondly, in order to have a quick glance at the media and journalists' trend of understanding which are principles.

Therefore, as can be inferred from the above table, 70% and 40% of EBC and FBC respondents consecutively said that their media have a clearly stated journalistic ethics and principles. This can ultimately show that journalists can't differentiate between code of ethics and principles because, as assessed by the researcher, the core guiding principles of those two media are their editorial policy and code of conduct not the universally accepted principles.

20% of respondents from EBC and 60% of respondents from FBC, in another manner, replied that their media have clearly stated journalistic principles. Here it can be concluded that there is no a common consensus over the journalistic principles quite significantly in case of FBC as compared to EBC.

Asked if their media have unambiguously clarified the principles, all informants who were reached through in-depth interview said their media have redefined and restructured the universally accepted principles so that goals and vision of each medium can be met vehemently.

As the above table states, so as to assess if these media give their utmost priority to the professionalism through exactly meeting the journalistic manner, a question 'do your media give the first priority to media ethic and principles?' was asked in a questionnaire. As a result, 20% of EBC and 20% of FBC respondents from who replied that their media have a well-formulated journalistic principle, only said that their media focuses primarily on the principles. However, 60% of EBC and 20 % of FBC respondents have so far made sure that the focus and priority of their media is not on the principles. This percent really shows that the lack of trust on Ethiopian

media, the problem in relation to professionalism of the media and some other significantly observed failures of media is a direct result of media's outrageous deaf ear to the standards of journalism.

As compared to the respondents who were reached through a questionnaire, informants who were kept in touch through in-depth interview said that principles are unspeakably prioritized. Informant VI for instance said the following.

As a professional media center, all what we perform are in accordance with the clear principles of our media. No matter how complex and hard these ethical standards are, we often strive for the quality, clarity, accessibility and preference of our institution (participant of interview, May 21, 2021)

Informant IV, on the other hand, said there is no question with performing their professional tasks in accordance with the ethical guidelines. He said as follows.

My task is related to editing, and it is expected that what reporters lacked may be modified by the editors. However surprisingly, I have never experienced reports which lack the principles at hand due to the fact that our medium takes a strict measure on those miss the ethical considerations. Thus, it is quite clear that principles are given the first priority and focus as they are attention-grabbing by nature (participant of interview, May 21, 2021).

Asked if their media give a quick response if the media principles are broken, 30% of EBC and 30% of FBC respondents those who replied 'yes' for the question that reads 'do your media institution have a clear journalistic principle?', said that their media give a quick response whenever professionalism faces challenges through focusing on principles. The rest 40% of respondents from EBC, however, said their medium doesn't give a quick response although rules and guidelines in relation to journalistic principles are broken.

According to the table above, one can conclude that the way media respond to the challenges is either not common across all journalists or is variant from one to the other.

Almost all informants, as opposed to the above statement, said their media is dramatically keen on providing solution, improvement lessons and perhaps measure if the situation worsens

abruptly. The responses as every one may mind vary from respondents (reporters) to informants (editors and managers). All in all, it can be concluded that the two media try to leash the problem which journalists and other personnel face, but it is noted that the move and the extent to which all challenges are tackled timely and quickly is reckoned to have been less as the response from the reporters show.

Table 7: How often journalists upgrade themselves in relation to professional principles?

Item	Respon dents	Always		Usually		sometimes		Rarely		Never	
		No	%	No	%	No	%	No	%	No	%
How do you update your knowledge about the journalistic principles and professional skills?	EBC	5	50%	4	40%	1	10%	-	-	-	-
	FBC	2	20%	4	40%	4	40%	-	-	-	-

Source: questionnaire response of EBC and FBC reporters

It is believed that the upgrading knowledge about the principles of a certain profession and skill in line with professional ethics are paramount. Likewise, to knock all the challenges that the journalists experience down, upgrading the basic know how about all what matters is the key element. Therefore, in order to assess how journalists avoid the hindering actors, assessing how often they add up new ideas and thoughts has been critical.

According to the above table, 50% of EBC and 20 % of FBC respondents said they always upgrade their professional integrity hand in hand with journalistic principles. 40% EBC and 40%FBC respondents have also said they upgrade their skills and know usually. Additionally, 10% EBC and 40% FBC respondents said they upgrade their knowledge sometimes. This is, therefore, noted that way journalists handle issues in relation to principles of journalism is highly supported by professional and intellectual development.

4.3 Opportunities of Meeting journalistic principles

A professional journalism needs not abnegate its working guidelines because its guidelines are the potential framing equipment which very much helps to get the required outcome. These, framing and guiding issues are, thus, principles. For one thing, these principles are the testing

ways of the professionalism of journalists and the task of media as per the required social responsibility. Back shadow speaking, the theoretical frame works of this study (social responsibility and Aristotle’s golden mean theory) indicate that one way of the basic responsibilities of journalists is performing tasks in accordance with their basic professional guidelines.

Table 8: journalists’, editors and media’s view about the merit of journalistic principles and Ethics

Items 1	Respondents	Responses					
		Yes		No			
		No	%	No	%		
Do you think meeting journalistic ethics or principles is important?	EBC	10	100%	-	-		
	FBC	10	100%	-	-		
Item 2	Respondents	Very important		Moderately important		Less important	
		No	%	No	%	No	%
If your answer for the above question is ‘yes’, how important is meeting journalistic principles during journalism practices?	EBC	10	100%	-	-	-	-
	FBC	10	100%	-	-	-	-

Source: questionnaire response of EBC and FBC reporters

It is beyond question and undoubtedly unprecedented that journalistic principles are truly merit full. As the above table shows all (100%) respondents of both EBC and FBC said that journalistic principles are significant. In a country like Ethiopia specially, reporting, editing and transmitting news and items as professionally and ethically as possible is by far of the greatest importance as the media ethics theory shows. Different scholars have also put their thoughts regarding these principles. All informants, those who were interviewed, also said journalistic principles are unavoidably the back bone of journalism profession. As informant V said, “A journalism without its basic principles is like a horse like bridle”.

Regarding the importance of journalistic principles, there is no difference among respondents and informants of the two media. As the above table shows, all (100%) of EBC and FBC

respondents said meeting journalistic principles is quite advantageous. All respondents also said that no question can be asked regarding the importance of journalistic principles.

The media ethics theory and the social responsibility theory which were elaborated under chapter two and analyzed throughout the whole research show that media principles are educating, guiding and improving standards. Therefore, as the respondents and the informants said there is no question the base of their benefit. However, unless employed and put in to practice systematically and responsibly, journalistic principles may automatically be as hazardous as natural disasters. According to Chiyamwaka (2008), when the media act irresponsibly several things happen. Firstly, unnecessary harm is done to people. Secondly, the media loses credibility. Thirdly, it weakens the media's vital role as watch dogs, and lastly the wellbeing of democracy suffers.

To mention Ethiopia's case, for example, due to journalist's lack of skill and ability or inclination towards a certain group including the ruling party, tensions are elsewhere as the expansion of fake news, misinformation, and misinformation are also freaking above Ethiopia's horizon.

Thus, it should be minded that albeit focusing on the principles is absolutely important, a proper functioning of them is mandatory because practicing principles as they happen is as disadvantageous as not practicing them at all. Furthermore, respondents were asked to list the benefits of meeting journalistic principles in an open-ended question, and they mentioned the following benefits. The whole world is now under the impact of media. As it is commonly known, media are the four states and have a great role in all professional tasks. According to the respondents, therefore, journalistic principles are significant first to develop professionalism. As earlier mentioned, a profession guided by principles is absolutely important and long lasting. Additionally, respondents said principles are truly important to bring trust to media and journalists. As it is widely noted from different hearsays, of course it is proved by different article as well, the biggest challenges that the Ethiopian media are facing this time is a lack of trust.

Secondly, as inferred from the response from reporters through a questionnaire, journalistic principles, as a core guiding phenomenon of media and journalists' role, the political and social influences can be dismantled. For example, for a country like Ethiopia where ethnic based

tension is at its peak, an appropriate and disciplined way of performing journalistic tasks plays the lion's share role.

Moreover, respondents mentioned, mental freedom, economic growth, professional competitiveness, personal development, country development, flourish of peace and security in a country, educational competitiveness and other issues as a basic merit of meeting journalistic principles.

Informants have also stated the merit and opportunities of meeting journalistic principles. According to their interview response, the main advantage of these principles is shaping the media, practitioners and journalists as a whole. Next, the principles are frame works which help to identify the strength and weakness of the media and journalist. This statement implies that if a clear guideline is available in a certain profession, weaknesses and strong sides of the concerned bodies can be measured taking the principles as a measurement.

Informant II, for instance, said, "Principles shape the social, political and sociological arena of a given public and nation. Besides, meeting journalistic principles makes the media and journalists honored and praised by the public" (participant of interview, may 20,2021).

CHAPTER FIVE

5 Summary, Conclusions and Recommendations

This chapter consists of 3 sections: summary, conclusions and recommendations. First, the summary presents an overall account from all parts of the research. Second, the conclusion presents the study findings in light of the research questions. Third, it provides recommendations and suggestions for further researches.

5.1 Summary

This research attempted to examine the holding back behind meeting journalistic principles. In this regard, the research had an aim to identify what the challenges that media and journalism are facing, the extent to which these ‘challenges’ affect the profession journalism’, the way how media, journalists or and professionals in general respond to these holding back factors and the opportunities in front if all these principles are given high emphasis and met well. Accordingly, a survey of 20 EBC and FBC Radio and Television Organization journalists and six interviewed informants (editors and managers) from the two media used as sources of data. Moreover, documents such as; Press proclamation of FDRE and the editorial policy of EBC and FBC were analyze as well. To come up with an astounding and significant outcome, the researcher used media ethics theory and social responsibility theory as a theoretical frame work. All in all, the main findings of the study were summarized and concluded as follows.

After all, the following are the major findings of the study.

- With regard to the holding back factors, the study has revealed that the holding factors that media and journalists face emanated from the government forces, the journalists themselves, media and different pressure groups. Additionally, the editorial policy of media in Ethiopia, inapplicability of the universal principles to Ethiopian context, and the socio-political factors have had a significant impact on professionals. In a nutshell, lack of journalists’ professional quality, media’s courage to uphold journalistic principles as a major leading guideline, the socio-political status qou of Ethiopia and pressures that arise from ethno-religious extremists are the bottle’s neck for a successful accomplishment of the journalistic principles.

- The impact of the above-mentioned slackening factors is high to the extent it is difficult to identify journalists and activists. Study results show objective, fair, impartial and autonomous reporting have been affected to high extent it is quite troublesome to identify whether journalists are practicing professionally or as whistle blower and mouthpiece of the government. In this regard, journalists' independence and professional freedom has also been influenced by the editorial policy of their media alongside with intervention of external and internal forces.
- Although journalists and media disclose that they perform their tasks in accordance with media ethics and principles, their understanding about the principles is not well recognizable. Moreover, there are some journalists who still can't differentiate between editorial policies of their media and the universally accepted principles. Although there is a response to the trammeling factors both by journalists and media, a significant progress in attaining a productive professional quality hasn't been attained dramatically. There are different reasons for this, and the preceding one is the fact that media development in Ethiopia is in its grass root level.
- If all they are upheld appropriately and responsibly, the study finding of this research shows, journalistic principles are truly meticulous. Firstly, media and their content get trusted. Secondly, the extreme ideologies the public holds will get to the middle passion as the first aim of media is to inform citizenry. Thirdly, professional competitiveness will boost because the media which are known and acknowledged by the public get preference even globally. Thus, meeting journalistic principles as a journalist and a practitioner, is undoubtedly paramount. Finally, issues which get hot as result of week media performance get better accomplishment if, as mentioned early, the media ethic and principles are given the utmost priority.

5.2 Conclusion

Journalistic principles are, now a days, highly affected by influences which arise from different angles. Namely, self-censorship, social, political and even economic issues, skill and integrity of journalists, media's happy-go-lucky nature of focusing on the mouthpiece role of the government, political affiliation of media practitioners and moreover the inapplicability of the principles to Ethiopian context, according to, the findings are the holding back factors against meeting journalistic standards in EBC and FBC.

Additionally, there is a question of journalists' understanding of journalistic principles. In this regard, many respondents have confessed that they heard the principles at least by name and in theories, but they have shown difficulties in mentioning some of the principles in a space provided in the questionnaire. Therefore, the way EBC and FBC journalists understand the principles is put in question. The skill and thoroughness of journalists often overwhelmingly plays an irreplaceable role in media development. However, in the context of Ethiopian media, since the process of recruiting journalists is, as significantly overheard in a hearsay, not based on their academic merits and winning vacancy, it's now becoming a rocket science to get eligible and qualified journalists and editors as well.

The impact of the challenges that are taken as a great threat against the journalistic principles is high on both the journalists and media similarly. Even though, as Kruger (2004) and Retief (2002) cited in Mercymoy (2014) pointed that journalists should strive not to be any political party because it will affect their independence and credibility, many journalists of the above media are political affiliated to a certain group owing to the impact of those mentioned dragging scenarios. The media, especially EBC, too have been subjected to a dramatic and unavoidable bias to a certain body due to failing to putting the journalistic principles in to practice.

Although, challenges are observed to be influencing the journalists and media, there are trials to tackle and narrow down the problems. For instance, according to the informants EBC replied, the media give trainings for journalists on the basis of the technological advancements and skills which are must have. In formants of FBC also said, they respond to the contributing factors through redefining the universally accepted principles.

This study has also come up with the findings in relation to the opportunities of journalistic principles. Results show journalistic standards are, beyond question, beneficial both for the media and practitioners because they are the ultimate booster of all issues in one positively and essentially if and only if they are done through an appropriate understanding and manly practice. All in all, the social, political and economic issues along with journalists and media's understanding are the greatest challenging factors against a move to productive and accurate practice of media. Moreover, if a focus is given, these principles, which may once in a blue moon be forgotten, are the back bone of the media tasks.

As a generalizing idea of this research, it is absolutely marvelous to take social responsibility and Aristotle's golden mean media ethics theory into the central framing choreography of media performance. In this manner, it is likely to mention that the probability of an event or issue to become news in a socially responsible news outlet is: firstly, its proportionality to the expected consequence of the story in terms of helping people make sense of their environment, and its proportionality to the size of the audience for whom it is important. For a journalism profession to prevail and flourish presumably astonishingly across the globe, journalism schools should stick to the practice-based enrolment techniques beside the theoretical parts as now a days dilemma rests on the journalistic capacity of reporters, editors and practitioners as a whole.

Significantly, a quick move of journalism towards its denouement is highly related with its practitioner's weakness and bashfulness, as studied by many researchers, to stand autonomous and go hand in hand with their mere professional duty but responsibly as Aristotle's golden mean theory implies. However, if media fail to address their professional ethics and journalists are kept under the arm strength of their own problem, external influence and abrupt near-reaching dreams, it will be clear that journalism is at death's door.

5.3 Recommendations

On the basis of the conclusion drawn, the following recommendations are forwarded in order to improve the holding back factors behind journalistic principles in EBC and FBC.

- Editorial policies of the two media should be re arranged in way journalistic practices are not put aside and journalists are free to report based on the principle and ethical standards. If these are taken as a basic and core mechanism, at least factors which pull back professionalism can be eliminated. This study has solid and reliable evidences that the editorial policy of media has brought fear to journalist, and freedom of journalists is outnumbered and overshadowed by a strong gale self-censorship. Thus, journalists' freedom should be declared most instantly, media should be independent and priorities should be given to professionalism.
- Both EBC and FBC should formulate lessons and documents which clearly show what journalistic principles are so that journalists and editors can simply and magnificently refer to them (the principles) during reporting and editing. After all, journalists and media should understand what journalistic principles are, put journalistic standard and professional ethics in to practice, differentiate between their own media's editorial policy and the principles known globally across different media and journalism schools. Thus, media institutions should formulate editorial policy documents and guiding manuals which may lead to disciplinary action, potentially including dismissal to hold off their staffs from any deliberate and unconscious violation of and departure from journalistic principles
- The process of recruiting journalists, editors overall practitioners should be based on their academic merits, competence, skill, quality and winning vacancy and qualified journalism should get appropriate place in the media. Any employee recruitment process that desists quality, brilliance and intelligence should, come hell or high water, be banned in the media.
- Any internal and external meddling, except in rare cases especially when social responsibilities are left aside, on media and journalists has to be tackled. By a clause 'when social responsibilities are put aside', it is to mean goal-based extremes in media

should be mediated and what is morally good should be practiced. In this regard, the ruling party, pressure groups and media managers should not impart on the journalists work since journalists' ethics would not allow it. As media are one of the instruments that serve as a bridge between the people and government, media and journalists should not compromise their independence in order to enhance their credibility in the eyes of the public. An automatic or a shadow intervention on media and journalists should stop as well.

- Media, journalists, editors and all the practitioners should identify their role and job. As the social responsibility theoretical frame work explains, journalists have a responsibility to play a watch dog role through fair, objective, impartial and worthwhile reporting. The media ethics theories also show that media should perform their tasks primarily based on the ethical principles. Anything that media perform without an adequate and proper principal consideration is a failure. Thus, media should identify their role first and journalists should upgrade their skill and practice in accordance with the principles.

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Appendix A
Addis Ababa University
School of journalism and Communication

Questionnaire to be filled in by journalists

First of all, unspeakable thanks for your kind cooperation and interest to fill your real responses in this questionnaire. As the questionnaire is very essential for my study entitled “ The descriptive survey analysis on the holding back factors behind meeting journalistic principles: The case of EBC and FBC”, I would like you to fill it in a careful and manly manner. This questionnaire will never be used for different purposes other than the one mentioned here, and the confidentiality of your responses is truly secured. So feel free to give your real answers you believe in. Show your answers by putting a √mark on the spaces provided. You don't need to write your name. Thank you!

Your age _____ Sex _____

Your responsibility with in the media _____

Your academic background or what field you graduated in _____

1. How long have you worked in the media?

A. Less than a year _____ B. 1 year _____ C. 2 years _____

D. 3 years _____ E. 4 years _____ F. 5 years and above _____

2. Was it your prior and everlasting dream to work as a journalist in the media industry?

A. Yes _____ B. No _____

3. If your answer for question number 5 is 'Yes', how is your feeling about the journalism profession now?

- A. Very happy_____ B. partly happy _____ C. Unhappy_____ D. Very unhappy_____ E. Neither happy nor unhappy_____

4. Do you think you often perform your professional journalism task in accordance with the journalistic principles or ethics?

- A. Yes_____ B. No_____

5. If your answer for question number 4 is 'Yes', please write some journalistic principles which you often put in to practice as a core point of your profession.

6. If your answer for question number 4 is 'No', what do you think are the hindering factors or challenges which retard you back from meeting the appropriate journalistic principles?

7. If you answer for question number 4 is 'No', have you ever faced a significant problem as a result of forgetting basic journalistic principles during reporting?

- A. Yes_____ B. No_____

8. Where do you think is the source of these challenging factors?

- A. The government_____ B. The public_____ C. The media _____
D. Journalists themselves_____ E. Others_____

9. To what extent are these challenges affecting you and your profession?

- A. Very highly_____ B. highly_____ C. slightly _____ D. very slightly_____

10. To what extent are these challenges affecting your media?

A. Very highly_____ B. highly_____ C. slightly _____D. very slightly_____

11. Do you try to respond for and avoid these factors?

A. yes_____ B. No_____

12. If your answer for question number 11 is 'yes', how do you respond to and tackle these challenging factors?

A. Through direct talk with the source of the challenges_____

B. Through leaving these factors aside and only focusing on my duty_____

C. Through talks with editors, the media and government forces_____

D. Through my media's interest only_____

E. Through other means_____

13. Do your media have a clear ethical guideline which precisely shows journalistic principles?

A. Yes_____ B. No_____

14. If your answer for question number 13 is 'Yes', does your media institution give the first priority to the media ethic or journalistic principles during news reporting?

A. Yes_____ B. No_____

15. If your answer for question number 13 is 'Yes', does your media institution give a quick response when journalistic principles are broken? A. yes_____ B. No_____

16. How often do you update your knowledge about journalistic principles and professional skill?

A. Always_____ B. Usually_____ C. Sometimes_____ D. Rarely_____ E. never_____

17. Do you think meeting journalistic ethic or principles is important?

A. yes_____ B. No_____

18. If your answer for question number 17 is ‘Yes’, how important is meeting journalistic principles during journalism practices?

A. Very important_____ B. Moderately Important_____ C. Less important_____

19. State some advantages that you personally, your media institution particularly and the public generally may get if journalistic principles are respected to high extent.

20. What is your view about how journalism profession goes in line with its principles?

Appendix B: Interview questions for chief editors

1. Would you please tell me your academic background?
2. How long have you been working in the media?
3. Do you get a clear guidelines or principles that guide your journalistic task including editing?
4. What are the basic journalistic principles or media ethics which you put in to practice when editing items?
5. What challenges do you face behind meeting the basic journalistic principles?
6. How do respond to these challenges?
7. To what degree are these factors affecting you and your profession?

8. What do you think are the benefits of meeting and going hand in hand with journalistic principles?

Appendix C: Interview questions for media managers

1. Do your media have a clear journalistic principles which guide journalists and the whole employees?
2. What challenges do your media face during employing the basic media ethics or journalistic principles?
3. How do you (as a media manager) respond to these challenges?
4. What benefits do your media get if journalistic principles are met well?

Appendix D: list of informants (interviewed May, 2021 after questionnaire)

No	Name	Informant code	Media	Position
1	Informant *	Informant I	EBC	Chief radio editor
2	Nebiyu Wondwosen	Informant II	EBC	Executive officer of news department
3	Tesfaye Abate	Informant III	EBC	Chief TV Editor
4	Informant *	Informant IV	FBC	Chief TV editor
5	Dawit Alemu	Informant V	FBC	Chief radio editor
6	Adam Tadesse	Informant VI	FBC	Executive officer

* Personalities are unnamed because of their request for confidentiality