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**Ethiopian Newspapers' Framing of Children's Rights Issues: the case  
of *Addis Admas*, *Addis Zemen*, and *Reporter***

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**Addis Ababa**

**Ethiopian Newspapers' Framing of Children's Rights Issues:  
the case of *Addis Admas*, *Addis Zemen*, and *Reporter***

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## Abstract

Millions of children in Ethiopia are exploited in different ways. Children are forced to work in factories, in back rooms, on streets, and in the sex trade. In this regard, the protection against and prevention from child abuse becomes a critical issue. Thus the media is a powerful instrument which can be used to influence those who have little concern and to do more in overcoming the problems facing such children.

This study was conducted to examine how Ethiopian print media framed child right issues during September 2009 - August 2010. For this study *Addis Zemen*, *Addis Admas* and *Reporter* were purposefully selected for analysis. Content analysis was the major research method used in the study and hence 144 articles were analyzed. In collecting data both qualitative and quantitative methods were used. In addition to this, so as to make the data deep-rooted and tangible, in-depth interviews were conducted with the editors and journalists of the newspapers.

The result of the study shows that from the analyzed articles the majority were framed in human interest and empathy frames. On the contrary, morality, conflict and economic frames were the least used frames. Meanwhile, such frames were given a better coverage on *Addis Zemen* than on *Addis Admas* and *Reporter*. Comparing the private ones, *Addis Admas* gave a better coverage on child right issue than *Reporter*. In addition to this, health and protection from HIV/ AIDS and protection from violence were the most frequently employed types of child right. The newspapers mostly got the information from discussions /demonstrations, and they reported the news based on these sources. It was also learnt that government officials were highly quoted in the newspapers even though the fact is not true in *Addis Admas*. Children were not quoted to the proper extent. Community members and police were also given very little chance to be used as source.

In general the newspapers did little to inform the society what child rights issues are. The findings indicated that the media gave much attention to violation of children's rights and child protection more than to maintaining the rights and child protection.

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## **Acronyms**

AIDS -	Acquired Immunity Deficiency Syndrome.
UNCRC -	United Nations Convention of the Rights of the Child.
UNICEF -	United Nations Children's Fund.
HIV/AIDS -	Human Immuno-Deficiency Virus.
FGM -	Female Genital Mutilation.
NGO -	Non Governmental Organization.
UDHR -	Universal Declaration of Human Rights.
ILO -	International Labor Organization.
UN -	United Nations.
CRC -	Children's Right Convention.
OAU -	Organization of African Unity.

# CHAPTER ONE

## 1. Introduction

A well-known saying “The child is father of the man” suggests that early experience of a child teaches man himself i.e. whatever practice children might pass through or the way they are treated and brought up would inevitably reflect who they are and what they are in their later age, and appear with such personalities which they will, of course, be judged by. It is, therefore, a pity to ignore them when they are being abused or abandoned. Universally, childhood is recognized as a period of sensitivity requiring special care, attention, and protection. Tompson (1992) cited in Rasaan and Osakue (2008), Children’s Rights has been a world focus since 1979, when the United Nations designated that year as the international year of the Child and developed a list of Children’s Rights. Among the rights suggested are the rights to love and understanding, play, an identity and special attention of handicapped regardless of color, sex, religion and national or social origin (ibid).

To further concretize global efforts and attention child development and protection against any form of abuse or mistreatment, the United Nations Convention on the Rights of the Child was passed on November 20<sup>th</sup> 1989 by the United Nations General Assembly. The instrument which is in three (3) parts with fifty four (54) articles opens with a preamble. The preamble states the aim and objectives which the convention seeks to accomplish for the Child. It states: Recognizing that the Child, for the full and harmonious development of his or her personality, should grow in a family environment in an atmosphere of happiness, love and understanding.

In Africa, the organization of African Unity (now African Union) at its Heads of State Summit in Addis Ababa in 1990 adopted a charter on the Rights and welfare of the African Child. The charter which derives from the United Nations Convention takes cognizance of the socio cultural peculiarities of the African Child. African charter on the Rights and welfare of the Child (1990) notes: That the situation of most African

children remains critical due to the unique factor of their socio-economic, cultural, traditional and developmental circumstances, natural disasters, armed conflicts, exploitation and hunger and on account of the Child's physical and mental immaturity, he/she needs special safeguards and care.

The Organization of African Unity (now African Union) subsequently proclaimed in Abuja 1991, the 1990s as the "Decade of the African Child" (Rasaq and Osakue, 2008). The documents also reports that every Child must be protected against all forms of exploitation, indecent or degrading treatment including Child labor, abuse and torture, sexual exploitation, sale, abduction and drug abuse. It goes without saying that every nation who is a signatory to the convention is expected to make concerted effort at protecting Children against all forms of abuses through the enforcement of relevant instruments.

The Transitional Government of Ethiopia has demonstrated its commitment to the cause of Ethiopian children by its endorsement and ratification of the convention on the Rights of the Child on Dec. 1991 (Convention on the Rights of Child: 1991).

The public gets information about social problems mostly through the media (Keniski, 2004:54 cited by Tsigeweini). With respect to Child Right issue, the media coverage has been used as a tool for awareness creation. In this regard, the research intends to examine how *Addis Zemen*, *Reporter*, and *Addis Admas* newspapers frame Child Right issues. Gitlin(1980) defines frame, "are principles of selection, emphasis and presentation composed of little tacit theories about what exists, what happens, and what matters". According to Entman (1993), frames occur when occur when journalists "emphasize certain words and source of information; the writings of the reporters then form thematic clusters." The media are potentially powerful agents of socialization and social change by presenting role models, conferring states, suggesting appropriate behaviors and encouraging stereotypes (Gallagher, 1983:22). Thus, media studies should pay attention to the way the media frame a given problem (Bullock et al., 2001).

### **1.1. Statement of the Problem**

Children are an important group in any society because it is in them that the continuity and prosperity of society is ensured. Complete development and full enjoyment of their rights is, therefore, a prerequisite for that prosperity and continuity. Yet children are a sub-group of society whose rights are grossly violated. They bear the brunt of wars and civil strife and their consequences are deprivation of basic needs, rape, and loss of parents among other ills. In acknowledgment of such violations, the Children Right Convention (CRC) was adopted. In Africa, the Organization of African Unity (now African Union) formulated and adopted the African Charter on the rights and welfare of the African child during its 1990 Summit.

The Charter's objective is to recognize children's rights from the Africa's perspective, taking cognizance of the cultural background of the African child. Hence, the two instruments function to ensure the provisions and protection of the rights of the child.

Both the African Charter and the CRC calls on concerted efforts of nations, families, NGO's and all other institutions in the society, including the mass media, to ensure the provision and the protection of children's rights. But the protection of children's rights has been ignored in all sectors of the society.

Stories touching children's issues continue to get cold reception from the media because they are not considered as saleable commodities. Yet it is only through highlighting children's issues can pressure be put on policy makers and the public to uphold and respect children's rights (Nwankwo and Okwemba, 2002).

In this regard, media play an important role in raising public awareness of Children's right (The Guidelines for Journalists and media professionals, 2002). Furthermore, guideline suggest that media organizations must also provide space for the diverse, colorful and creative opinions for the children themselves, In line with this, Article 13 of the United Nations Child Right Convention states:

The Child shall have the right to freedom of expression; this right shall include the freedom to seek, receive and impart information, and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of the Child's choice.

Meanwhile, all the information which is broadcast or printed having something to do with the Child right must not create misconceptions, and so, they must be designed carefully before addressing the public. In addition to this, the programs and campaign conducted to raise awareness in the public should be fair, honest and accurate; the guideline extends. Professionals who are interested in this area have compiled their studies generally on "Media and Child Right" and hence they tried to magnify the role of media to safeguard Child right.

In spite of the fact that the subject is massive and burdensome, I don't believe much effort has been put to enhance the awareness of the society to conduct researches on the area. In this respect and in the context of the media, many questions arise. Are the media pro-active, reactive or passive in covering children's rights? How many Ethiopians sensitized about the child rights? To what extent has the media engaged itself in enlightening the public on child rights? If children's issues are covered, what is the orientation? So that, it is worthwhile conducting a research which could answer the question "How should information regarding Child right transmitted in media be framed?" Hence this research using the resources *AddisZemen, Reporter, and Addis Admas* newspapers from Sep. 2009-Aug. 2010 takes the message on the Child right as a spring board.

## **1.2 Objectives of the Study**

### **1.2.1 General Objective**

The broad objective of this research is to examine how media framed children's rights issues

### **1.2.2 Specific Objectives**

The specific objectives are:

1. To collect and analyze the content of articles published on children's rights that appeared in *Addis Zemen*, *Reporter*, and *Addis Admas* newspapers during the period of September 2009- August2010.
2. To identify how these newspapers framed articles published concerning Children's rights.
3. To identify themes of the stories and sources quoted in the stories.
4. To asses the extent of the news coverage of Children's rights in terms of numbers of articles and topics.

### **1.3 Research Questions**

In order to achieve the objectives of the study the research should give answers to the following questions

1. How did the newspapers frame Children's rights issues?
2. What was the nature of *Addis Zemen*, *Reporter*, and *Addis Admas* newspapers coverage of children's rights issues in terms of quantity, themes and location?
3. What was the trigger behind the stories?
4. What kind of sources did this newspapers use?

### **1.4 Research Methodology**

The research methodology that the researcher designs to approach the problem is content analysis. An in- depth interview with editor-in-chiefs and journalists of the newspapers organizations is also used to undertake the research.

### **1.5 Significance of the Study**

This research paper has the following impact.

1. The results of this study will be significant in examining how the national media frame issues regarding children's rights.

2. The research will also benefit the analyzed newspapers as it will point out both their strong side and limitation in the coverage and portrayal of Children's rights. It will offer some insight on what is covered and how to improve such coverage.
3. It will also serve as a reference for other researchers who conduct their study on similar areas.

### **1.6 Scope and Limitation of the Study**

The study is limited to three newspapers and assessed their coverage of Children's rights. Therefore, it should be noted that the study does not examine coverage of Children's rights issues in other media outlets. The research included assessment of articles published on Children's rights during September 2009-August2010. In addition, it doesn't include reception analysis.

Time was the main limitation while compiling this research. To collect the necessary inputs, to get the selected newspapers at once, to meet the media persons for the interview was so challenging. Especially, it was impossible to get the editor-in-chief or deputy-editor-in chief of *Addis Admas*. Due to this, the researcher of this paper was forced to replace senior editor of the newspapers instead. This individual was selected because he was working in a department which was in charge of collecting and dispatching different reports. While this research was being compiled, the person was working in the deputy editor in-chief's position just to cover the gap.

### **1.7 Operational Definition**

- The research defines a child as any person below 18 years of age, in line with the UN Convention of the Rights of the Child.
- The CRC emphasizes the taking of the best interest of the child in any decision on any matter touching on them, if their rights are to be realized. It seeks to protect the children's rights issues. The latter are taken to refer to a child's right, to:
  - Education.
  - Protection from Child labor
  - Protection from Violence and Abuse

- Health and Protection from HIV and AIDS
- Freedom of expression
- Legal rights
- Protection from War and Conflict.

- Framing is selecting “some aspects of a perceived reality” to enhance their salience “in such a way as to promote a particular problem definition, casual interpretation, moral evaluation, and /or treatment recommendation” (Entman, 1993:53).

## CHAPTER TWO

### 2. Review of Related Literature

The aim of this chapter is to provide a literature review which may function as a relevant frame work for the current research project. The chapter is organized in to three sections:

- A brief discussion of selected literature on children's rights
- Media's role in relation to children's rights; and
- Media framing theory. In each of these sections, the relation between the current research and the review literature is discussed.

#### 2.1 Why are Child Rights Important?

Children are innocent, trusting and hopeful. Their childhood should be happy and loving. Their lives should mature gradually, as they gain new experiences. But for many children, the reality of childhood is altogether different. Data from the Demographic and Health survey 2005 show that one in every 13 Ethiopian children dies before they celebrate their first birthday, while one in every eight does not survive to the fifth birth day. At most 5 million school age children are not in school, more than 3 million of whom are girls ([http://www.UNICEF.Org/about/structure/ethiopia\\_21759.html](http://www.UNICEF.Org/about/structure/ethiopia_21759.html)). 7.5 million Children in Ethiopia work ([http://site/resources.Worldban.Org/socialprotection/resources/pdf](http://site.resources.Worldban.Org/socialprotection/resources/pdf)).

At the end of 2005, the total number of children orphaned from all causes in Ethiopia reached 4.8 million (The African Report in child wellbeing, 2008: 5). Having said these, two out of every five children below the age of five years in Ethiopia were malnourished. 81 percent of children in Ethiopia suffering from pneumonia did not have access to health facilities (ibid). According to the report, Ethiopia emerged as the 42 rank among 52 African states regarding child friendliness index (is about making the maximum effort to respect, protect and fulfill children's rights and wellbeing).

Right through history, children have been abused and exploited. Moreover, they have been suffering from hunger and homelessness. Working in dangerous conditions, deficient health care limited opportunities for basic education and the sum total of all these – Infant mortality have as well, been the sign of children in Ethiopia. A child need not live such a life. Childhood must be preserved. Children have the right to survive, develop, be protected and participate in decisions that impact their lives.

The child, for the full and harmonious development of his or her personality, should grow up in a family environment, in an atmosphere of happiness, love and understanding. The child should be fully prepared to live an individual life in society...in the spirit of peace, dignity, tolerance, freedom, equality and solidarity.

(From the UN convention on the rights of the child)

Children's issues have not yet drawn the attention they deserve from the media, although social interactions are increasingly becoming mass media mediated. (Wenje and Bwire, 2000). They further elaborate their idea that as agenda setters and agents of social change, as well as their power to influence policy, failure by the media to capture children's issues indeed a grave shortcoming.

## **2.2 Child Abuse and Neglect**

For long time now Child abuse and neglect has been understood in different ways. To some, it refers to “the portion of harm to children that results from human action or inaction that is proscribed, proximate and preventable”. To others, it is “any act of commission or omission by individuals, institutions, or society as a whole and any conditions resulting from their equal rights and liberties and /or interfere with their optimal development” (Research Report on child Abuse and Neglect in selected part of Ethiopia, 1995).

Child abuse is more than bruises and broken bones. While physical abuse might be the most visible sign, other types of abuse, such as emotional abuse or child neglect, also leave deep, long lasting scars. (Child Abuse and neglect).([http://helpguide.org/mental/child abuse physical emotional sexual neglect.htm](http://helpguide.org/mental/child%20abuse%20physical%20emotional%20sexual%20neglect.htm)).

### **2.2.1 Types of Child Abuse**

Child abuse can take several forms: The four main types are: physical, sexual, psychological /emotional, and neglect (<http://en.wikipedia.org/wiki/child.abuse>).

Emotional child abuse: Emotional abuse can severely damage a child's mental health or social development, leaving lifelong psychological scars. Examples of emotional child abuse include:

- Constant belittling, shaming, and humiliating a child.
- Calling names and making negative comparisons to others.
- Telling a child he or she is “not good,” “worthless,” “bad,” or “a mistake.”
- Ignoring or rejecting a child as punishment, giving him or her silent treatment.
- Limited physical contact with the child. No hugs, kisses, or other signs of affection.

### **2.2.2 Child Neglect**

Child neglect, very common type of child abuse is a pattern of failing to provide for a child's basic needs, whether it is adequate food, clothing, hygiene or supervision. Child neglect is not always easy to spot. Sometimes, a parent might become physically or mentally unable to care for a child, such as a serious injury, untreated depression or anxiety. Others times, alcohol or drug abuse may seriously impair judgment and the ability to keep a child safe (<http://en.wikipedia-org/wiki/child-abuse>).

### **2.3 Child Labor and Commercial Exploitation**

In predominantly agricultural communities, children provide a much needed labor both at home and outside the home. Female children ordinarily share the burdensome house hold chores (such as baking staple foods) with their mothers. Among other things, male children assist their fathers in the arduous task of traditional farming, and they fetch fire wood from far. In urban centers children engage in begging, manual daily labor, in petty trade and in similar activities to earn only meager income for themselves or for their family (Research Report on child abuse and neglect in selected parts of Ethiopia: 1995).

Trade unions estimate that 250 million children worldwide are exploited for profit or forced to work in order to survive. In Ethiopia 52% of children, between the ages of 5-17 are engaged in productivities excluding household, chores of these the average work 33 hours per week. These children often do not go school, play or rest and denied of their rights ([http://www. Save the children. net / Ethiopia](http://www.save-the-children.net/Ethiopia)).

Many children miss education and the right to play, because they have to take up a burden of work at work at much too early an age. Girls are much more likely to miss out on school (Guidelines for journalists and Media professionals: 2002).

Having this in mind, sexual exploitation of female children is also becoming a matter of concern. Sexual exploitation refers to the use of children for sexual actions by deceiving, frightening and forcing them for financial, social or political benefits (Mebratu, 2007: 25 as cited by Genaye).

UNICEF (2009), estimates that a million children a year recruited in to the commercial sex in the developing and developed world. The problem arises partly due to poverty of the children who may be orphans, abandoned children or run away. Dire poverty makes the children so desperate that they are willing to do anything to earn something that contributes to their survival. (Research Report on Child abuse and Neglect in selected parts of Ethiopia: 1995).

#### **2.4 Traditional Harmful Practices and Beliefs**

Many harmful traditional practices have victimized Ethiopian children for long. The children have been victims of such customary practices as female genital mutilation (FGM), early marriage, tattooing, cutting of the uvula, extraction of milk teeth, incision of the eye lid and other parts of the body excision of nail, use of traditional medicine, feeding of butter to new born bodies etc. (FSCE, n.d. cited by Genaye).

In some communities, tattooing, incisions on the face and incisions of the lips (which are then loaded with small clay plates) are used for the purpose of beautification or as marks

of ethnic identity. physical punishment, which often involves beating by leather stripes or with a twig and chaining, is condoned as an effective method of inculcating discipline among children (research report on child abuse one neglects 1995).

Children have become still more vulnerable since the rise of HIV/AIDS partly because of two persistent myths. One is that sex with a virgin can lead HIV infection to be reversed. This (obviously totally untrue) myth has made young girls vulnerable to rape, and its most extreme has contributed to horrifying 'baby rape' cases in South Africa. The other myth is that sex with a young person is likely lead to HIV infection. This has made the commercial sex trade pursue young girls ever more ruthlessly, since they can obtain a higher price for them (Guidelines for journalists and media professionals: 2002)

## **2.5 International Conventions and Declarations on the Welfare of Children**

This section provides a list of international conventions and declarations that affect the welfare of children either specifically tailed to them or indirectly in the context as they apply to them as a larger part of the human rights.

### **Conventions:**

The 1919 minimum Age (industry) convention No. 5: It was adopted at the first session of the International Labor Organization (ILO) and ratified by 72 countries. The convention established 14 years as the minimum age for children to be employed in industry. It was the first international effort to regulate children's participation in the work place.

The 1930 ILO forced labor convention No. 29: It calls for suppression of the use of forced or compulsory labor in all its forms. The term 'forced or compulsory work' is considered to mean all work or service exacted from any people under a threat of penalty. By mid-1996, 138 states had ratified this convention.

International Convention on Civil and Political Rights: Adopted by the UN General Assembly in 1966 and came into force in 1976. It reaffirmed the Universal Declaration of

Human Rights of 1948 with regard to civil and political rights and commits states parties to take action to realize this. Article eight states that no one should be kept in slavery or servitude or be required to perform forced or compulsory labor. More than 135 states have ratified it.

International Covenant on Economic, Social and Cultural Rights adopted in 1996: The convention reaffirms the principles of Universal Declaration of Human Rights of 1948 with regard to economic, social and cultural rights. Article 10 of the convention wants states parties to protect young people from exploitation and from employment in work harmful to their health and moral among other things. 135 states had ratified it by 1996. ILO minimum age convention No. 138 of 1973: The convention obliges member states to pursue a national policy designed to ensure the effectiveness of abolition of child labor. It therefore establishes that no child can be employed in any economic sector below the age designated for the completion of compulsory schooling.

Convention on the Rights of the Child of 1989: A substantive legislation emphasizing the indivisibility and independence of the full range of civil, political, economic, social and cultural rights as a prerequisite to all children. Non-discrimination, survival and development, protection and participation in the lives of their societies.

Non-discrimination: The rights guaranteed by the convention are afforded to all children without exception. Article 2 affirms that states parties:

Shall respect and ensure the rights set forth in the present convention to each child within their jurisdiction without discrimination of any kind, irrespective of the Child's or his or her parent's or legal guardian's race, color, sex, language, religion, political origin, property, disability, birth or other status.

Survival and development rights: These rights include basic health and health care, disease prevention and control, nutrition, water supply, sanitation and environmental health, early learning and stimulation, education, leisure and cultural activities; and family guidance and care.

Protection rights: These rights involve safe guarding children from risks to their mental, physical and emotional well-being, including emergency situations, conflict with the law, violence, abuse, exploitation, neglect and discrimination (UNICEF; 2008:15).

These protections are related to care given to children by parents, other member of a family, legal guardians, teachers and health officials. According to the convention, children who are said to be in a difficult situation are children who lost their freedom due to legal punishments and children who are exposed to any form of exploitation (Mebratu, 2007 as cited by Genaye).

Participation rights: These rights promote the empowerment and capacity of children to be involved in the decisions and actions that affect them. It examines issues related to civil right and freedom of expression, thought, conscience and religion, association and peaceful assembly, the right to information and children's right to express their views in matters affecting them.

Having said these, the convention is divided in to three parts, made up of 54 articles. Part one, with 41 articles, describes in depth what children's rights are. Part two describes the functions and the composition of the United Nations committee on the rights of the child.

While part three details procedures to be taken by state parties to ratify as well as what should be done for the convention to become international law.

### **Declarations:**

Universals Declaration of Human Rights of 1948: Made immediately after the Second World War to protect the abuse of human rights exemplified during such times. The rights of children are captured as part of the human rights.

World declaration on the survival, protection and development of children: the declaration was made during the 1990 world summit for children by 71 presidents and prime ministers. A plan of action on how to ensure the attainment of child rights was

agreed up on by 159 nations to be implemented in the 90s. The communication media, worlds of region, education, business, and NGOs were to help in this implementation.

This year, 2002, the United Nations General Assembly special session reviewed the 10 years plan of action of its member states on how they implemented the children's rights they committed themselves to in 1990 during the world summit for children.

### **Charter**

The African Charter on the Rights and Welfare of the Child. This is an instrument of the former organization of African Unity now transformed in to the African Union. The OAU members adopted it in 1990. The charter defines the right for the child, but it goes, further to contextualize them to the African situation. The argument is that the African child lives in special circumstances some of them for different from other children. Hence his or her rights need to be defined in such a context. The rights in this charter however do not differ significantly from the ones in the CRC.

### **2.6 The Constitution of the Federal Democratic of Ethiopia**

The domestication of international human rights instrument ratified by Ethiopia is a major significance of the constitution of the Federal Democratic Republic of Ethiopia (1995). The recognition given to international human rights instruments ratified by Ethiopia is further extended under article 13/2/, which makes international human rights instruments including the UDHR, ICCPR, ICESCR, and UNCRC as standards for the interpretation of chapter three of constitution dealing with fundamental human rights and freedoms.

The Constitution (1995) incorporates the rights of children in its article 36. These rights include the right to life, right to a name and nationality, right to know and be cared for by his or her parents or legal guardians, right not to be subject to exploitative practices, neither to be required nor permitted to perform work which may be hazardous or harmful to his her or education, health or wellbeing, right to be free of corporal punishment or

cruel and inhuman treatment in schools and other institutions responsible for the care of children.

The constitution (1995) also provides for general policy guidelines wherein it identifies the best interest of the child as basic principles in the design and implementation of programs that affect children. Article 36/2/ thus reads: “In all actions concerning children undertaken by public and private welfare institutions, courts of law, administrative authorities or legislative bodies, the primary consideration shall be the best interest of the child.” This principle is provided for under article 3/1/ of the UNCRC (1989) and the constitution has rightly adopted the principle word by word.

There are also other rights on the Ethiopian penal code (1957), article 172-Corporal punishment, article 589 Rape, article 620-Aggravation to the offence (law on a adultery with infant or young person), article 621/2/- Incest, article 622-(1and2) Indecent behavior between relatives, article 623(1and2)-Omission to registration, supposition and substitution of infants, article 626-failour to bring up. The civil code (1960) also states on article 265-274 - powers of the Guardian of tutor, article 2039/1/ - Justification for corporal punishment, article 2052-Duty to education and to supervise, article 2111 – Abduction of child. Chapter 3 of the criminal procedure code states on article 717-178 - Procedure in cases concerning young persons.

There are also other related laws such as The Federal Family Law of Ethiopia (2000), The 1993 Labor Proclamation, The Development Social Welfare policy (1960) and The Policy on HIV /AIDS. Some rights however are not specifically identified for children but they are put on the constitution under articles of human rights. For example article 41/4 states that the government should ensure health, education, social services. This right however includes children’s right to learn and to get a health service (Genaye, 200:8).

## 2.7 Children and Media

The media has the potential to bring the issue of child rights in the public debate and to play a positive role in raising awareness about the issue (Guidelines for journalists and media professionals: 2002). Mshindi (1993) observe that discussions on child survival and development have not drawn the necessary attention they deserve. With pressures to keep circulation figures up, most media houses tend to concentrate on those issues that will generate some debate and hold the readers' interest. Issues on children have failed to generate such interest. Hence, the media will have failed to generate such interest. Hence, the media with its profit making objectives finds such stories as unlikely favorites to increase their sales. They usually cover them when the child has been abused – beaten, sexually abused or assaulted. Such stories are sensational, but they rarely get to the pages because the victims or their relatives do not report most of child abuses (ibid). In line with this, sensational coverage may distort and exploit a serious problem, doing more harm than good (Guidelines for journalists and media professionals: 2002).

In the media, news about children is either cute copy or sensational news (Trope, 1994 as cited by Tsigenwini). Trope further states child victims are routinely written about in glory details, violating all norms of decency and privacy, children's rights are hardly ever talked about, nor are children provided the opportunity to express themselves in the media. Ng'ang'a (1999) cited by Nwankwo et al., 2008) accuses the media of doing too little to explain to the society what child rights issues are. She says the media focuses more attention to violation of children's rights and child protection than to the amplification and promotion of the same.

Since children's issues are not really news worthy and since rights rarely "make news", they are going to occupy the inside pages for many years to come (Bwire and Wenje). They further argue that, the overriding reason behind such mediocre performance of giving child rights violation lukewarm attention might be explained by reason such as:

- Keenness of most print media to cover political and entertainment news to boost circulation.

- Lack of research or in-depth study on the part of reporters covering child rights issues.

The foregoing arguments indicate that the media is a powerful instrument, which can be used to influence good tidings for the children. The media is valuable as change agent of attitudes and behavior of individuals and as a means of giving the children a better tomorrow. Through its process of agenda setting, the media has power to change perceptions of people towards certain issues (Emily HabweNwankwo, et al.,: 2002).

Severin and Tankard (1997) cited by Emily et al., define this agenda setting process as the media's capability through repeated news coverage, of raising the importance of an issue in the public's mind. It is a casual hypothesis suggesting that media content has an influence on the public perception of the importance policies and the way people think. Moreover, since the treatment of children's right by individuals hinges heavily on their attitudes about behavior, the media through the agenda setting process, can immensely change them in to positive attributes towards the children's rights (ibid).

According to Daniel Lerner (in his book) cited by Emily et al., the passing of the traditional society, argues that the mass media results in widening the horizons of individuals, and if a change has to occur in an individual so as to be innovative and change things, the media plays a crucial role in achieving this. He explains that the media serves as an educator, trainer, and a change agent of socio-cultural values.

Therefore, as the world increasingly becomes mass media mediated, the role of the media in enhancing and influencing the realization of the children's rights through its coverage is paramount.

Thus the way the media portray children has a profound impact on society's attitude to children and child hood which also affects the way adults behave (Guideline for journalists and media professional: 2002). The Guideline further suggests that journalism should always be ethical, above all when considering the need of children. In line with this, the Guideline lists out the following codes to be considered.

The code promotes

1. Respect for the privacy of children and protections of their identity unless it is demonstrably in the public interests;
2. The need to give children access to media to express their own opinions;
3. Obligation to verify information before publication;
4. The need to consider the consequences of publication and to minimize harm to children.

The code will also help to avoid

1. Focused programming and images that are potentially damaging to children;
2. Stereotypes and sensational presentation of journalistic material.

We think more about those issues the media present to us and regard them more important than those that are not presented in the media (Griffin, 2003:390). McCombs (etal., 1997) as cited by Tsigewini, takes this further and suggests that the media do more than selecting and presenting important voices and issues, they influence the way we think about these selected voices and issues. Hence, as one section of a community the way the media represent children influences the outlook of the community towards them (ibid). In addition, the way in which the media represent or even ignore children, can influence decisions taken on their behalf and how the rest of the society regards them (Guidelines for journalists and media professionals, 2007:35). The Guideline further elaborates that media are important vehicles for drawing attention to abuses, monitoring of the implementation of the Child Rights Convention, awareness raising and information.

Furthermore, the guidelines stress that media can play informative and educational roles, promote UNCRC and support children's ombudsman's function by gathering useful information essential for political debate (ibid). The UNCRC positively sees the role of the mass media positively in the development of the child under Article 17:

States parties recognize the important function performed by the mass media and shall ensure that the child has access to information and material from adversity of national and international sources, especially

those aimed at the promotion of his or her social, spiritual and moral wellbeing and physical and mental health.

One of the most important rights promised by the convention is the right of children to form their own views and express them. The convention places an obligation on states to ensure that young people are heard and appropriate media is available. It seems that children, of all social groups, have been the least able to explore their view of themselves in the public domain (Holland, 2004 as cited by Cristina, et al.). In her opinion, children themselves are “trapped by received definition, under pinned by powerful adult emotions”, but where children have gained greater access to public voice, they have been able to make “a significant contribution to the broad sweep of social meanings” (ibid).

The UNCRC (1989) stress the importance of children’s participation in decision making in matters concerning them. Back in 1978, one way to let children participate, had already been presented in a UN article stating that “the mass media (--) have important roles to play in making known the views and aspirations of the younger generation” (Article 14 of UNESCO, 1978).

## **2.8 Framing Theory**

Frame refers to the words, images, phrases, and presentation styles that a speaker (e.g., a politician, a media outlet) uses when relaying information about an issue or event to an audience (Gamson and Modigliani, 1987, 1987). The chosen frame reveals what the speaker sees as relevant as the topic at hand. “The subtle selection of certain aspects of an issue by the media to make them more important and thus to emphasize a particular cause of some phenomenon” (Giltin, 1980: 6).

To frame, according to Entman, is to “select some aspects of a perceived reality and make them more salient in a communication text so as to promote a particular problem definition, causal interpretation, moral evaluation, and /or treatment recommendation for the item described.”

Frames highlight some bits of information about an item that is the subject of a communication, there by elevating them in salience. (Fiske and Tayler, 1991) they further elaborate that the word salience refers: “making a price of information more noticeable, meaningful, or memorable to audiences. An increase in salience enhances the probability that receivers will perceive the information, discern meaning and thus process it, and store it in memory” (Fiske and Tayler 1991). They added that “Text can make bits of information more salient by placement or repetition, or by associating them with cultural familiar symbols. However, even a single unillustrated appearance of a notion in an obscure part of the text can be highly salient, if it comports with the existing schemata in a receiver’s belief systems.”

Based on the Entman’s definition, Frames have four main functions in relation to the news; first, they define the problem by determining the causal agents’ activities in terms of cost and benefits. Second, they diagnose causes by pointing out the factors behind the problem. Third, they provide moral judgments through evaluating causal agents and their effects. Finally, they suggest remedies and forecast the effect of this treatment (Entman, 1993:52).

In line with this, (Diana, 2005:5) says, “Framing is an important way in which the media emphasize some ideological perspectives over others and manipulate salience by directing people’s attention to some ideas while ignoring others.” She added that the term media framing is used to describe the process by which information and entertainment are packaged by the media (news papers, magazines, radio and television net works and stations, and the internet) before being presented to an audience. This process includes factors such as the amount of exposure given to a story, where it is placed, the positive or negative tone it conveys, and its accompanying headlines, photographs, or other visual and auditory effects (Diana, 2005:7). Goffman (1974:10) defines frames, are basic cognitive structures which guide the perception and representation of reality. On the whole, frames are not consciously manufactured but are unconsciously adopted in the course of communicative processes on a very banal level, frames structure which parts of reality become noticed.

Having this in mind, there is no single definition of news frame or framing, the many that have been employed up have similar characteristics. News frames are “conceptual tools which media and individuals relay on to convey, interpret and evaluate information (Neuman et al., 1992:60). They set the parameters “in which citizens discuss public events” (Tuchman, 1978: IV). They are “persistent selection, emphasis, and exclusion” (Gitlin, 1980: 7). Framing is selecting “some aspects of a perceived reality” to enhance their salience “so that they promote a particular problem definition, casual interpretation, moral evaluation, and /or treatment recommendation” (Entman, 1993:53). Frames are to help audiences “locate, perceive, identify, and label” the flow of information around them (Goffman, 1974:21), and to “narrow the available political alternatives” (Tuchman, 1978:156).

The lack of a clear concept of framing has resulted in confusion of this theory with other concepts (Scheufele, 1993:103). Primarily, framing has been associated with agenda setting. McCombs et al., (1997) cited by Scheufele (1993:103) argue framing is an extension of agenda setting called second-level agenda setting. According to these authors, agenda setting deals with salience of issues while second-level agenda setting concerns with salience of attributes.

Based on these principles and Entman’s (1993) definition of framing, Mc combs (2004:87) defines framing as “the selection of and emphasis upon particular attributes for the media agenda when talking about object.”

Scheufele (1999) identifies two concepts of framing: media frames and individual frames. **Media Frames:** it refers “a central organizing idea or story line that provides meaning to an up folding strip of events... The frame suggests what the controversy is about, the essence of the issue” (Gamson and Modiglian, 1998:143). Tuchman (1978) offered a similar definition for media frames: “The news frame organizes, everyday reality and the news frame is part and parcel of everyday reality... [it] is an essential feature of news” (p.193). Media frames also serve as working routines for journalists that allow the

journalists to quickly identify and relay to their audiences” (Gitlin, 1980:7). Gamson (1989) also said that the concept of media framing can include the intent of the sender, but the motives can also be unconscious one.

**Individual Frames:** are defined as “mentally stored clusters of ideas that guide individuals’ processing information” (Entman, 1993:53). Unlike frames in media frame, which reflect a speaker’s emphasis, individual refer to what an audience member believes to be the most salient aspect of an issue (Goffman, 1974). For Entman cited in Scheufele (1999:106) individual frames are “information processing schemata” of individuals and media frames are “attributes of the news itself”.

The combination of individual and media frames is what makes framing successful. The effect of framing is feasible when “communication increases the weight of a new or existing belief in the formation of one’s over all attitude” (Chong and Druckman, 2007:107). The authors further assert that when there is an existing belief, the framing effect results from “a reweighing of the set of prior beliefs associated with the object; on the other hand, if the [media] promote a new belief about the object, the framing effect produced by the recipient’s accepting the new consideration and giving it priority in his or her all over attitude. Entman (in Shen, 2004:106) also shares the idea that “a framing effect is more likely to occur when the media frames comport with the existing beliefs of the audience, rendering related concepts more salient and more cognitively accessible than others.” Thus, both individual and media frames must be taken into consideration in terms of clarifying the concept of framing.

Scheufele (1999) tried to identify the four processes of framing:

- A. “Frame building,” which focuses on the dynamics of how speakers, such as media outlets, choose specific frames in communication;
- B. “Frame setting,” which concerns the influence of frames in communication on frames in thought, and the precise psychological processes at work ;
- C. “Individual – level effects of frames,” which refers to the impact of frames in thought on subsequent behaviors or attitudes; and
- D. “Journalists as audiences,” which looks at how citizens’ actions affect the initial frame-building processes.

Framing can work on all three levels, by making new beliefs available about an issue, making certain available beliefs accessible or making beliefs applicable or “strong” in people’s evaluations. Strong frames should not be confused with intellectually or morally superior arguments. They can be built around exaggerations and outright lies playing on the fears and prejudices of the public. Strong frames often rest on symbols, endorsements, and links to partisanship and ideology, and may be effective in shaping opinions through heuristics rather than direct information about the substance of a policy (Chong and Druckman, 2007). Strong frames are those that emerge from public discussion as the best rationales for contending positions on the issue. These frames strike opinion leaders and audiences as being more compelling than alternative arguments (Chong and Wolinsky, 2005).

One trend among different authors is to believe that frames become successful when they support the existing beliefs or statusquo in the society. Durham (1998:100) differentiates between successful and unsuccessful frame and only successful frames make the world knowledgeable and understandable. Frames are neither good, nor bad by their nature. Their success depends on whether their being appropriate for a certain story (Gibbs and Warhover, 2002:166).

According to Shen (2004), Frames can affect the way people understand and interpret issue or events. In his study “Examining the effects of message frames in political advertisement,” (Shen, 2004) finds out that political ads framed as either character or issue oriented had a profound effect on voters’ cognitions in political evaluations.

As to Carlyle et al., (208:172), the effectiveness of frames is found in their “ability to make certain elements and perspectives more salient, thereby increasing the chances that certain schemas of interpretation will be evoked.” Frames can be found in “The properties of news narratives, thus encouraging certain interpretations and understandings of issues” (ibid).

Chong and Drukman (2007), define a frame's "Strength" as increasing with the persuasiveness of a given frame. Weak frames are typically seen as unpersuasive, whereas strong frames are more compelling. "For example presumably most people would see "public safety" whereas "preventing litter on the streets" would be a weaker frame".

### **2.8.1 Location of Framing**

Entman (1993) noted that frames have several locations, including the communicator, the text, the receiver, and the culture. (These components are integral to the process of framing that consists of distinct). Communicators make conscious or unconscious framing judgments in deciding what to say, guided by frames (often called schemata) that organize their belief systems. The text contains frames, which manifested by the presence or absence of certain key words, stock phrases, stereotyped images, sources of information, and sentences that provided thematically reinforcing clusters of fact or judgments. Entman (1993) further elaborates the frames that guide the receiver's thinking and conclusion may or may not reflect the frames in the text and the framing intention of the communicator. "The culture is the stock of commonly invoked frames; in fact, culture might be defined as the empirically demonstrable set of common frames exhibited in the discourse and thinking of most people in a social grouping. Framing in all four locations includes similar functions: selection and highlighting, and use of the highlighted elements to construct an argument about problems and their causation, evaluation and /or solution (ibid).

Hallahan (1999) says, frames reflect judgments made by message creators or frames. Some frames represent alternative valence of information (i.e., putting information in either a positive or negative light, or valence framing). Other frames involve the simple alternative phrasing of terms (semantic framing). The most complex form of framing is storytelling (story faming).

Pan and Kosicki(1993) described the structure of news discourse in general and potential framing devices in particular. They identified four types of structural dimensions of ones that influence the formation of frames:

a) Syntactic structures, or patterns in the arrangements of words or phrases; b) script structures, referring to the general news worthiness of an events as well as the intention to communicate news and events to the audience that transcends their limited sensory experiences c) thematic structures, reflecting the tendency of journalists to impose a causal them on their news stories either in the form of explicit causal statements or by linking observations to the direct quote of a source, and d) rhetorical structures, referring to the “the stylistic choices made by journalists in relation to their intended effects” (p.61).

Rhetorical devices can include metaphors and similes, familiar exemplars and illustrations, provocative language and descriptors, catchphrases, and visual imagery (Gamson and Modigliani, 1989).

Entman (1993), also identified five traits of media texts that set a certain frame of reference, and, therefore, have a critical impact on information processing: a) importance judgments; b) agency, or the answer to questions (e.g. who did it?); c) identification with potential victims; (d) categorization, or the choice of labels for the incidents; and e) generalizations to a broader national context.

Hackett (1984) observed that framing is not necessarily a conscious process on the part of journalists but is the result of their unconscious assumptions about the social world. In line with this, he noted that frames are basic cognitive structures which guide the perception and representation of reality. On the whole, frames are not consciously manufactured but are unconsciously adopted in the course of communicative processes.

In relation to this, Neuman et al., (1992:55), restrict framing to the first moments for television news and to the early sentence for articles in newspapers and magazines. In other words, newspapers frame stories in their headlines and leads. Headlines and subheads are therefore very important frame indicators. They provide not only agtimps of

journalists' treatment of the story but the whole frame of the story (Johnson Cartee, 2005:165).

## **2.8.2 Types of Media Framing**

Framing refers to the process by which people develop a particular conceptualization of an issue reorient their thinking about an issue (Chong and Druckman, 2007). Framing can be classified under two contrasting dimensions: Episodic and Thematic coverage (Shah et al., 2004). Television news is routinely reported in the form of specific events or particular cases- Iyengar call this "episodic" news framing.

Episodic framing, he says "depicts concrete events that illustrate issues, while thematic framing presents collective or general evidence." Iyengar (1991) found that subjects shown episodic reports were less likely to consider individuals responsible. In addition, Iyengar demonstrates this phenomenon as follows.

subjects who viewed stories about poverty that featured homeless or unemployed people (episodic framing) were much more likely to blame poverty on individual failings, such as laziness or low education, than were those who instead watched stories about high national rates of unemployment or poverty (thematic framing). Viewers of the thematic frames were more likely to attribute the causes and solutions to governmental policies and other factors beyond the victim's control" (Iyengar, 1991:10).

Semetko and Valkenburg (2000) discuss five dominant news frames that have been identified in earlier studies: Conflict, Human interest, Economic consequences, Morality and Responsibility frame. In addition, other frames like diagnostic and prognostic are commonly used frames. These frames are used in the current research.

### **Conflict Frame**

This frame emphasizes conflict between individuals, groups or institutions as a means of capturing audience interest (Semetko and Valkenburg, 2000). However, focusing on conflict as a major aspect of problem, issue or event may result in negative consequences.

First, such a frame encourages media to exaggerate conflicts even when the issue has a limited controversy element (Gibbs and Wharhove, 2002:166). Second media provide issues as having only two sides in order to emphasis conflict (Neuman et al., 1992:64). Conflict was the most common frame in US (Semetko and Valkenburg, 2000). Presidential election campaign news, for example, is framed largely in terms of conflict (Patterson, 1993).

### **Human Interest Frame**

This frame is the common frame in the news next to conflict and described as the “Human impact” frame. This frame emphasizes the situation of an individual or a group who is affected by the problem (Neuman et al., 1992:69). He noted that this frame brings a human face or an emotional perspective on the report of an issue, or problems. According to Semetko and Valkenberg (2000), because of the increasing competition in the market for news, journalists and editors exert greater effort to produce stories that capture the public’s interest. Framing news in terms of human interest is one way to achieve this (ibid).

### **Morality Frame**

This frame emphasizes the event, problems, or issue in the context of religious tenets or moral prescriptions (Semetko and Valkenburg, 2000).

As much as the media try to be objective, the cultural values within which the media operate will find their way into the media content (Wevman et al., 1992:12). The media often make use of moral frame indirectly by using quotation and inference. For instance, having others ask the question (Semetko and Valkenburg, 2000). Neuman et al., noted that this frame to be more common in the minds of audiences than in the content of news.

### **Economic Frame**

This frame presents an event, problem or issue on groups, institutions, nations or individuals (Semetko and Valkenburg, 2000:90). “The wide impact of an event is an

important news value, and economic consequences are often considerable” (Graber, 1993).

### **Diagnostic Frame**

This frame involves the identification of an event or aspect of social life as problematic or in need of alteration (Hallahan, 1999). Proffitt et al., (1991) suggested that diagnostic framing plays a central role in investigative reports.

News workers often begin with a single incident and then work inductively to identify other cases or individuals who might be affected. After sensing the inherent dramatic values in a story, investigative reporters conceptualize a story by placing it within a broader context through framing. Stories are identified as part of a particular investigative genre and typified as an example of a particular well-known problem, such as political corruption, corporate exploitation, or government waste and inefficiency. As the drama unfolds, roles inevitably are assigned to victims and villains.

### **Prognostic Frame**

This frame involves the articulation of a solution to the problem, including a plan of attack and frame consistent tactics for carrying it out (Snow and Benford, 1988).

### **Attribution of Responsibility Frame**

This frame is evident in the way that media subtly frame stories and assign responsibility (Bennett, 1995). Social problems and issues usually involve a question of causes and responsibility such as who is blamed or credited for events (Hallahan, 1999:219). Iyengar (1987) argued that when television news covers an issue or event, or individual (episodically) rather than presenting the larger historical social context (thematically), it encourages people to offer individual level explanations for social problems (Semetko and Valkenburg, 2000).

### **Empathy Frame**

This frame empathizes with suffering people by identifying them as victims (Robinson, 2000). He further elaborates how media often portray victims usually women and

children, as sympathetic. In order to create empathy the media can use adjectives or put labels on the people when describing them.

### **2.8.3 Factor that Affects Media Framing**

Research suggests that the way in which the media frames issues affect audience view that can determine subsequent contributions, constituent, and others. On the other hand, framing of an issue can be influenced by several social-structural or organizational structure (Sheufele, 1999).

Shoemaker and Reese (1996) have examined the role of various factors that influencing the creation or modification of frames. They identified five factors may potentially influence how journalists frame a given issue: social norms and values, organizational pressure and constraints, pressures of interest groups, journalistic routines, and ideological or political orientation of journalists. Van Dijk (1985) suspected that the way news is framed in the mass media is a result of social and professional routines of journalists. According to Edelman (1993), the choice of frames often is “driven by ideology and prejudice” (p.232). Gamson and Modigliani (1987) assumed that the formation of fames can be explained by an interaction of journalists’ norms and practices and the influence of interested groups (p.168).Based on the previous studies, Shoemaker et al., (1996) suggest three potential sources of influence that should be considered.

The first source of influence is journalist-centered influences. Journalists actively construct frames are moderated by variables such as ideology, attitudes, and professional norms and is eventually reflected in the way journalists frame news coverage. The second factor influencing the framing of news is the selection of frames as a result of factors like the type or political orientation of the medium, or what Gans (1979) called “Organizational routines.” The third source of influence is external sources of influence (e.g., political actors, authorities, interest groups, and other elites). In this model, news events are covered with “journalists simply holding a mirror to them and reflecting their image to the audience” (Gans, 1979: 79).

In addition, there are also other factors, which have been identified by different scholars. Some of them are presented as follows:

- a. The routine nature of most news gathering: This refers routine channels including official and public officials. According to the research, the dependence on routine sources could reflect issues of expediency, lack of initiative, or simply the absence of other sources.

[<http://www.access my library.Com/media-framing-movement.>]

- b. Media class bias: This bias indicates the commercialization of the mass media, including the news media. The largest source of income for TV comes from advertising. As a result the media is enforced to avoid coverage of some actions, or to report on events in a way that would result in the loss of advertising money. Therefore, business interests tend to take precedence over objective, independent coverage (ibid).

- c. Class bias: This bias asserts the owner of the major print and electronic media generally enjoy close ties with other influential business and political leaders. Scholars argue that this decreases the likelihood of sympathetic coverage of movement challengers, because the legitimacy or interests of the elite might be undermined by anti- elite message.”

[<http://www.access my library.Com/media-framing-movement.>]

## **CHAPTER THREE**

### **3. The Research Design**

#### **3.1 Research Method**

This study utilized a quantitative technique of research combined with a qualitative one. The quantitative approach was selected as a major method for its worthwhile in the area of media framing. On the other hand, supporting quantitative method with a qualitative one will provide a deeper understanding of the issue since the two approaches address different aspect of the problem (Orcher, 2005).

A quantitative approach was used to collect data from the newspapers about themes, sources, and frames used in stories of children's rights issues whereas, a qualitative method (in-depth interview) was employed to gather information in a deeper manner. This in-depth interview provides a massive awareness on how child right is framed on newspapers. Berger (1998:55) notes that by using an in-depth interview, "You often obtain unexpected information that forms research might not discover."

Mean while, so as to extensively assess the framing of child right on newspapers, content analysis has as well been used in the study. As Berger (1998:23) points out, content analysis is an approach that aims at measuring the extent of an issue "in a representative sampling of some mass mediated popular art form."

#### **3.2 The Sample**

The study targets newspapers whose ponder is on social, political and economic issues and their circulation is taken as a criterion to be chosen. On top this, editors and journalists of the chosen newspapers were taken as an input for the study.

Since the focal point of the study is three selected newspapers, the study doesn't treat reports and information broadcast by any electronics media. Since the researcher learned

that recorded materials in Ethiopian radio and Television are not normally kept for a longer time, it becomes difficult to utilize them as sample.

In reality, newspapers reach only a certain level of the population as the illiteracy rate is high in the country. According to UNESCO's estimate, adult illiteracy in Ethiopia reaches 61.3 percent in 2010. Although due to illiteracy and circulation constraints, newspapers may face certain limitations, however they are to be crucial in reaching the ruling powers and decision makers. As Steeves (1997:97) point out, the print media can have an influence on the educated and political leaders "who wield disproportionate power to effect change."

According to Ethiopian Broadcasting Authority 2010, there are 42 government and private owned newspapers in Ethiopia that deal with political, economic and social issues. This study has chosen only three newspapers: *Addis Zemen*- government and *Addis Admas* and *Reporter* – private owned newspapers. So as to make the ideas compiled by content analysis concrete, six editors and journalists have been interviewed. (See Appendix E)

### **3.3 Sampling Technique**

The study has chosen the three newspapers – *Addis Zemen*, *Addis Admas*, and *Reporter*, on the basis of their circulation. They have a wider circulation in comparison to other newspapers. As mentioned above, two of the sample newspapers are private owned whereas one is government owned. This would be logical since the majority of the newspapers in Ethiopia, 77% are private- owned and the rest 33% are government owned (Mekasha, 2005 cited by Bruktawit, 2005).

On top of this, magnitude of circulation and the medium of language that is Amharic, were taken as central criterion in selecting the news papers. They can be understood by any literate reader which in turn might raise their readership.

*Addis Zemen*- is a government-owned daily Amharic newspaper established in 1933 and ponders over social, economic and political affairs. Accordingly to Ethiopian

Broadcasting Authority (2010), the circulation of this particular newspaper is 12000-13000. The reason for choosing this newspaper was that apart from its being political, social and economic newspaper, due to the presumption that the government has obligation to take in to consideration the right of children while formulating policies.

**Addis Admass:** - is a newspaper treats social political economic and entertainment issues and established in 2000G.c. According to Ethiopian Broadcasting Authority (2010) the circulation of Addis admass, an Amharic weekly, is 21,250. The newspaper has a special column which is posted in collaboration with sponsors concerned with child right.

**Reporter:** - is private owned newspaper printed in Amharic and English languages. In this study, however, only the Amharic version is treated. The newspaper is published twice a week and has a circulation of 9800. As the rest of the newspapers chosen for this study, the paper focused on social, political and economic issues.

With regard to this, since the newspapers can address different parts of the society, it is believed that they herby address child right issues widely. In general, that is the reason why the newspapers were chosen for the research.

### **Time Frame**

The study ponders over the framing of the issues about child right. This study exclusively uses papers, which are circulated from September 2009-August 2010. This time frame was chosen to examine the recently used frames in the newspaper on the coverage of the issue. While doing this, it is important to know that only one edition a week was selected for analysis from that of daily Addis Zemen.

This means 48 editions for 12 months were taken for analysis and make the study representative, one particular day was selected from each week's edition for instance, Monday was taken from the first week and Tuesday from the second and so on. Similarly, from *Addis Admas* and *Reporter*, four editions per month were included in the study.

This means 48 editions from each new paper were analyzed. From *Reporter*, since it was bi-weekly newspaper, the sample publications were taken from the Sunday and Wednesday editions. As mentioned above, one-day was selected from each week's edition. Therefore, from the three newspapers 48 each, 144 news papers were included for analysis in the study.

### **Story Selection**

In the study design, the unit of analysis was the article, which included features, news items, analysis and commentaries and the editorial with related to child rights. In connection with this *Addis Zemen*, on the already mentioned times frame, has published-31 articles concerning children, *Addis Admas*24 and *Reporter* 20 respectively. Totally 75 articles were coded. The figure shows on the selected dates the newspapers had come up with more than one article in each edition. This study doesn't include information displayed with pictures.

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### **Interview**

In order to make the information obtained from the newspapers credible and more accurate, six journalists and editors were interviewed. The interview questions were organized accordingly. First, to conduct the interview, an interview guide was prepared (See Appendix D). The guide included different questions on journalists/editors' roles on the coverage of child right issue during the period of September 2009- August 2009. All the questions forwarded to these media professionals are similar.

Six journalist and editors were selected purposefully. The journalists selected are from those who frequently write articles on child right issues in the newspapers and using a bi-line section base. Then, those who wrote most of the analyzed stories were contacted. Meanwhile, convenience sampling was used in selecting one editor, since it was known that the editor-in-chief and the deputy-editor-in chief of the *Addis Admas* left the country, the senior editor was included in the study. Hence, from the total six interviewed

journalists and editors, three of them are males and the rest three are females. (See Appendix A)

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

Content analysis is the major means of data collection used to extract information and facts (inputs) for the study. Because this method is very convenient and usually means of data collection for researched compiled on media framing. As Zito cited in Berger (1998:23) content analysis is “a methodology by which the researcher seeks to determine the manifest content of written, spoken, or published communications, by systematic, objective, and quantitative analysis [...]” Furthermore, so as to strengthen the information already acquired with content analysis, an in-depth interview was used. Because an in-depth interview also enables the researcher to gather wider information.

#### **Definitions and Categories**

For the purpose of this research, children are defined as human beings less than 18 years of age. Each article was coded in relation to a number of variables. Location refers to whether the story was placed on the front or inside pages. Theme was identified with the central focus of the story. Source refers to the name of a person, group or organization directly or indirectly quoted in the story. (See Appendix C)

#### **Frame Analysis**

Coding sheet is prepared to analyze the information collected. (See Appendix B) The coding sheet is adopted from the previous researches, but has been modified so as to make it fit for the current child right situations. This coding sheet is of a massive merit to assess the article types, locations, themes, sources, frames and media function of articles about child right.

Meanwhile, this coding sheet is presented in five sections. The first section treats the types and positions of articles in the newspapers. In the type of articles, one can see the

way the articles are conveyed that means whether it is in the form of news, feature or interview. On the other hand, the locations of the articles are also assessed whether it is printed on the front, inside or last page.

The second part concerns with theme, which is the gist of the story. It includes news about child abuse, and neglect harmful traditions, sexual exploitations and child labor.

The third part is the one which the article is possessed from source perspective. The next part treats the type of frame used by the article to see if the articles are framed from morality, human interest, economic, conflict, solution, and attribution of responsibility point of view.

To measure frames, Semetko and Valkenberg (2000) developed a series of questions to which the coder has to answer 'yes' or 'no'. Similarly following Sematko and Valkenberg's model and based on the review of literature, a range of similar questions developed to measure frames of diagnostic, prognostic, solution and empathy. In addition, other 'yes' or 'no' questions were also developed to examine the functions the newspapers performed in reporting child right issue. The questions were prepared to look at four general media functions: providing information, suggesting solution, defining the problem, defining the cause.

### **Coding Process**

The coding process was conducted by two graduate students who have experience in coding articles. The coders were given the coding sheet and a coding book with list of questions and guides. (See Appendix C) Then, they filled out the coding sheet in close ended ways – 'yes' or 'no'. The questions were developed from the literature and the current situations of child right in Ethiopia.

### **Reliability and Validity**

Inter-coder reliability was assessed through Holist's formula where:

$$\text{Reliability} = 2 * M / (N1 + N2)$$

M represents the number of coding decisions on which the two coders agreed.

N1 and N2 are the total numbers of coding decisions by the first and second coder respectively. The inter-coder reliability across all categories ranges from 1.0 to .91 for the 15% of the stories that were coded by the two coders (for each variables reliability see Appendix B).

The validity can be assured from the categorizations of relevant issues on the coding sheet as well. In addition, the objective of the extent to which child right issue is covered in the Ethiopian print media and how it is framed would be indicators of the validity as the most important points in each category were reasonably developed and included.

## CHAPTER FOUR

### 4. Presentation of Findings and Data Analysis

This very chapter is the part which treats the findings of the study, their analysis, and discussion. As it is stated previously the main objective of the study isto examine how Ethiopian newspapers framed children’s rights issues, with the special reference to: The government owned daily *Addis Zemen* and the private owned *Addis Admass* and *Reporter* which were printed from September 2009-August 2010.And the coding is done on the newspapers which were circulated in the already mentioned time span.

On top of this, the researcher holds an in-depth interview with six editors and journalists from the newspapers. Based on the findings, ample explanations including tables and graphs are forwarded.

#### 4.1 The Extent of the Newspapers Coverage from September 2009- August 2010 on Children’s Rights Issues

From the newspapers circulated in the already mentioned time duration, i.e. 144; 75 editions displayed information on the issue: children’s rights. The articles pondered over various themes on children’s rights. As it is shown in figure 4.1 the government owned *Addis Zemen*, which focuses on political and social issues, published 41 percent of the total articles on child rights. The privately owned *Addis Admass* and *Reporter*, which focus on politics and social issues, published 32 and 27 percent of the stories respectively.

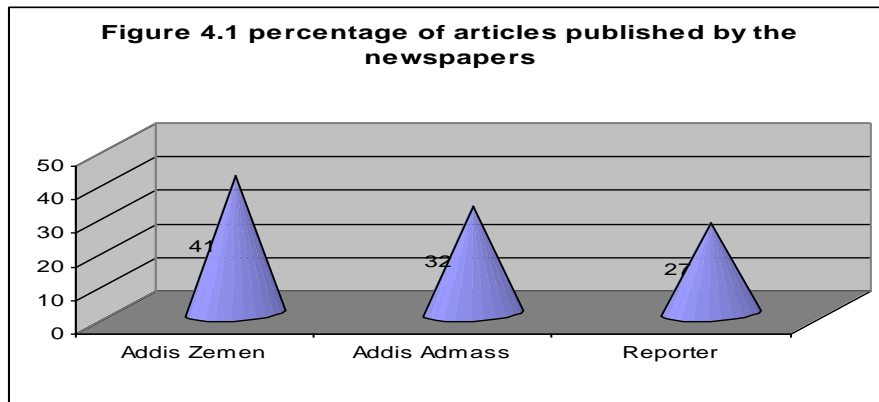
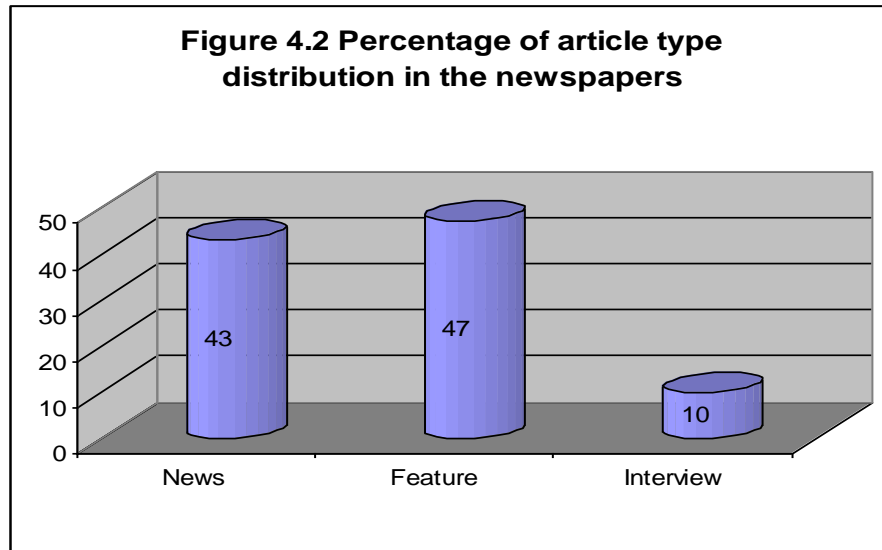


Figure 4.2 shows distribution of types of articles published in the three newspapers. As it is illustrated in the figure, 47 percent were feature, 43 percent were news stories and the rest 10 percent were interviews.



The distribution of article types across the newspapers is indicated in table 4.1. Feature was the major types of articles in Reporter, and made up for 60 percent of the total content. Most of the stories which were published in *Addis Zemen* and *Addis Admass* were news stories and constituted 52 percent and 46 percent of the newspapers respectively. The rest of the stories were treated in the interview. The interview in Admass covered 16 percent, in *Reporter* 15 percent and in *Addis Zemen* 3 percent.

**Table 4.1 Percentage distribution of article type across the newspapers**

Articles	<i>Addis Zemen</i> N=31	<i>Addis Admass</i> N=24	<i>Reporter</i> N=20	Total N=75
News	52	46	25	43
Feature	45	38	60	47
Interview	3	16	15	10
Total	100	100	100	100

From the interview conducted with the editors and journalists of the three newspapers, it was found out that, lack of commitment, ownership, priority, finance and skill constraints had influenced the quality and quantity of the articles.

A question was forwarded for the editor of *Addis Zemen*, the reason why their newspaper had given a relatively coverage about children's rights, and she replied that, their newspaper has a column that presents stories on child right issue. Moreover, they give coverage on child rights in social columns. Meanwhile, the coverage was not satisfactory, as the editor explained.

The core reasons pointed out by the editor were since the newspaper is daily, rushes for prints and constraints of skilled man power to gather and compile stories were challenges for them. When the editor extends her reasons, "though we scheduled to post the news the current focus of ours is deviated to event news, so we couldn't do it as it is intended."

As literature suggests (section 2.5) journalists observe and cover issues or event- based on frames that were used to cover similar issues on events in the past (Bird and Daren, 1997 cited in Norris and Carroll, 1997).

On top of this, lack of commitment and competence of the journalists matter their job. The informant 4, who very well agreed with the above idea (from *Addis Admas*); insisted on that, she sometimes feels regression with what she did. The reason for this, as she stated, was boredom, lack of commitment, which usually were accompanied by losing patience to dig out further facts, and inputs. The sum total of these resulted in displaying immature and less attractive stories.

On the other hand, the editor of the *Reporter* answered that in their newspaper's case, "priority" was the reason for not giving a wide coverage about child right. When he clarified his point, he said that "since we are private and has to survive, we give priority for news which catch the attention of the readers and money spinning news." They give

coverage for stories concerning children if they are hot and current, as he added. But he admitted their weakness for not covering more stories in the subject and promised to change the situation in the future.

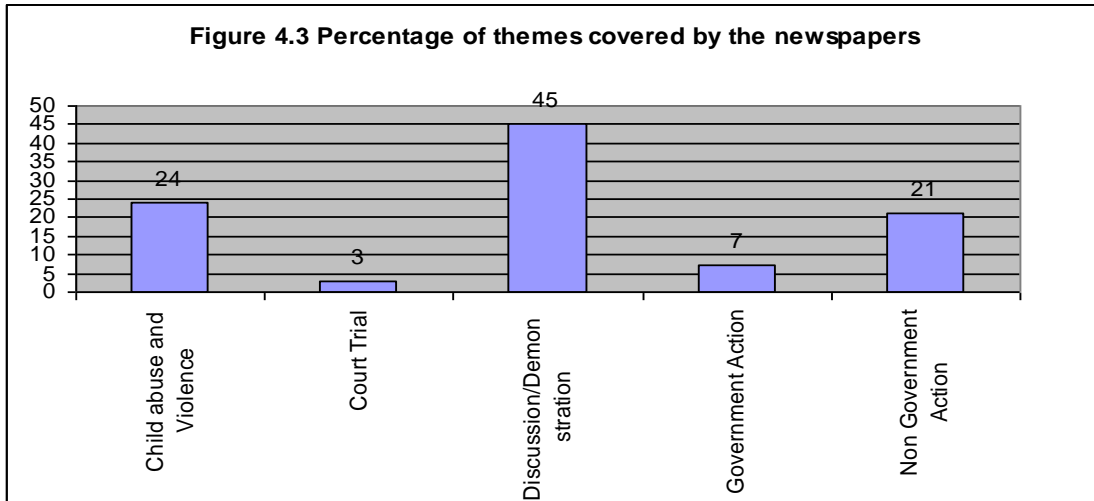
The journalist from the private media, (*Reporter*) emphasized that, the journalists and publishers had the tendency to give less credit to information (news) on child affairs. “Children were not given much focus as politics were.” Consequently, journalists are not interested to compile stories on the issue, he added.

The informants from *Reporter*, when they elaborated the means, they used to give coverage for stories on children’s rights issue; informant 6 said that, a great deal of articles in *Reporter* were feature because from the newspaper’s focal point of view, child right issue didn’t weight the other subjects. So it didn’t grasp more attention to be printed in the news format.

On contrast to this, informant 1 from *Addis Zemen* and informant 4 from *Addis Admas*, respond that, the majority of the stories were read in the news format, because the “event news” they were focusing on was the reason for them to do so.

#### **4.2 The Nature of the Newspaper Coverage on Children’s Rights Issue**

From the analysis made on the newspapers – *Addis Zemen*, *Addis Admas* and *Reporter*- five core themes were found out. Figure 4.3 shows percentage of themes covered by the newspapers. As the figure witnesses, discussion/demonstration and child abuse and violence hold 45 percent and 24 percent of the scenario respectively. 21 percent was covered by non government actions. Government actions and court trials were themes in 7 percent and 3 percent of the analyzed articles respectively.



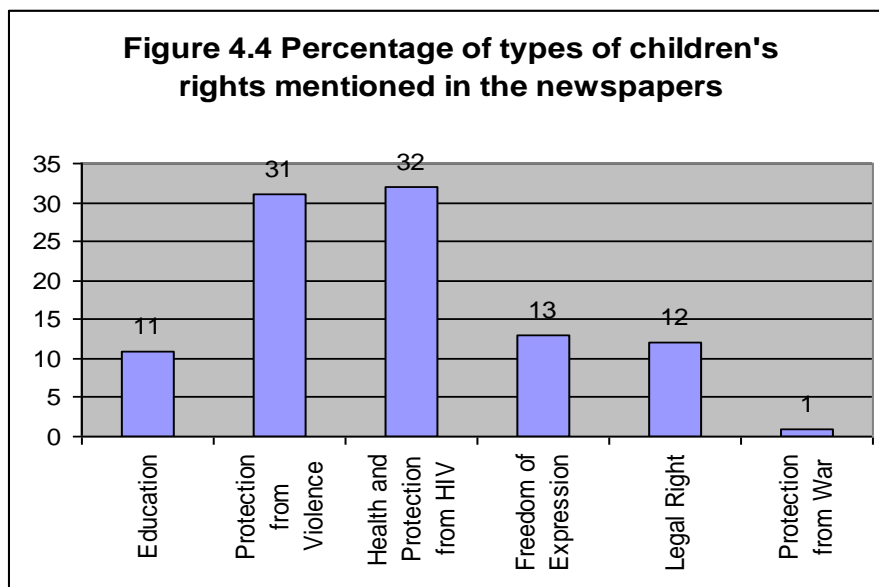
In terms of distribution of themes across the newspapers there was some diversity. *Addis Zemen* and *Addis Admas* had given 55 percent 50 percent for discussion / demonstration respectively. On the other hand, child abuse and violence covered 50 percent, in *Reporter* which is a wide coverage. 5 percent on *Reporter* and 4 percent on *Addis Admas*, themes pondered over court trial. This is the least coverage the newspapers gave in the stated time gap. On the contrary, the government owned newspaper, *Addis Zemen*, did not report any story on court trials. The least covered themes in *Addis Zemen* were Government action and child abuse and violence, each accounted for 6 percent of the total articles in each newspaper.

**Table 4.2 Percentage of theme distribution across the newspapers**

<b>Theme</b>	<i>Addis Zemen</i> N=31	<i>Addis Admass</i> N=24	<i>Reporter</i> N=20	<b>Total</b> N=75
Child abuse and Violence	6	25	50	24
Court Trial	0	4	5	3
Discussion/Demonstration	55	50	25	45
Government Action	6	4	10	7
Non-Government Action	32	17	10	21
Total	100	100	100	100

The informants from *Addis Zemen* and *Addis Admas* noted that discussion /demonstration was major theme in their respective newspapers because, the information they acquire from various sources lead them to cover more stories in an ‘event oriented format’. According to informant 1 from *Addis Zemen*, due to the vast coverage of event news, the story coverage could hardly go as they planned previously.

In the case of *Reporter*, the informant stated that child abuse and violence were themes in most of the stories because violence, in comparison to the other stories, could grasp the attention of the audience.



In the analyzed articles, six types of child rights are included. Figure 4.4 shows the percentage of types of child right which were mentioned in the analyzed articles. Health and protection from HIV/AIDS and Protection from violence made up for 32 percent and 31 percent of the total type of child right mentioned in the articles respectively.

The least employed type of child right in the analyzed article was protection from war, which accounted only for 1 percent.

**Table 4.3 percentage of types of children’s rights distribution across the newspapers**

<b>Type of Child Right</b>	<b>Addis Zemen N=31</b>	<b>Addis Admass N=24</b>	<b>Reporter N=20</b>	<b>Total N=75</b>
Education	16	4	10	11
Protection from Violence	26	38	30	31
Health and Protection from HIV	19	38	45	32
Freedom of Expression	19	17	0	13
Legal Right	19	4	10	12
Protection from War	0	0	5	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

On the basis of the analyzed articles there was type of child right which was given no coverage. As it is indicated in table 4.2 *Addis Zemen* and *Addis Admas* didn’t give any coverage on child protection from war. Meanwhile, *Reporter* didn’t dispatch stories on freedom of expression. Health and Protection from HIV/AIDS did get vast coverage on *Reporter* and *Addis Admas*; and the figure shows 45 percent and 38 percent of the total articles respectively. Protection from violence was the second mostly mentioned type of child right in *AddisAdmas*. It accounted for 38 percent of the total articles. In the case of *Addis Zemen*, protection from violence hold great coverage, it accounted 20 percent of the analyzed articles.

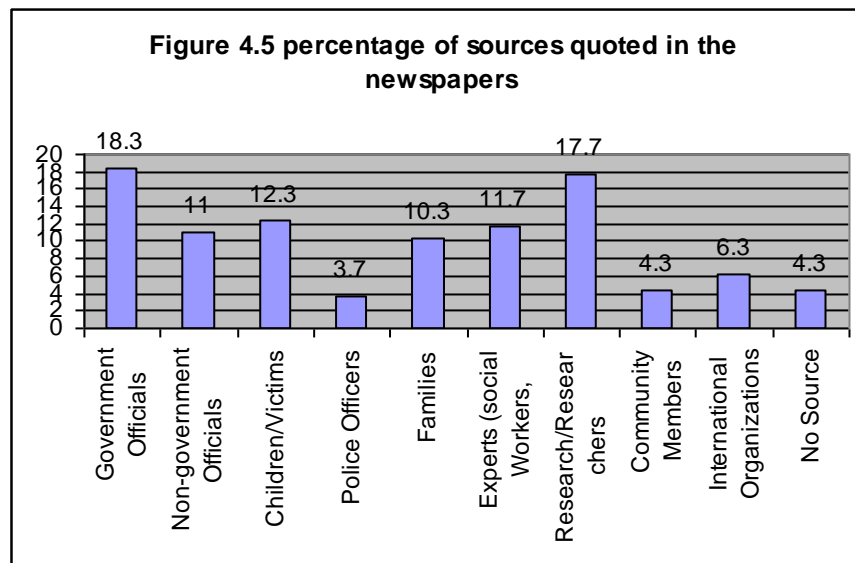
On the interview hold, the informants from *Reporter* and *Addis Admas* elaborated that, the reason why Health and Protection from HIV/AIDS did get vast coverage was, the topic was an agenda nationwide and got enough coverage in that aspect.

On a newspaper, which protection from violence got the second wide coverage, *AddisAdmas*, the coverage is resulted from the increasing number of child abuse and violence. And, they said that they intended to enhance the awareness of the society and make children to seek attention and get the safeguard of the society, too, as informant 3 insisted. In relation to this, informant 4 stated out that the reason why they ponder over

stories of violence was deliberate and aimed to catch the attention of the readers, since, these kinds of stories can easily grasp an attention of a one. But, as the informant extends her idea, it is hardly worthwhile to come up with the news, when there only the abuse and violence is.

### 4.3. Source used in the Analyzed Articles

In the articles, the use of sources for information is vividly identified. Figure 4.6 indicates the majority of the stories, quoted Government officials 18.3 percent; followed by Research and Researcher, 17.7percent. Children contributed 12.3 percent of the sources. Meanwhile, police officers and community members were the least quoted sources. Each accounted for 3.7 and 4.3 percent respectively.



The source distribution across the newspapers is indicated in table 4.4 *Reporter* and *Addis Admas* used research and researchers as their major sources, 22 percent and 28 percent respectively. In *Addis Zemen*, the majority of the stories, 38 percent, quoted Government officials. On the contrary, Government officials and international organizations were not quoted in *Addis Admas*. Concerning displaying reports without mentioning sources, the newspapers –*Admas Addis* and *Addis Zemen*- encountered 9 and 4 percent respectively.

**Table 4.4 Percentage of Source distribution across the newspapers**

Source	Addis Zemen N=31	Addis Admass N=24	Reporter N=20	Total N=75
Government Officials	38	0	15	18.3
Non-government Officials	9	12	12	11.0
Children/Victims	23	4	10	12.3
Police Officers	2	4	5	3.7
Families	4	12	15	10.3
Experts (social Workers, Psychologists, Doctors etc...	4	24	7	11.7
Research/Researchers	4	28	22	17.7
Community Members	3	6	4	4.3
International Organizations	9	0	10	6.3
No Source	4	9	0	4.3
Total	100	100	100	100

From the interview conducted with the editors and journalists, it was found that their using of source was highly dependent on the nature of the report focuses on. (All editors and journalists agreed on this). Informant 2 justifies, why government officials were the dominant sources in such away “since we focused on events and the organizers were these officials, we were forced to use them as a first hand sources.”

In addition to this, the informant extended her ideas, “the journalism trend we come across is makes us use information sources as credible ones.” And an editor from *Addis Zemen*, supports, informant 2’s idea as “this is a trend that we are highly influenced by.”Recently afterwards, so as to minimize the above trend, we have given corners for children to extend their feelings and views with their own hand writing, this make children become 23 percent sources in our newspaper.

On the contrary, informant 4 from Admass stated out, the reason why children were the least sources of news in their newspaper, she said “As far as I know, it is prohibited to use a child under 18 as a source,” so the solution I used was understanding their feelings and reporting it, this was what I was doing so far, she added.

All informants agreed that their limited story coverage and failure to count the subject as least vital had an impact on their source using. As informant 4, insisted on, using children under 18 as a source is prohibited, but this idea opposes UNCR's declaration. One of the most important rights promised by the convention is the right for children to form their own views and express them. Article 12 of the CRC states that:

Parties shall assure to the child who is capable of forming his or her own view the right to express those freely in all matters affecting the child, the views of the child being given due weight in accordance with the age and maturity of the child.

Article 13 gives children the right to freedom of expression, and the right to access to media.

The child shall have the right to freedom of expression; receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or print, in the form of art, or through any other media of the child's choice.

The convention declares children's right to speak and get listened and the right to participation. On the other side, research and researchers got the lions share as information sources on Addis Admass and Reporter. Informant 6 said "the journalists and reporters are not that much curious on news that are compiled on children's rights issues, on the contrary, these media persons gave a massive focus to the subject where there are workshops and meetings." But, they use research papers and press releases, to quote and compile their stories since they are easy to use.

All informants agreed that they tried to put an influence on people who work both in Governmental and Non- Governmental organization (NGOs). The information that gets media coverage is not from the beneficiaries' point of view. They intended to be from positive aspect. Therefore, in this way, they manipulated the media. Informant 4 from Admass said that, as long as the sponsors pay money, any sort of information was welcome by the media.

#### 4.4 Framing of Children’s Rights Issues during September 2009-August 2010

In framing children’s rights issues, the location of the articles in the analyzed newspapers can be considered as a significant factor because it might indicate the importance of the issue in the newspapers. As figure 4.6 shows, 91 percent of the articles located at the inside pages of the newspapers. The rest 9 percent of the analyzed articles were placed in the front page. Although the last page was included as a category, no such articles were found at this location. In the newspapers, the last page was reserved only for sports news.

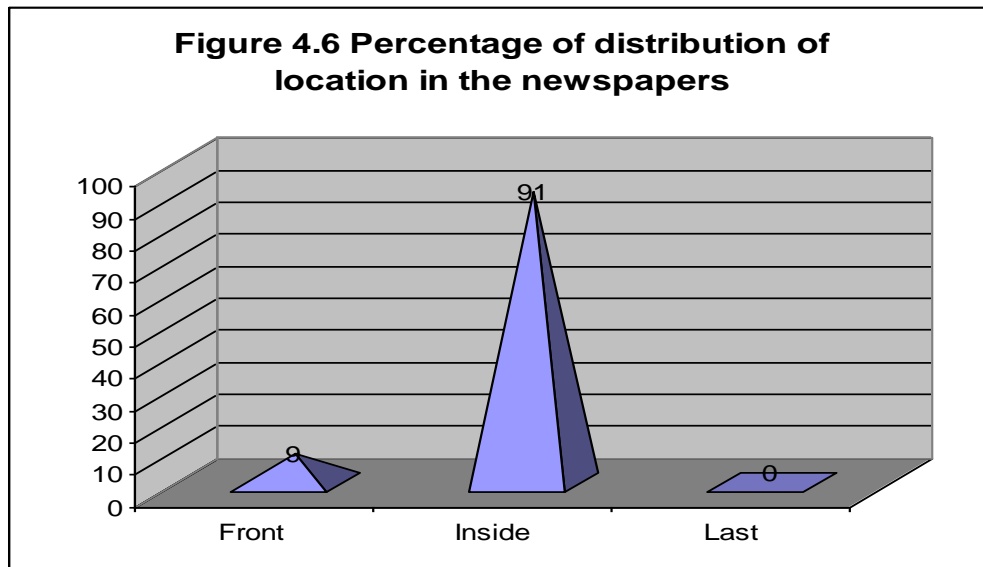


Table 4.5 shows the distribution of location of stories across the three newspapers. The majority of the articles in the three newspapers were located in the inside pages. The private owned newspaper, *Reporter* (100 percent) articles were located in the inside pages.

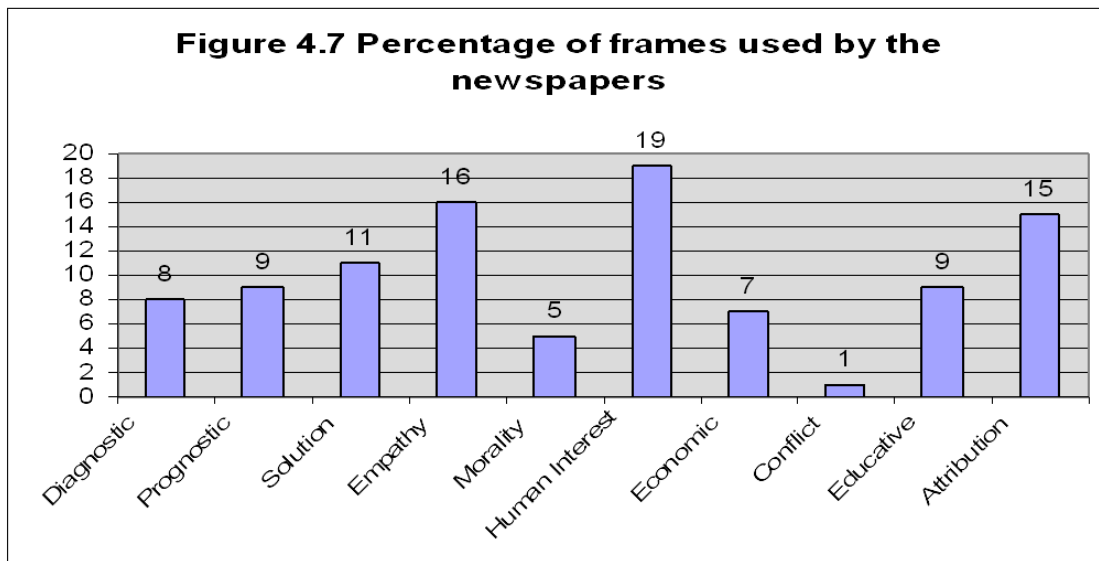
**Table 4.5 percentage of location children’s rights articles across the newspapers**

Location	Addis Zemen N=31	Addis Admass N=24	Reporter N=20	Total N=75
Front	10	17	0	9
Inside	90	83	100	91
Last	0	0	0	0
Total	100	100	100	100

From the interview it is found that the location of the articles was determined by the type and newsworthiness of the articles. To be posted on the front page, the articles should worth the other news and convince the editors. On the basis of the analysis, stories which were posted on the front pages were those which hold news in violence.

According to informant 4, *Addis Admas*, news or stories to be posted in the front should hold substantial news and bring many sells. In relation to this since, violence news grasp the attention of the readers, they often get the front page coverage. According to informant 6, however, their newspaper doesn't give front pages for children's right issues. And, as she extended her views, they merely give the inside pages as feature, because the issue is becoming less focused one. She underlined that two core points why the news didn't get front page is that the first one is the news is not a hard news and second if the story is written in a feature format and sponsored it is posted in the inside pages.

Informant 2, from *Addis Zemen* explained a reason, event news are becoming fashions currently. In addition to dig further and in-depth information the news become redundant and less attractive. So they displayed in the inside pages.



In terms of frames, figure 4.7 shows human interest as the dominant frame within the analyzed articles, it accounted for 19 percent. Empathy frame was the second most frequently used frame in the articles, which covered child right and accounted for 16 percent. Attribution and Solution frames were employed 15 percent and 11 percent of the analyzed articles respectively.

**Table 4.6 Percentage of frame distribution across the newspapers covering children’s rights**

<b>Frame</b>	<b><i>Addis Zemen</i> N=31</b>	<b><i>Addis Admass</i> N=24</b>	<b><i>Reporter</i> N=20</b>	<b>Total N=75</b>
Diagnostic	6	13	5	8
Prognostic	6	8	15	9
Solution	10	13	10	11
Empathy	16	25	5	16
Morality	3	8	5	5
Human Interest	19	8	30	19
Economic	10	4	5	7
Conflict	0	0	5	1
Educative	10	8	10	9
Attribution	19	13	10	15
Total	100	100	100	100

Regarding distribution of frames across the newspapers, Table 4.6 shows that most of the articles in *Reporter*, 30 percent contained Human interest frame. The dominant frame in *AddisAdmas* was the Empathy frame, 25 percent. Attribution frame hold the 1st place in terms of frequency with 16 percent in *Addis Admas*.

The economic and conflict frames in relation to child right issue were the least applied frames in *Reporter*, which accounted for each 5 percent of the analyzed articles. The conflict frame was totally absent in *Addis Zemen* and *Addis Admas* coverage of child right issue. The distribution of educative frame across the newspapers shows a great deal

of similarity. The frame counts for 10 percent of the analyzed articles on child right issue in both *Reporter* and *Addis Zemen*; and 8 percent in *AddisAdmas*.

During the interview, for the question forwarded why Human interest frame was dominant, informant 6 and 2 responded, Human face stories have the power to catch the attention of the audience, in addition to this, they scale up the credibility of the story. The informants also stated out that people can learn from others experience so they used human face stories. Media use human interest frames to capture audiences' attention (Sematko and Valkenburg, 2000).

With regard to empathy, the informants pondered over that the existence of the problem by itself causes them to use the mentioned frame. Informant 2 elaborates the idea further in such a way that “when there was news on child violence I framed the news so as it hurt the audience, and I deliberately used this to magnify the worrisome effect of the case.”

Informant 4 on her part, the framing of the news in a shocky way led parents to look after their children properly and keep them safe from any potential violence. For the question forwarded why responsibility frame was dominant, informant 2 from *Addis Zemen* responded that the violations, which were being encountered by the children, are really worrisome, so as the society might give due attention to the case responsibility. Thus the frame was dominant in their newspaper. The majority of the news were attributed to NGOs.

Concerning the conflict frame, informants 1 and 3 attributed the absence of conflict frame in *Addis Zemen* and *Addis Admas*, because of lack of skill and commitment. In addition to this informant 4 stated that finance and time constraints were obstacles for not compiling wider and substantial stories.

All informants stressed that the child violence and abuse was an ignored topic. So as they stick up on, they were forced to use monotonous reporting style. They exerted no effort towards making the stories attractive. This is mainly, due to inefficiency of the media system in Ethiopia and lack of creativity and commitment on media practitioners.

On the other hand, the informants also forwarded their ideas on the lack of economic aspect of the problem that, informant 4 particularly stated, the absence of specialized journalists in that specific area, made them write on mixed up news i.e. they faced challenges to focus on the particular subject- child violence and abuse. “Some day we write about politics, in the next day about child violence and still in some other day about on other topics, such things made our news not strong and attractive.”

In addition, informant 2 extends her idea saying it is possible to speak about on the negative economic impact of child right issue. As she said, there are no ample and tangible information and data so it was possible to speaking only the rough and general scenario. Informant 4 on her part said in the case of the editors, they were recommended not to display news that hold conclusion by themselves, rather the conclusion should be left for the readers.

From the analyzed articles, it was found that the three newspapers used almost similar story framing. In *Addis Zemen*: Solution, Economic and Educative frames each hold 10 percent of the coverage. Diagnostic and prognostic each covered 6 percent. Attribution and Human interest each, however, covered 19 percent of the newspaper which was a dominant and top figure in *Addis Zemen*.

On *Addis Admas*, Prognostic, Morality, Human interest and educative frames each covered 13 percent of the newspaper circulated in the mentioned time gap. In the case of *Reporter*, Solution, Educative and Attribution frames covered 10 percent of the newspaper’s pages. On top of this, Economic, Conflict, Morality and Empathy each covered 5 percent of the analyzed stories in *Reporter*.

All informants stressed that the soul cases for the spreading of child abuse and violence have got to do with the limited consciousness of the society towards the topic. According to the informants, besides to the minimized horizon of the society towards child abuse and violence, families of the victimized children, have no less contribution to the

violation as well as the protection of their children; this contribution is fundamentally resulted from the awareness of parents towards the subject: child abuse and violence.

To bring these facts to height and maximize the awareness of the society, the media has massive role. While the fact is this, the informants admitted that, the media hasn't done a lot or to the expected height to create awareness qualitatively or quantitatively. On the same answer, informant 6, stucked on that reports on children should not be framed in a storytelling pattern; rather they should be framed in a critical and criticizing form. Beside the media, as informant 2 pondered, government bodies should follow up the covenants which our country signed are going accordingly or not.

#### **4.5 Factor that Affect the Frames**

All informants agreed that they were not conscious of the frames they used in reporting child right issue. Informant 3 stressed that they stucked up on if credible news are addressed or not, not on the frames of the stories.

The editors and the journalists said on the interview that the focal point of the newspaper was a big barrier for their work. Especially on *Reporter* and *Addis Admas* the problem is vast. For the reason why they faced this problem i.e. having to do with framing (and didn't give enough coverage for child affairs.) is that, as they stated, because they are private media. Informant 3 in addition, said that since they are private media and as long as they need to exist they should come up with news which up to the need of the readers.

On top of these, as the informants all agreed, they had a fearincase the audience may not be interested in child right news and hence lose their sales. "With pressures to keep circulations figure up, most media houses tend to concentrate on those issues that will generate some debate and hold the readers interest. Issues on children have failed to generate such interest" (Mshindi, 1993).

Meanwhile, on the child abuse, as informant 6 stated, no subject could attract editors but violence and abuse. So they were forced to display news on such topic. The editor of

*Addis Admason* his part said *Admass* is a private media; we focus on legal and individual rights; since these issues attract the readers. In relation to this, violence is breaking of law so it was given due attention on our media. The informant (editor) in forwarding his personal view said “child abuse and violence has an unbearable psychological and physical pain, so the subject should be given a wide coverage.” The media usually covers them when the child has been abused- beaten, sexually abused or assaulted. Sensational coverage may distort and exploit a serious problem, doing more than good (Guidelines for journalists and media professionals, 2002).

The other basic influence on the framing is the NGO’s influence. These non-governmental organizations (NGO’s), according to informant 4, do not allow news which report the negative aspect of their child handling, rather, since they pay they always want the media to display news that they want to be displayed. Meanwhile, the journalism trend of our country also had no little influence. The journalists are event oriented hence, this resulted in limiting them from being creative media persons. In connection to this, all the interviewed media professionals agreed that, the media are becoming dependent on organizations which work on child affairs.

Informant 2 said “from ours so far experience when organization working on child right actively participate, the media likewise give coverage for the issue, on the contrary when the organizations role is undermined, the coverage of the issue on media goes down to that extent. So it is hardly possible to say journalists work by their own initiative and schedule.”

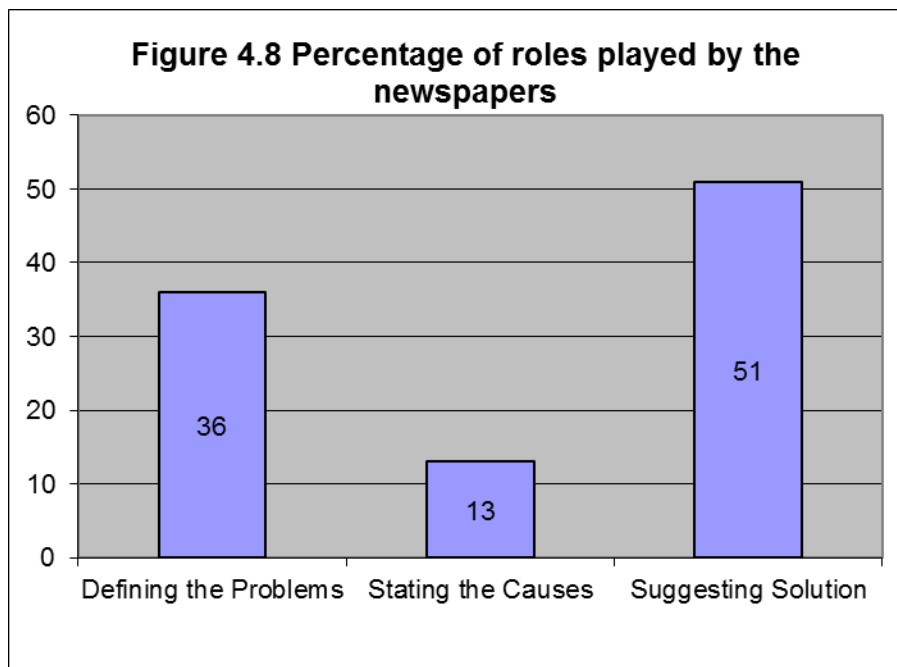
Informant 1 stated further her idea that the knowledge and skill constraints had been a massive barrier for the journalists for not compiling stories in a researched way. “The work depends up on the knowledge of the person (journalist). For example, he/she may be sent for a place where they make interesting news but she/he may come up with worthless stories.” On the other corner, as the informant said “There might be journalists who bring an interesting and worthwhile news from less attractive events (place).” According to the informant, since, *Addis Zemen* is a daily one, she didn’t believe the

news had been compiled in a researched and in-depth pattern. However, the child right issues were given in children’s column and social columns.

Lack of skilled manpower and finance had been two serious setbacks for the newspapers for not giving enough coverage on child right issues, directly or indirectly. The researcher forwarded question why most child right issues displayed in the newspapers hold feature forms, and informant 3 answered “Child right issues get front page coverage if they are only hard news. If not, child right issues have a drama or storytelling characteristics. So for these, natured stories we believe feature forms are suitable, that is the sole case for using this particular form.”

#### 4.6 Media Function

The function the newspapers performed is indicated in figure 4.7 out of the three media roles played by the newspapers seen together, 51 percent was held by suggesting solution. On the other hand 36 percent of the articles also held the defining of the problems. Stating the causes was the least frequently used media function, accounted for 13 percent of the analyzed articles.



The distribution of functions across the newspapers is indicated in Table 4.7. Defining the problem was the major role of media in *AddisAdmas* and *Reporter*, and accounted for 50 percent each. On the other hand, *Addis Zemen* covered suggesting solution with a higher frequency than the other two newspapers, which accounted for 71 percent; while *Admas* covered stating the cause with a relatively higher frequency, accounted for 12 percent.

**Table 4.7 Distribution of media functions performed by each newspaper**

<b>Media Function</b>	<b><i>Addis Zemen</i> N=31</b>	<b><i>Addis Admas</i> N=24</b>	<b><i>Reporter</i> N=20</b>	<b>Total N=75</b>
Defining the Problems	16	50	50	36
Stating the Causes	13	17	10	13
Suggesting Solution	71	33	40	51
Total	100	100	100	100

#### **4.7 Analysis and Discussion**

The aim of this study is to investigate how Ethiopian print media framed children’s rights issues with special reference to three newspapers, one Governmental and daily the other two private, circulated from September 2009-August 2010. The analysis is done on the newspapers’ reports on child right issue. These include 75 articles: 31 from *Addis Zemen*, 24 from *Addis Admas* and 20 From *Reporter*. Types, Locations, Themes, Sources and Frames of articles were examined. This section interprets and discusses the results presented in the above sections.

##### **4.7.1 Extent of Coverage**

The study shows that in the time duration of the research *Addis Zemen* gave a better coverage on child right. The 41 percent coverage about the issue –child right shows the Government owned daily, gave a better coverage in comparison to the other two private newspapers- *Reporter* and *Addis Admas*.

The primary factor for having a better coverage is 1, because it is a daily newspaper and 2, it has enough space to come up with the issue. The other factor to be mentioned was the newspaper had a column which treats child issues. Meanwhile, *Addis Admas* and Reporter published 24 and 20 articles on child right issues respectively. Even though, *Addis Zemen*, in comparison to the others two, gave a better coverage, 90 percent of the news were posted in the inside pages. Only 10 percent of the stories were seen in the front pages. Since children's issues are not really news worthy and since rights rarely "make news" they are going to occupy the inside pages for many years to come (Wenje P. and Bwire, 2000).

The locations were determined by the types of the reports presented by the newspapers; thus, were the reports news, features, or interviews were criteria for location. If the report were of hard news, they might be posted in the front page, however, if they were features and interviews they would get the inside pages. The placement of the articles can be contributed to the importance of the issue. It is assumed that when a story is located at the front page, it catches greater attention.

On the basis of this, on *Addis Zemen* 52 percent were news. From the analyzed articles *Addis Admas* took the second place holding 32 percent. Of the selected 48 editions *Addis Admas* came up with 24 articles each about child right. This figure shows that the newspaper gave coverage which accounted for half of the total, 48, editions.

As it is already stated, since *Addis Zemen* is daily whereas *Addis Admas* is weekly, the preceding could print every day's events in its every paper, whereas the latter, was forced to present the weeks reports with in a single paper; this was of the serious constraints for not giving the latter enough coverage to the very issue-child right. Due to this reports were given coverage according to their substantiality. According to the respondents the minimization of the reports had something to do with the papers-Admas weekly nature and limited space.

On *Addis Admas* 83 percent of the reports on the issue-children's right- were treated on inside pages, of the reports presented the lions share were framed in news form and made up 46 percent of the total coverage. *Reporter* holding 27 percent about children's right labeled as the least to usher about the issue in comparison to the other two by encompassing only 20 articles.

According to the informants the reason for not giving enough coverage, when it was supposed to do more, was the least attention they gave for the issue; because they were busy of printing sensational news, which could catch the attention of the readers. On *Reporter*, as far as placement was concerned, 100 percent the reports were posted on inside pages. Of the reports, 60percent were presented in the form of feature. In most cases, according to the informants, for such storytelling, feature was suitable and hence they were presented in this format- feature.

#### **4.7.2 Themes of Articles**

There are diversified reasons for child right violence. Children need protection and safeguards. Taking this into consideration, the Ethiopian government has set a rule which gives protection children against violence. On top of this, other concerned bodies have been working to ensure child protection. The media, since the issue is touching, and they can address vast audience, should play a major role. The media have been giving coverage to the role of the mentioned stakeholders. When an issue or event has several sides, the media tends to focus on certain elements of that issue or problem (Andsager and powers, 1999). It is found that the articles analyzed on such basis, focused on limited themes.

Based on this, Discussion/ Demonstration holding 45 percent were dominant themes. This study had already found out thatthe newspaper gave coverage for child right issue, when Governmental or non-governmental organization (NGOs) conducted meetings, workshops and training. This fact shows that the newspapers didn't have their own schedules for covering about child right issue and they were event oriented. Besides this the stories reports were presented not in an in-depth and matured manner. These

newspapers had little or no role besides dispatching the meeting's spirit. So, this made them be the mouth pieces of the organization, the reports were not presented in an investigative way.

Child abuse and violence was the dominant themes in privately owned newspaper, *Reporter*, and the second dominant theme in *Addis Admas*. This theme, in the newspapers, had vast coverage on things connection with saling target, because the theme could easily grasp the readers' attention. On the contrary, court trial was given little coverage on the newspapers. Especially on the government owned *Addis Zemen*, the subject was not given even a single coverage.

#### **4.7.3 Coverage of Types of Children's Right Issue**

As it is mentioned in chapter two, child rights are seen from different perspectives. As it is declared on child right convention (UNCRC), children shall have the right to education, legal right, being protected from war and violence, to participate in their own affairs and express their ideas freely. Hence, the selected articles of the newspapers were coded from the declaration's perspective.

Based on this, from the coded articles, Health and protection from HIV was given vast coverage, especially in the privately owned-*Addis Admas* and *Reporter*. Protection from violence was the second child right type that got vast coverage on the analyzed articles. On *Addis Admas* and *Zemen* this issue got vast coverage. The reports compiled on Violence focused on child rape. The newspapers focused on negative stories.

Depending on previously conducted researches, regarding child right, as it is stated in chapter two of this research, the media didn't give enough coverage about the concepts and promotions of child right, on the contrary they reported if there were violation and abuse. Moreover, the media hardly did their best to enhance the awareness in protecting children from abuse and violence. Nganga (1999) says the media focuses more attention to violation of children's rights and child protection than to the amplification and promotion of the same. The outcomes of this study strengthen Nganga's idea.

Other child right types: legal right, freedom of expression and education more or less got similar coverage. However, in comparison to the other child right types, they were given less coverage. On the other hand, protection from war was not given due attention in the newspapers. On *Addis Zemen* and *Addis Admas*, the subject didn't give even a single coverage. According to the informants, the reason for not giving coverage about protection from war was, the newspapers focused on current and daily reports during the time frame of this research. The other fact which is witnessed by this research is that, *Reporter* didn't tusher any report about freedom of expression. This hinders children from speaking actively about their own affairs; rather their issues were being spoken by correspondence. This is against the UNCRC's declaration of "children shall have the right to expression."

One of the most important rights promised by the convention is the right of children to form their own views and expressions. Children themselves are "trapped by received definition, under pinned by powerful adult emotion", but when children get greater access to public voice, they will be able to make "a significant contribution to the broad sweep of social meaning." (Holland, 2004 as cited by Christina, et.al).

The other finding of the research states that the newspapers were focusing only on limited types of children rights. This shows that the journalists had no deep knowledge about the "what" of the rights. According to informant 4 using children as a direct source for a report by itself is considered as violating their rights. This informant 4's stand, however, is against the child rights granted by UNCRC.

A journalist who doesn't clearly know the issue how can he address accurate information to the public? This research strongly recommend the media to conduct (facilitate) various meanses that can scale up the journalists competency, knowledge and skills.

#### **4.7.4 Sources Used in the Articles**

Source, by itself, has an influence in framing a story. This study found that source had influenced the works of the newspapers. The sources as they were given coverage in the

newspapers, government officials were highly quoted; but this fact is not true in *Addis Admas*. In the two private owned newspapers- *Addis Admas* and *Reporter*, the main sources were research and researchers. On the contrary these sources contribute only 6percent in *Addis Zemen*.

There was difference among the newspapers in using children as source. *Addis Zemen* 23 percent and *Reporter* is 10 percent figures show relatively medium use of children as source whereas, *Addis Admas* 4 percent shows the least figure in quoting children as source. Meanwhile, despite the stating of the above figures, the media didn't let children use their right of expression accordingly.

For insuring child right, families, communities, experts and police have great responsibilities. But it seems the media didn't give due focus as the stake holders need to have; and they were quoted in relatively less number. Hence, on *Addis Zemen* families and experts quoted only for 4 percent each. Community members and police were the least frequently quoted in all the newspapers by encompassing 3.7 percent and 4.3 percent respectively. The media were supposed to give enough coverage to every community member since they are influential. The media, as a powerful tool in the diffusion of information to the masses, are thus appropriately placed to change the way children are perceived and handled in the society; and is so doing influencing the provision and protection of children's rights (Emily Habweand Nwakwo, et. al, 2002).

On the interview, all the informants underlined that for ensuring child right families and the society at large should take the greater responsibility. But, the newspapers didn't state these roles of the families and the society by backing up with ample justifications and stories; in addition they didn't let the stakeholders participate in such issue i.e. their works were not accessible.

All informants, for the question why they didn't incorporate all possible sources, replied that time constraint were the main reason. Informant 4 particularly said that "we bother for making the reports before the deadline than anything else." Some time even there

would not be time to check the reports. “We were always on rush,” she extended her replies. This rushing with time enforced the newspapers to use easily available sources.

Conducting a report using various sources had great contribution for the creditability of the report. On this aspect the newspaper had limitations, this is found by this research. The NGOs contribution on the newspapers was of medium level. However, the effectiveness of both the Governmental, and NGOs was not beyond promoting their works. Beside this, these organizations’ contribution and exact deeds on child right were not measured in an investigative way. So as this study investigates, bodies-the Governmental and NGOs – directly or indirectly had been using the media from their own benefits aspect.

#### **4.7.5 Frames Employed in Stories of Child Rights**

As it is stated in the previous parts of this research, on the analysis regarding media framing, the coverage and location of the stories had been given priority. Media framing of an issue relates not only to the content of articles but also physical characteristics, particularly frequency and location of the story (Entman, 1991). On contrary to this all, the newspapers gave less focus on their reports of child issue. 90 percent of the stories were located in the inside pages, this shows that child right issues were not given due ponder (focus) in these print media.

It was learnt that the newspapers employed various frames in covering the issues of child rights. From the analyzed frames, Human interest frame was the dominant one; whereas Empathy frame took the second part. Frames like Attribution, Solution, Educative, Prognostic, and Diagnostic were utilized in the stories to some extent. On the contrary, conflict, morality and economic frames were the least frequently employed frames in the newspapers. Meanwhile, conflict frame was not given any coverage even in a single circulation, especially on *Addis Admas* and *Addis Zemen* (see table 4.6).

The frames are discussed in the following section. So as to make them more convincing the frames have been grouped in five sections: (1) Human interest and Empathy (2)

Responsibility and Solutions (3) Prognostic and Diagnostic (4) Morality and Educative and (5) Economic and Conflict.

#### **4.7.5.1 Human Interest and Empathy Frames**

The Human interest frame was the most frequently utilized frame in the newspapers compared to the other frames. This frame, on *Addis Zemen* and *Reporter* was dominant, on the contrary, on *Addis Admas* the coverage was only on a few extents. However, Empathy frame was dominant on *Addis Admas*.

Beside this, on *Addis Zemen*, Attribution and Human interest frames both hold 19% each. The use of Human interest frame suggested that the newspapers tried to focus on individual experiences to report the stories of children's right issue. Using Human interest frame might easily attract readers' attention to the issue. According to Sematko and Valkenberg (2000), because of the increasing competition in market for news, journalists and editors are exerting greater effort to produce stories that captures the public's interest. So, a story which grasps the attention of reader to that extent has influential power up on the readers. It influences the reader to have reaction towards the subject. In connection to this, it paves a room so as the public contributes for the protection of child right. Moreover, it gives way for the implementation of legal frames and enhances the public's awareness and commitment for the fulfillment of legal frames.

In the study, since Human interest frame was dominant, the lion's share of the reports had the tendency of having episodic frames (presentation). Thus, the reflection of the individuals' story or magnifying the challenges they face. But, they hardly stated the causes for the challenges. Due to this, there are some who argue such frames have their own limitations. According to Carlyle et. al (2008:181) "by portraying the violence as an individual or a relationship issue without discussing the underlying causes of the violence, victims may be more likely to feel blamed for their own victimization."

On the study other finding, next to Human interest frame, Empathy took the second dominant frame in the analyzed articles. As it is stated previously, this frame was a

dominant one in *Addis Admas*. This implies that *Addis Admas* in relation to children issue was busy of presenting the news on children who were victims of violence and abuse need protection and in a way, which sympathies readers. The media's expressions were powerful to show (magnify) the pains of the victims.

When Empathy frame is used on the stories, the victims' relatives and relatives are expected to witness the incidents, while the fact is this, however, this bodies (the victims and relatives) were not dominant sources, rather they were treated in some other ways. Quoting the very victim makes the story to sympathetic and truthful; hence it arouses the readers so as to curse the violence and strive for the solutions.

#### **4.7.5.2 Attribution of Responsibility and Solution Frames**

The newspapers utilized these frames to the average extent; they were used in 15 percent and 11 percent of the newspapers respectively. Attribution, on *Addis Zemen* was dominant by having 19 percent, which made it equally used with Human interest fame. On the other hand attribution and solution frames got 13 percent each on *Addis Admas*. These very frames got 10 percent each on *Reporter*. Parents and general community were relatively stated often as agents who could alleviate the problem of children.

As far as Solution frame is concerned, it was given almost similar percent of coverage on the newspapers. On *Addis Zemen* and *Reporter* 10 percent each and on *Addis Admas* 13 percent. Government intervention and societal change were suggested as solutions for violation of children's right issues.

#### **4.7.5.3 Diagnostic and Pragmatic Frames**

Diagnostic frame tells the cause of an issue or an event; whereas prognostic frame states the effect of the incidents. As the finding of this study, the newspapers used these Diagnostic and Prognostic frames in a limited extent. The frames were found on the newspapers in 8 and 9 percent respectively.

These frames were found in almost similar percent in the newspapers. Particularly on *Addis Zemen*, the frames were seen holding 6 percent each. On the basis of the analyzed articles, the main causes for child right violence were socio-economic factors and HIV/AIDS.

As this study finds, the subject which is considered as main cause for the violation of child right - the awareness of the society and thoughts-had not been seen. As it is known children are victims of violence and abuse having to do with harmful traditions like early marriage, female genital mutilation, removal of tonsils and other serious problems. Considering the seriousness of these problems, the media should play a huge role to the enhancing of the society and the eradication of the existing problems.

Nyamjoh (1995), state that to change an individual's attitudes and ways, and translate theories into practice so as to transform the society, an individual's needs vast amount of information and persuasion which can only be got through the media, the source through which information multiples. The media serves as an educator, trainer, and a change agent of socio cultural values.

On the other hand, on the newspaper facts which were mentioned as the effects of the problems were: the children's exposure for labor exploitation, participations in sex trade and exposes for other harmful traditions. On top of this stories which shows "the children were raped by their relatives of family members" were frequently been reported on *Addis Admas*. Framing of child right issue using prognostic frame can be important in indicating the seriousness of the problem.

#### **4.7.5.4 Morality and Educative Frames**

The study's findings indicated that the newspapers employed these frames to the least extent. The Morality frame was used in 5 percent of the newspapers. Stories presented using morality frame were 8 percent of the total stories from *Addis Admas*, 5 percent of the analyzed stories from Reporter and 3 percent on *Addis Zemen*. Neuman et.al (cited in Semetko and Valkenberg, 2000) highlight that the morality frame is not categorized

under the most frequently used frames in reporting. The facts digged from this study's strengthen this idea.

On the interview with the journalists and editors, these media persons agreed that rather than using expressions which indicate these frame, they were focusing so as the readers take their own measure having read the stories posted. The stories presented by the newspapers were somehow a kind of stories which didn't let the readers take reaction after reading.

Morality frame offer social prescriptions about how to behave towards the problem. In this regard, the media didn't fill the gap on the awareness of the society towards child right, as they were supposed to do. Presenting the stories with regard to the society's religious values and day to day activities make the news get credit within the society. And hence pave ways to wards the solutions. Meanwhile, this study suggests that the media should do this way so as to be successful in injecting the issue in the society.

The study's other finding indicated that the Educative frame was not used in an effective way. The guidelines for journalists and media professionals (2007), stress that the media can play informative and educational roles, promote UNCRC and support children's ombudsman's function by gathering useful information essential for political debate. However, the analyzed newspapers made use of Educative frame in their stories to a limited extent. Only 9 percent of the articles on children's right issues, in the selected newspapers, contained this frame.

This frame got 10 percent coverage on *Addis Zemen* and *Reporter* each; while on *AddisAdmas*, it was used to 8 percent extent. According to the guidelines the media has the potential to bring the issue of children's in the public debate and to play a positive role in raising awareness about the issue. However, this study investigates that these print media's role were only limited.

#### **4.7.5.5 Conflict and Economic Frames**

Conflict and economic frames were the least frequently used in the newspapers. While 7 percent of the analyzed articles employed the economic frame only 1 percent of the analyzed articles on child right issue used a conflict frame. Conflict frame hadn't given any coverage on *Addis Zemen* and *Addis Admas*. Contrary to Sematko and Valkenburg (2000) findings where conflict frame was the most common frame in U.S. news, the results of this study shows. These frames were utterly ignored in the newspapers. These, hence, indicates that the newspapers hadn't percent (print) opposing ideas towards child right.

Concerning economic frame, the newspapers present the frame to the various and of narrow extent. Particularly on the privately owned – *Addis Admas* and *Reporter* the frame was given only a shrunk present 4 and 5 percent respectively. Meanwhile, *Addis Zemen* had given a relatively better coverage – 5 percent from the analyzed articles.

A child who is raised with no proper ethics, with no health wellbeing, with exposure for physical and emotional and psychological harm, in addition a child who hasn't given the chance for education how he/she can be the next generation? A nation's progress is laid on the base of children. On this aspect, the newspapers hadn't given ample coverage for child right issues and there by their issues hadn't been treated in accordance with the nation's economic aspect.

On top of this, on the newspapers the main issues which are raised as child right violence were having to do with HIV/AIDS and rape. Besides magnifying these issues nothing more had been done. As much as frames are recognized by presence, they are manifested by absence of the key words, important phrases and sources (Entman, 1993: 53).

In general, this study investigates that child right issues reports were not presented from different perspectives and in investigative way.

#### **4.7.6 Media Functions**

This study has tried to assess the role of media on the analyzed articles. Due to this the stories have been coded from defining the problem, stating the causes and suggesting

solutions point of view. On the study, it is found out that the newspapers mainly had the role of solution suggesting and this accounted for 51 percent. Although suggesting solution got a vaster coverage in the newspapers, it was particularly given a wider part in the Government owned *Addis Zemen*, 71 percent of the analyzed articles in this newspaper.

On the other media function, defining the problems was carried out by the newspapers to some extent, in 36 percent of the analyzed articles. It was the second most frequently performed function by the newspapers. The result suggested that the newspapers tended to ignore providing the readers with cause of the violence in all articles. Lack of stated cause in some articles might impact how the audience perceived the problem as it could make the story incomplete.

In terms of stating the cause, the newspapers played a limited role. They provided stating the cause in 16 percent of their articles covering child right issues. Meanwhile, the study shows that the newspapers were not efficient in presenting substantial news on child right issues. Children were not given due attention. This correlates with what Feilitzen and Carisson (1999) said, “Programs are not designed scientifically, but are instead based on ‘editors’ and ‘producers’ presumption about children. On the newspaper children issues were given coverage if they were only sensational. On the basis of the investigation of this study, the media were not effective in safeguarding child right despite their massive potential. It is barely possible to say the media had worked as they were supposed to do to enhance the awareness of the society towards child right.

## CHAPTER FIVE

### 5. Summary, Conclusions and Recommendations

This chapter provides a brief summary of the research process, conclusion of findings. Moreover, recommendations for future studies are forwarded. These recommendations are believed to broaden our understanding of Ethiopian print media framing of child right issues.

#### 5.1 Summary and Conclusions

The development of a nation cannot be separated or alienated from development of its children who are the major resources of the future. However, if children are not proper protection their life might be in danger. Therefore, the upbringing of children should be a priority and considered with the utmost urgency. In this regard, the media is valuable agent of attitudes and behavior of individuals and means of giving the children a better tomorrow.

In this study the various aspects where child rights are not protected in Ethiopia are discussed. These are Education, protection from child labor, Protection from violence and abuse, Health and protection from HIV/AIDS, Freedom of expression, Legal rights, and Protection from war and conflict. It also presents the international and domestic laws on child rights issue and discusses why child right issue is a great concern for the country.

The objective of this study was to examine how Ethiopian media framed child right issue during September 2009- August 2010. As it is stated earlier, three purposely selected newspapers have been chosen for the study: the Government owned *Addis Zemen* and the private owned *Addis Admas* and *Reporter*. The selection was based on content and ownership diversity. Based on these 144 articles were selected and analyzed. So as to assess the newspaper's framing on child right issues qualitative and quantitative methods were utilized.

Content analysis was employed to collect data on the number of articles, sources used in the stories and frame utilized by the newspapers. In addition to this, so as to widen and

deepen the already acquired facts with content analysis, in depth interview were held with the editors and journalists of the newspapers. The data were analyzed and discussed based on the framing theory and related with the research discussed in the literature review.

Next, the conclusion of the research findings is presented. The findings of the study indicated that both the private owned and Government owned newspapers had given coverage for stories on child right issue in the content of child abuse, exploitation and sensational news. Most of the articles were informative rather than educative. They were also focused on reporting discussion /demonstration and child abuse.

The role of the media in enhancing and influencing the realization of the children's rights through its coverage is paramount. On contrary to the private print media, *Addis Zemen* gave a better attention for the issue- child right; it also has a column which comes up with child issue. On *Addis Admas* and *Reporter*, in comparison to *Addis Zemen*, child right issue was not given due attention. Even if the fact is this from the two private newspapers *Addis Admas* by far given a better coverage than *Reporter*.

According to the informants, *Addis Admas* and *Reporter*- used to have columns, which presents child affairs but, as they said, currently they have no permanent columns which treats child right issues, rather they, in collaboration with NGOs, are presenting the issue though not in permanent manner. Meanwhile, Health, protection from HIV/AIDS and protection from violence were found to be the most commonly reported child right in the analyzed articles.

In terms of sources used in the articles, the Government owned *Addis Zemen* quoted government officials and children in most of their stories. In the case of the private owned newspapers-*Addis Admas* and *Reporter*- research and researchers were frequently used as sources in their stories. On the contrary, community members and police officials were quoted to a less percent in all newspapers. Particularly on *Addis Admas* government officials were not quoted even on a single print. Concerning frame used in the analyzed

articles, different frames were employed. The most dominant frames utilized by the newspapers were Human interest and Empathy. This fact shows that the newspapers were using the biography of persons and human attachment to the greater extent. While the truth is, this frame was the least used in *Addis Zemen*; where Empathy frame was the dominant one in *Addis Admas*.

It was learnt that the newspapers employed the attribution responsibility frame in their articles to some extent. On these articles the roles of families and the society at large to tackle child right violation was indicated. On the solution frame, which was the least used frame in the newspapers, Government action and societal change towards the issue were suggested as solutions.

In terms of presenting child right issue in a wider scope and making it a national agenda, the role of the newspapers was only limited; due to this economic frame was given only 7 percent of the stories. Besides this, contradicting ideas towards child right were scarcely given focus. If at all it is focus, it was given 1 percent on *Reporter* but no coverage on *Addis Zemen* and *Addis Admas*.

By framing an issue or event, media define the problem, state the cause and suggest solution. The investigation of this study indicates that, from the analyzed articles, most of them hold the role of solution suggestions. In the case of stating the cause of child rights, the newspapers function was only limited. On the other hand, the newspapers were not efficient to define the child right violation to define the child right violation.

Media have great contribution in enhancing the awareness of the society towards child right, protecting child violation and abuse and following up the policies which are set regarding child right. While the fact is this, the media face challenges in framing the issues on the problems. According to the investigation of this paper, the ideology or interest of the newspapers is found to be the main factor in framing the story. The newspapers were busy of following spinning money and increasing circulations. Particularly in the privately owned newspapers-*Addis Admas* and *Reporter*-the case

wasseen widely. On the contrary, they intended to cover political and entertainment news to boost their circulation. Lack of research or in depth study on the part of reporters covering child rights issues was also another factor that influenced the framing of stories in the newspapers.

On top of this, Governmental and non- governmental officials were influencing the media to frame the stories from their own benefits point of view, according to the fact digged in the research. In the in- depth interview, it was also learnt that time and source constraints were indicated to be setbacks for presenting proper reports.

## **5.2 Recommendations for Further Research**

The major aim of this study is to find out how children rights issues were framed, in Ethiopian newspapers: between September 2009-August 2010. Meanwhile it is believed that this study has got its own limitations, since the study focused only on reports which were made via writing. Letters to the editor, short stories and other information and pictures were not included. So to assess these area and fill the gap, it would be advisable if further researches will be compiled in the area.

In addition to this, it is also possible to conduct studies from reception analysis perspective. In this respect the media's role in enhancing the awareness of the society on child right, showing the seriousness of the case, assessing the accomplishments of the already set policies can be studied.

In general, this study ponders exclusively over print media but it is believed to indicate that other researchers might get it possible and perhaps worthwhile to assess the framing of child right issues in Broadcast media (TV and Radio).

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## Appendix A

### Key Informants

<b>Informant's Name</b>	<b>Position</b>	<b>Organization</b>
1- Hana Zewde	Editor- in Chief	Addis Zemen
2- LemlemMengistu	Journalist	Addis Zemen
3- Selmon G/Egziabher	Senior editor	AddisAdmass
4- AbabayehuGbeyaw	Journalist	Addis Admass
5- MelakuDemesse	Editor-in Chief	Reporter
6- Tadesse G/ Mariam	Journalist	Reporter

## Appendix B

### Coding Sheet

Name of the coder-----

Newspaper-----

Date of publication-----

Headline of the article-----

#### **1-Article description** (Inter – coder reliability 1.0)

##### 1.1 Article types

-News-----

-Feature-----

-Interview-----

##### 1.2 Location

-FrontPage-----

-Inside page-----

Last page-----

#### **2- Theme of the article** (Inter – coder reliability .94)

##### **2.1 Themes**

- Child abuse and neglect

- Court trial

- Health consequences/ treatments

- Discussions/ Demonstration.

-Government action or policy.

-Non- governmental organization action

##### **2.2 Types of child right mentioned mostly**

- Education

-Protection from violence and abuse

-health and protection from HIV/and AIDS

-Freedom of expression

-Legal rights

-Protection from war and conflicts.

#### **3- Sources**

-government officials

- Non- government officials
- Children/ victims
- Expert/ social workers, psychologists, doctors, etc.../
- Community members
- Families
- Police officers
- Researches and researchers
- International organizations
- no specified source

#### **4- Frames**

##### **4.1 Diagnostic Frames**

- Does the story provide social norm/beliefs as the cause of the violation of child right? Yes/No
- Does the story state harmful traditional practices as cause of the problem? Yes/No
- Does the story state socio-economic factors as cause of the problem? Yes/No
- Does the story state government action and policy implementation inefficiency?  
as the cause of the problem? Yes/No
- Does the story provide HIV as the cause of the problem? Yes/No
- If other please specify

##### **4.2 prognostic frames**

- Does the story mention mortality among the victims? Yes/No
- Does the story state that child abuse and violence was committed by intimate partners? Yes/No
- Does the story mention school dropout due to child abuse and violence? Yes/No
- Does the article state effects of violation of child right like, child labor, commercial  
exploitation and harmful tradition actions? Yes/No
- If other please specify

##### **4.3 Attribution o f responsibility frame**

- Does the story suggest that government has the ability to alleviate the problem of children? Yes/No
- Does the story suggest that non-governmental organizations have the ability to mitigate the  
problem of children? Yes/No
- Does the story suggest that the general community has the ability to alleviate the problem? Yes/No
- Does the story suggest that parents have the ability to alleviate the problems of children? Yes/No
- Does the article suggest that cultural attitudes have the ability to alleviate the problem? Yes/No
- If other please specify

#### **4.4 Solution frame**

- Does the story suggest government or other agents' intervention as solutions for child right issue? Yes/No
- Does the story suggest attitudinal change towards child right as a solution for the problem? Yes/No
- Does the story indicate the violation of child right as something unsolvable? Yes/No
- If other please specify

#### **4.5 Empathy frame**

- Does the story indicate abused children as victims? Yes/No
- Does the story use some adjectives that signify children as victims? Yes/No
- If other please specify

#### **4.6 Morality frame**

- Does the story contain any moral message? Yes/No
- Does the story make reference to morality, God, and other religious tents? Yes/No
- Does the article offer social prescriptions about how to behave towards the problem? Yes/No
- Does the story present the violence as a violation of Human rights? Yes/No
- If other please specify

#### **4.7 Human interest frame**

- Does the story provide a human example or 'human face' on the issue? Yes/No
- Does the story go in to the private or personal lives of the characters? Yes/No
- Does the story give stress to how children, at large are affected by abuse and neglect? Yes/No
- If other please specify

#### **4.8 Economic frame**

- Does the story contain something that focuses on financial loss? Yes/No
- Does the article indicate economic consequences of child abuse and neglect on the country? Yes/No
- Does the story emphasize the impact of child right issue on meeting the plans designed to ensure sustainable economic development in the country? Yes/No
- If other please specify

#### **4.9 conflict frame**

- Does the story accommodate two opposing ideas? Yes/No
- Does the story incorporate the discrepancy on the magnitude of child right issue? Yes/No
- Does the story reflect disagreement between individuals or groups? Yes/No
- If other please specify

#### **4.10 Educative/ advocacy frames**

- Does the story give information on how to protect child right issue? Yes/No
- Does the article explain how to cope with situations after the violence? Yes/No
- Does the article suggest policy changes in the country regarding child right issue? Yes/No
- Does the story state the need for societal change in attitude? Yes/No

-If other please specify

**4- Media functions (Inter – coder reliability .95)**

- |  |        |
|--|--------|
| - Does the article define the problem?   | Yes/No |
| -Does the article accommodate the view of children?                                  | Yes/No |
| -Does the article state the cause of the problem?                                    | Yes/No |
| -Does the article suggest solutions?   | Yes/No |
| -Do the media include different points of view?                                      | Yes/No |
| - Does the article accommodate the views of experts' state the cause of the problem? | Yes/No |
| -Does the article provide logical reasoning for why the problem happened?            | Yes/No |
| -If other please specify   |        |

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## Appendix c

### Coding Guide

**Name of the coder:** the coder should write her/his name.

**Newspaper:** the coder should write the name of newspaper.

**Date of publication:** write the date the story was published monthly, day, and year.

**Headline:** write the headline (and sub-head line if there is any)

**Article description** (Inter- coder reliability- coder reliability 1.0)

**Article type** – show the nature of the articles is placed (front page, inside page or last page).

**Location-** refers to the main idea of the story.

- Child abuse and violence- when the story focuses on which simply reports the occurrence of child abuse and violence.
- Court trial -
- Discussions/Demonstrations- meetings, seminars and demonstrations on the issue of the child right.
- Government action or policy: when the story focuses on what the government officials or organs are doing.
- Non- governmental organization action: when the story focuses on what these organizations are doing.
- Health consequences/ treatment –refers to providing information on the effect of child’s abuse on child’s health and medical treatments.

#### **Types of child right mentioned mostly**

- Education
- Protection from violence and abuse.
- Health and protection from HIV and AIDS.
- Freedom of expression.
- Legal rights.
- Protection from war and conflicts.

Sources- refer to as a name(s) of a person, group or organization that are quoted directly or indirectly in the story like, children, officials, NGOs, etc.

## **Type of frames**

- Conflict frame- when the story provides two or more opposing views or statements.
- Human interest frame- when the story provides one or more individuals or a group as an example or indicator of the problem.
- Attribution of responsibility frame- when the story suggests individuals or an organization should take actions on the issue.
- Diagnostic frame – when the story lists ranges of causes of child abuse and violence.
- Prognostic fame- when the story provides the effects of child right issue on the individual as well as the country.
- Solution frame- when the story states solutions for the problem.
- Mortality frame- when the story tells the readers to do or not to do something; or when the story refers to GOD.
- Empathy frame- when the story uses different adjectives that describe children as victims.
- Educative/advocacy frame- when the story relates the issue of child right with policy changes.
- Economic frame- when the story mentions the impact of child right issue on an individuals as well as country's economy.

## Appendix

### Interview guide D

#### 1- Background

- what is your attitude towards child right in general?
- How do you and your media cover the issues of child?
- do you think your reports had influence on the audience?
- How did you get responses of the audience?

#### 2- Themes

- What were the central points or issues in your stories?
- what was the justification for focusing on these themes?

#### 3- Types of child right

- Which form child right is the most common type in your report?
- Is there a specific type of child right which gets your emotional?
- If yes, what is your reason?

#### 4- Sources

- Who were the sources you quoted, when you write articles on child right issue?
- Were children used as sources in your stories?
- Was there any pressure from these interest groups to write your story in certain ways?

#### 5- Frames

- How do you construct your reports on child right issue? Why?
- Were you aware of how the stories were framed?
- Did you purposefully shape or organize the stories in certain ways?
- What were your routines when writing such stories?

Do you think the routine had affected how you wrote your stories?

What factors affect how you frame the stories, like sources, cultural attitudes?

#### Diagnostic frame

- What do you think are the cause of the problem?
- Why do most of the stories lack interpretation of causes?

#### Prognostic frame

- What do you think about the effects of child right?
- On which effect, long-term or short term, do you focus more?

Attribution of responsibility frame

- who do you think is responsible for solving or addressing the problem?

-Why did most articles fail to attribute responsibility to any one?

**Solution frame**

-What do you think are the solutions for the violation of child right?

-In your view what were the solutions for the problem of child right?

**Empathy frame**

-What kind of expressions do you use for the victims?

-What are the justifications for using such expressions?

How do you think of victims of child right?

**Morality frame**

-Do you consider including society's beliefs, norms and values in your stories have impact on the readers?

-What was the reason for infrequent use of such beliefs in your stories?

**Human interest frame**

-Do you think using human face in the stories is important? Why?

Economic frame

-What were the implications of child right issue on the Ethiopian economy and vice versa?

-Why do most articles fail to show this impact?

**Conflict frame**

-How do you entertain conflicted ideas and opinions from different individuals/groups?

-What is your reflection on the disagreement of the magnitude of child right?

**Educative frame**

-Do you think it is important to give information on how to deal with child right?

-Do you suggest societal change in your stories?

**Media functions.**

-What roles do you think your media played in reporting child right issue?

## Appendix E

Quarterly statistical data about press products which circulate beyond the confinement of one Region: from July 2010 to November 2010

No	Name of the press	Language	Schedule	Content	Average circulation
1	Reporter	Amharic	Bi weekly	Political, economic & social issues	9800
2	The Reporter	English	weekly	“ “ “	2750
3	Addis Admas	Amharic	“	“ “ “	21250
4	Addis Zemen	Amharic	Daily	“ “ “	12000-13000
5	The Ethiopian Herald	English	Daily	“ “ “	8500-9000
6	Berisa	Oromifa	Weekly	“ “ “	12000
7	Al-alem	Arabic	Weekly	“ “ “	500
8	Sendek	Amharic	“	“ “ “	1120
9	Google	“	“	“ “ “	1000
10	Ethio channel	“	Bi weekly	“ “ “	3720
11	Awramba Times	“	weekly	“ “ “	7600
12	Negadras	“	“	“ “ “	1180
13	Mesenazerya	“	“	“ “ “	1660
14	Addis Press	“	“	“ “ “	2000
15	Sened	“	“	“ “ “	1000
16	Fitih	“	“	“ “ “	2086
17	Dagu	“	“	“ “ “	1000
18	Addis were	“	“	“ “ “	1750
19	Defender	-	-	- - -	1000
20	Wetatinete	“	Fortnightly	“ “ “	1000
21	Seven Days Up-Date	English	weekly	“ “ “	1000
22	The sub Saharan informer	“	“	“ “ “	300
23	Press Digest	“	“	“ “ “	1350
24	The Daily monitor	“	Daily	“ “ “	2360
25	Abyssinia Business	“	Weekly	“ “ “	1000

26	Capital	“	“	Economic & Business	6375
27	Fortune	“	“	“	8875
28	Medical	Amharic	“	Health & Psychology	3888
29	Mella	Amh/English	Fortnightly	“	10,000
30	Ze talent	Amharic	Weekly	“	1500
31	Business construction	Amharic	weekly	Business & Advertisement	1000
32	World sport	“	“	Sport	8350
33	League sport	Amharic	“	“	3150
34	Ethio sport	“	“	“	13000
35	Hatric	“	“	“	3780
36	Enter sport	“	“	“	9320
37	Ze- Geners	“	“	“	5325
38	Medfegnameda	“	“	“	1500
39	Al- Kudus	“	“	Religion	4020
40	Selefiya	“	“	“	1500
41	Ethiomuslim	“	“	“	1000
42	SewtulEslam	“	“	“	1000

Source: Ethiopian Broadcasting Authority, 2010

## **Declaration**

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

Betelhem Abegaz

June 2011.