

**Content Analysis of Media Coverage of Food Safety
Issues/Adulteration: The Case of Addis Admas And Addis Zemen
Newspapers**

By:

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Declaration

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

Bezawit Lelisa

June, 2018

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Annexes

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Key Words

Adulteration: to corrupt, debase, or make impure by the addition of a foreign or inferior substance or element

Contamination: the introduction or occurrence of any undesirable matter such as chemical, biological, physical in the product affecting the health.

Food : any substance ,whether processed, semi-processed or raw, which is intended for human consumption ,and includes drink, chewing gum and any substance which has been used in the manufacture, preparation or treatment of food 'but does not include cosmetics or tobacco or substance used only as drugs.

Food safety: assurance that food is acceptable for human consumption according to its intended use or it is the absence of adverse health effects due to food contamination.

Safe: containing no substances likely to cause harm to the consumer health.

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Abstract

The purpose of the study was to analyze the content of the media coverage of food safety/adulteration issue: in case of Addis Zemen and Addis Admas newspapers. The researcher used both qualitative and quantitative research tools to support the claims raised and to get elaborated detail information from the research participant that contributes to a thick description. As per the analysis, the extent on coverage of the two newspapers about food safety related issue is weak and need to be improved as it is a public problem. No story was covered about food adulteration.

The main causes for not covering food safety issue are lack of information, and capacity/skill gap on the profession. The sources used in reporting about food safety related issue varies from public to private newspapers, as all issues reported on Addis Zemen is from Government source whereas its only 30% for Addis Admas (private newspaper). NGO's, Experts and Individuals were also a source for the private newspaper. Budgeting issue, unable to get editors/professionals to take the column, and responsible sectors are not creating communication for delivering information are also major challenges in reporting on Food safety issues.

The study recommends on how to increase the coverage of media about food safety/adulteration issue: as those government agencies and stakeholders involved in the regulation of the quality and safety of food, and food products produced have to create strong integration and coordination among them; otherwise, it is inconceivable to achieve the objective of protecting the public from health risks and consumers which could result from unfair trade practices.

CHAPTER ONE

1. INTRODUCTION

This chapter deals with the introductory part of the study. The background, problem statement, research questions, objectives, significance, limitations of the study and definitions of some important terminologies are presented.

1.1. Background of the Study

Food is one of the basic needs for every living being. It is composed of carbohydrates, water, fats and proteins, which can be eaten or drunk by animals, including humans, for nutrition or pleasure (FAO/WHO, 2007). Food usually consists of either plant or animal origin; though their taste varies depend on different sources of food, from culture to culture, and geographical areas. However, irrespective of source or taste, every human being has a right to get safe food, which is nutritious and diseases free.

The World Health Organization (WHO) defines food safety as the conditions and measures that are necessary during production, processing, storage, distribution and preparation of food to ensure that it is safe, sound, and wholesome and fit for human consumption (WHO, 1984).

Food safety problems create an enormous burden on the country's economy such as consumer costs include medical, legal, and other expenses, as well as absenteeism at work and school. For many consumers who live at a subsistence level, the loss of income due to food borne illness can perpetuate the cycle of poverty (WHO, 2002).

Adulteration of food is an age old problem. It consists of a large number of practices as: mixing substitution, concealing the quantity, putting up decomposed foods for sale, misbranding or giving false labels and addition of toxicants (Park, 2007). Generally, Food and drink products areoften a target of adulteration (intentional or unintentional) while supply chains usually deal with perishable products that could be harmful to consumers if they are not managed properly (SGS, 2013).

In the case of **Intentional/Deliberate** adulteration dishonest producers and traders deliberately adulterate different food Products in order to promote the level of their essential nutrients after reduction of a given amount in order to increase their profit margin by several chemicals like urea, melamine, and increase its volume by adding substances such as starch, flour, cane sugar, vegetable oils, water, skim milk, sand, chalk powder, molasses, stone, brick powder, ergot, chicory, roasted barley powder, grinded papaya seeds, etc. into various food items as reported by different authors such as El-loly et al.(2013), Asrat and Yilma (2014), Narayan (2014) and Farazetal.(2013).

intentional /Deliberate adulteration is the most dangerous because of amounts of nutrients deducted and extraneous substances added into food items that is done by business oriented people just forgot the humanity in behind of money making mentality as (Awasthi et al.,2014).

On the other hand **Incidental/unknown adulteration**is brought due to lack of proper hygienic conditions of food products and drinks throughout production site to consumption table. Here the producers or traders/retailers are not in position to add different adulterants but the ways the products are produced, handled, passed, processed, stored, transported and marketed may be the places where they were contaminated or adulterated since any substance without its original is extraneous to the product; include: residual pesticides from cans, rodent droppings, preservatives, mercury from effluents, lead from water, etc., (Narayan, 2014) and Asrat and Yilma (2014).

According to Lakshmi et al. (2012), Olive oil, milk, honey, saffron, orange juice, coffee and apple juice are the seven most likely food ingredients to be targets for intentional or economically motivated adulteration of food, or food fraud, according to analysis of the first U.S. public database created to compile information on risk factors for food fraud published in the Journal of Food Science.

Neetu (2013) in his research reported that hazardous effects of food adulteration is associate with diarrhea, abdominal pain, nausea, vomiting, eyesight problem, headache, cancer, anemia, insomnia, muscular paralysis and brain damage, stomach disorder giddiness, joint pain, liver disorder, dropsy, gastrointestinal problems, respiratory distress, edema, cardiac arrest, glaucoma carcinogenic effects, kidney failure, digestive system disorders, etc.

According to Biresaw (2015) studied the extent of adulteration of selected foods at Bahir Dar city, Ethiopia and obtained, higher extent of adulteration (15%) was observed for honey adulterated with sugar and lower extent (1.3%) was observed for red pepper powder adulterated with brick powder during the period of the project from January to June, 2014.

These days, in Ethiopia, food adulteration become common as it hasn't got much attention as expected. The impact of media to communicate the information, to make people aware of the incidents is expected to get more length of story and its own column.

The issue of Adulteration of food is very burning issue in our country Ethiopia because Food is one of the major issues to stay in life. Food adulteration is harmful for human being so it is considered as a crime .In spite of strict measures against adulteration ,it is still practiced just for profit putting human lives in danger . In addition, adulteration of food brings impact on national and economic development by enhancing trade and tourism.

The main challenge of food adulteration is lack of acceptance in the market due to distrusting its originality as reported by Asrat and Yilma (2014) or discouraging market (Asrat et al., 2013).For example, dairy products of Wolaita and Kucha area were recognized for its high quality thus fetch high price. Because of this, it was noted that Wolaita butter was adulterated with vegetable oil and marketed with reduced prices in Dilla and Shashemene towns (Yigrem et al., 2008).

Such a practice should be avoided as it can affect the reputation of the butter of the area for its high quality. Therefore, there should be regulations that penalize such a criminal traders (Li, 2008a) and dishonest producers that infect different food products in various places and a more selective sample preparation and testing technology is needed to enable rapid screening of food adulteration since effective analytical techniques to detect frauds are also other challenges (Ibens, 2014).

In today's globalized world where food production is on rapid increase and movement of food products through international trade is growing, guarantying the quality and safety of imported, exported and locally produced food products become basic requirements.

Therefore, in order to disseminate information about food safety issue the mass media can play a significant role. However, whether the Ethiopian media play important role in disseminating

essential information about the food safety/adulteration/ is a big question. It is therefore, very important to assess and evaluate the coverage of the Food safety/ Adulteration/ issues in the Ethiopian media.

In doing so, this study tried to find out whether food safety issues specially adulteration of food is a top agenda for media editors in light of its adverse impact on the society, or whether there is media apathy in the coverage of this entrenched socio-economic problem.

1.2. Statement of the problem

Success in today's highly competitive global market requires producers to be quality conscious that helps them in providing better quality products. Placing great emphasis on producing good quality and safe food products helps to ensure that the products offered to their customers are consistent, reliable and truly meet their customer's needs.

In today's globalized world where food production is on rapid increase and movement of food products through international trade is growing, guarantying the quality and safety of imported, exported and locally produced food products become basic requirements.

It is very difficult for Ethiopian consumer to select one food item because of misleading advertisements, improper media emphasis and food adulteration. As a result of these malpractices, the ultimate victim is a consumer, who innocently takes adulterated foods and suffers.

There is one adulteration case happened recently in Akaki Woreda 1. In this crime fifteen people were arrested by police suspected of mixing Teff flour with soil, sawdust and other cereals' waste products and baked Injera using unpurified flour. Sawdust is commonly used most Ethiopian Injera bakers as a fuel. A microenterprise known as Belayneh Kinde and His Friends S.C. was associated with the crime. From the 15 people who were under custody by police, three are shareholders of the company while the remaining are employees.

After receiving reports, police and Akakai Trade Bureau members went to the house on and seized 12 barrels of teff dough which was going to be baked. The sample of the teff flour was sent to Ethiopian Health and Nutrition Research Institute for laboratory test to know the exact nature of the mixtures.

According to Akaki Trade Bureau, the enterprise had been selling Injera to hotels, restaurants, cafés and residents of condominium houses in Akaki area. Police said the suspects were engaged in the illegal act to gain more profit. Consuming adulterated food stuff can cause health risks by accumulating residues of foreign particles in organs. Sandy/soil particles especially cause kidney and bladder stones.

In relation to this, Media should play a vital role in producing citizen armed with information in order to protect them from food adulteration hazard. Hence, to minimize the food scares communication and up to date information is essential.

Food safety is an important topic in today's mainstream media (Anderson, 2000). The media has an important role in society and its relation to institutions (Berger, 2003; Luhman, 2000). It has the ability to entertain, socialize, inform, educate, and indoctrinate the public (Berger, 2003). Individuals use media with different needs, motives, and interests in mind (Sun, Chang, & Yu, 2001). These needs, motives, and interests are socially and psychologically constructed (Sun et al., 2001)

The job of media outlets is to inform the public through reporting activities (Schupp et al., 2006), especially with an issue of important international trade and health concerns (Buzby, 2001). In relation to this, Food safety is important as food borne illness outbreaks cause great economic and societal losses. Efforts to protect public health and reduce food borne illness outbreaks will not be fully effective unless the resulting information is communicated to consumers. However, food safety communications have not been particularly satisfactory (Worsfold, 2006). If food safety information were more accessible, consumers would be more likely to use it (Worsfold, 2006)

Food safety has become the center of political debates and has influenced television air time, newspapers, and magazines; the issue is also important to consumers because food is a basic necessity. (Anderson, 2000; Charlebois, 2008). Additionally, the media has claimed its importance in disseminating food safety information (Anderson, 2000.). When an incident occurs that heightens social conflict or creates ambiguity, dependency on media is increased (Ball-Rokeach & DeFleur, 1976).

It is no secret that there have been significant media exposure, public health impact and decrease in consumer confidence in recent years due to some significant food safety incidents. This has increased focus on food safety by consumers, the industry, lawmakers and regulatory agencies (Ades et al., 2012).

The media continually supplies a flow of information regarding events, issues, objects, and people, and individuals form attitudes as they are presented this information (Ball-Rokeach & DE Fleur, 1976).

This gives media an important role in the dissemination of food safety information. Although Ethiopian media are currently expanding in terms of numbers of publications and most of them are likely to focus on sensational issues. When we compare private with the government media, the latter is considered more suitable to cover hard issues like development activities because it is their mandate to prioritize the country's development plan (Bereket, 2003). The Transitional Government of Ethiopia (TGE) in 1992 (article 4:1) stated that the press stands for the pursuit of fundamental freedom, peace, democracy, justice, equality and for the acceleration of social and economic development.

In a nutshell, media are likely an underutilized force when it comes to foster development in the country. The role of media as an agenda setter, as well as in framing stories to initiate people for mass participation and for development seems to have been minimal in Ethiopia.

It is the assumption of this research project that there is a tendency among journalists, who work for government media, to give less emphasis to food safety issues than to other issues less relevant for the progress of the country. Journalists, particularly private media, give more emphasis to sensational issues and only pay attention to development issues when they represent failures.

Moreover, Abel (2006) indicates that most Ethiopians believe that government owned media are likely to forget the development issues by giving a lot of attention to political and propaganda purposes. Chugn (2002:3) also says "Most government media in Ethiopia give more emphasis to political agenda rather than development issues."

Moreover, the media, as information disseminators, as agenda setters and as a forum for public debate, are crucial in tackling food safety issues in a country. Thus, if a country wishes to have well informed and knowledgeable citizens who know how to take care of themselves from food safety hazards, the media need to make food safety issues their regular agenda so that both the public and the government make those issues their agenda as well.

No one has studied content analysis of media coverage of food safety/ adulteration/ in Ethiopia. This study is an original one. The thesis specifically focuses on how two Ethiopian National Amharic newspapers, namely Addis Zemen, a government newspaper; and AddisAdmas, a private newspaper cover the issue. The two newspapers have the largest circulation in Ethiopia (MoI, 2005). One will also expect that the two newspapers have frequent and comprehensive coverage about food safety particularly adulteration issue.

1.3. Objective of the study

1.3.1 General Objective

How the media covers food safety issues particularly adulteration .

1.3.2 Specific objective

The objectives of the study are:

1. To analyze the coverage of Food safety issues particularly food adulteration in the two major newspapers: Addis Zemen and Addis Admas.
2. To assess the primary sources of Food safety issues particularly food adulteration stories in the two newspapers
3. To analyze what news frames are used in both newspapers: Addis Zemen and Addis Admas.
4. To assess the challenges of reporting in food safety issues in the two newspapers.

1.4. Research Questions

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

1. To what extent do the two newspapers cover food safety/adulteration issues?
2. What are the sources used in reporting about Food safety/ adulteration issues?
3. What frames did the two newspaper use to define the food safety/ adulteration problems in Ethiopia?
4. What are the challenges of media from reporting about Food safety/adulteration/issues?

1.5. Significance of the study

The research is meant to have a number of significances among which are the following: By identifying and analyzing the kind of food safety /adulteration / information that appears in the newspapers and the discussion of the results, the research hopefully brings about a better Understanding at how food safety information in general and particularly adulteration in particular are represented in the newspapers.

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

The research is meant to pave the way for media to be partner with various National Authorities like Ministry of Health, Ministry of Agriculture and Rural Development, Ministry of Trade, Ethiopian standard Agency, Ethiopian Conformity Assessment Enterprise, National Metrology Institute, National Accreditation Institute, non governmental agencies, private sector and the community at large. Because the issue food safety/adulteration is a shared responsibility of the above institutions.

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

1.6. Scope and limitation of the study

The study is limited to the horizon of Ethiopian two selected newspapers and assesses their coverage of food safety issues particularly adulteration. Therefore, the study is limited to only these kind of mass media; hence do not look at representations of food safety/adulteration

issues in television and radios, the Internet and other magazines or pamphlets produced mainstreaming food safety /adulteration / issues by different non-media organizations like non-governmental organizations. In addition, the research assesses articles written about food safety/adulteration / issues within the time gap of the year 2009 E.C. As a result its boundary is limited to almost 1 years' examination. Further as it assesses textual analysis on newspapers it also lacks an examination of how a person who consume adulterated food perceive or respond to a given media output.

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

Among many problems that the researcher faced, the primary one was lack of similar studies done in the country, finding relevant books and materials on the topic was also the biggest challenge that the researcher encountered and last but not least, lack of centralized information in the country.

There are no researches conducted in the area of media and Food safety/adulteration /issues in Ethiopia. This study is carried out believing that it examines and findings a light on the national media coverage of food safety/adulteration/ issues which are often the forgotten aspects of most developing countries' media.

1.7. Organization of the paper

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

Chapter two looks at the theoretical considerations underlying the study. It presents a review of literature on what various scholars said regarding food safety issues. It also gives theoretical background on the role of media in general and newspapers in particular on food safety/adulteration issues communication. The chapter also attempts to show the history of print

media in Ethiopia by giving due emphasis to *Addis Zemen* daily Amharic newspaper and Addis Admas weekly newspaper.

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

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

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

CHAPTER TWO

2. LITERATURE REVIEW

2.1. Introduction

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 into six sections:1) abrief discussion of selected literature on communication for development ;2) the role of mass media in health communication ;3) The Two step flow of communication hypothesis;4)Agenda setting theory ;5) Social Responsibility theory;6)framing theory 6) print media in Ethiopia. In each of these sections, the relation between the current research and the review literature is discussed.

2.2. Communication for Development

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

‘Communication for development’ sometimes referred to as ‘development communication’ or ‘communication for social change’ (Servaes, p. 1) is a researched and planned process which is crucial for social transformation (WHO et al. 2002).

According to (ibid, p.17), “[communication for development] operates through three main strategies: **advocacy** to raise resources and political and social leadership commitment for development goals; **social mobilization** for wider participation and ownership; and **programme communication** for changes in knowledge, attitudes and practices of specific participants in programmes”.

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

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

According to Servaes, dealing with these issues is one of the most important challenges for citizens and handling this democratically is a challenge for those on power; government officials, practitioners and those working in the field of development. This is especially true for each of these practitioners at their respective positions they may have different understanding on the very defining characteristics of communication for development (ibid).

Similarly, while talking about the importance of communication in food safety reads as follows:

Food safety has become the center of political debates and has influenced television air time, newspapers, and magazines; the issue is also important to consumers because food is a basic necessity (Anderson, 2000; Charlebois, 2008). Additionally, the media has claim edits importance in disseminating food safety information (ibid).

In relation to this case, there are a number of social issues and problems that in one way or another affect society greatly. One of this is Adulteration of food stuffs. The adulteration which mixes in the food items can cause tremendous effect on health without the knowledge of our public. Business oriented people or dishonest trader forget the humanity in behind of money making mentality so in order to bring behavioral change among trader, government body and consumer food safety communication is vital. I believe that he media is the main instruments in order to mobilize the public in general in order to bring healthy and non hazardous future for our forth coming offspring.

2.3. Health communication

Everyone has the right to a standard of living adequate for the health and Well-being of Himself and his family, including food, clothing, housing and Medical care and necessary Social services,

and the right to security in the Event of unemployment, sickness, disability, Widowhood, old age or other Lack of livelihood in Circumstances beyond his control (Article 25 Universal declarations of HumanRights as Quoted in Health Alaskans, n.d.p.3).

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

According to the World Health Organization, health communication is the study and use of communication strategy to inform and influence individual and community decisions to enhance health conditions (WHO, 2005).Such type of communication is recognized as a necessary element in the efforts to improve personal and public health (Mosequera and Obregon, 2005).

Again Clift and Freimuth (1995:99) cited in Feleseta (2006:12) demonstrate that “healthcommunication is like health education, is an approach which attempts to change a set of behavioral in a large –scale target audience regarding a specific problem in Predefined period of time”. As shown by (Piotrow et al, 1997) audience, message, source and channel are basic element of a health communication activity. Concerning message he stress that it should be put into a form that is positive and easily understandable by the audience (ibid).

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

So in relation to this Behavioral change or social change is the main concern of health communication which requires both individual and society commitment. So the concept Food adulteration should be considered not only an agricultural and/or trade issue, but also a public health issue. So behavioral change or social change of the consumer and dishonest trader is the main concern of health communication which requires both individual and society commitment.

In order to bring behavioral change among the consumer, dishonest trader and government regarding adulteration of food communication is paramount.

There is no prearranged common mode of communication, which can be employed to effectively bring a behavioral change. Thus, any communication approach that best fits to various socio-cultural aspects of a given society could be independently or jointly engaged.

2.3.1. The Role of Mass Media in Health Communication

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

(Efroymson, 2006, p. 4) says the media among other things can be the voice for the voiceless and a power for the powerless and explains this as follows:

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

In relation to my research topic governments, all over the world, have employed various mechanisms with a view to protecting their citizens from unnecessary risks and to ensure the socio-economic development of their country. Regulation is one of the many systems used to safeguard the public interest. It safeguards public interest both by preventing unfounded risks, to which the society would be exposed, and by enhancing markets for economic development.

Regulation in the area of food quality and safety protection is one aspect of regulatory mechanisms which is emerged as the result of many problems related to food; the problems that cannot be detected by consumers using their sense of sight, smell, taste, or touch when selecting or consuming foods .SO the Health of the society on the one hand, is highly influenced by a government's commitment and dedication regulating food stuffs that are sub standard.

Of course, in our country Ethiopia Food safety and regulation is a shared responsibility of various institutions .so the institutions should avail information and technical knowledge for the public using media outlets.

In addition, the media should help the government officials that the food safety issues are hot and regulation of substandard food items is very important in order to maintain healthy society.

A failure to provide such facilities could hamper the public health of the society. Thus the question here is; what is the role of the media in the overall health of the society? Why do we need to use media for advocating health issues? And why are health contents in the media relevant for the public health? While talking to that, (Bracht, 1990) said that media messages can be used in changing the health promotion programmes of a community and as means of promoting the existing health services offered.

As to Bracht, there are four media messages in public health interventions. These are as: “a) primary change agent, b) complement to other interventions, c) means of recruitment and promotion of services and programs and, d) provider of support for life style (health)Changes” (ibid, p. 145).

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

There is a greater demand and need for accurate, relevant, rapid and impartial Public health information by technical and non technical audiences, and a growing reliance on mass media as the main source of information. Therefore,

they are a primary source of health and science information, even for health professionals. The Public health community usually looks to the media for support, attention and endorsement and they are also seen as an important tool to disseminate health information to the Population.

2.4. The Two Step Flow of Communication Hypothesis

The two-step flow of communication saw the communication process simply as a message going from sender to a receiver. The hierarchic view of communication can be summarized in Laswell's classic formula: "Who says what through which channel to whom with what effect?" (Laswell cited in Servaes, 1999:23).

The first formulation of the two-step flow hypothesis was the following: "Ideas often flow from radio and print to opinion leaders and from these to less active sections of the population" (Lazarsfeld, et al in Servaes, 1999:23). Thus, two elements are involved: (a) the notion of population divided into "active" and "passive" participants, or "opinion leaders" and "followers"; and (b) the notion of a two-step flow of communication influence rather than a direct contact between "stimulus" and "respondents" (or the so-called bullet or hypodermic needle theory).

The general conclusion of this line of thought is that mass communication is less likely than personal influence to have a direct effect on social behavior. Moreover, as Lin (1973) quoted by Servaes (1999), the two-step flow hypothesis neglects the fact that a greater amount of information flows directly from the media to users without passing through opinion leaders. Furthermore, the concept of opinion leader has proven to be far too simple. It can be said, for instance, that change can and should occur from below by those who need it on their own behalf. Therefore, some suggests a so-called N-step-flow model. In the same vein, the two-step flow theory is criticized for being linear and simplistic (from the mass media to opinion leader, and from opinion leaders to individuals) in its interpretation of the complex reality of information flow. Multi-step theorists such as McQuail and Windhal(1983), Schenk (1985), argued that opinion leaders might obtain their information other than through the mass media-through interaction with other opinion leaders, who disseminate the information to their followers(individuals in the social system) (Natifu, 2006:18).

Therefore, the multi-step flow theory of communication seems more applicable to this study than the two-step flow theory because it provides a more concrete information flow from mass media to opinion leader; from opinion leader to another opinion leader.

2.5. The Agenda-Setting Theory

Agenda Setting', as a theory, was forwarded by McCombs and Shaw in 1972 to describe "...a phenomenon which has long been noticed and studied in the context of election campaigns" (McQuail, 2005:512). The core idea, according to McQuail (ibid) "...is that the news media indicate to the public what the main issues of the day are and this is reflected in what the public perceives as the main issues".

Dr. Maxwell McCombs and Dr. Donald Shaw (1972) did research on the 1968 presidential election in the town of Chapel Hill. Of these, agenda setting is one of the pioneers and most influential theories that has attempted to explain how the media agenda influences the public's and the policy makers' agenda. It hence, considers three related agendas: the media agenda (topics raised by the media), the public agenda (topics public believe is important) and policy agenda (topics that policy makers believe are important) (Miller, 2005, p. 270).

The central aspect of McCombs' and Shaw's initial agenda setting research was to explore the degree to which the mass media influenced the salience of issues to the public in Chapel Hill, North Carolina. They did so by asking 100 undecided voters, under the presumption that undecided voters would be most receptive toward campaign information (Trent, 2008 pg. 141), what issues they were most concerned about these days. The voters' main concerns were then pooled into five different issue sets that included foreign policy, law and order, fiscal policy, public welfare, and civil rights (Iyengar, 1997 pg. 228). For measuring the media agenda, McCombs and Shaw, accumulated data from news broadcasts, editorials and news articles from media sources in the Chapel Hill area.

In summary, their results concluded that there were a close correlation between the rank order of the five issues on the media agenda and that of the public agenda. This in effect led McCombs to conclude that: - "the mass media may very well determine the important issue of the campaign..." (Ahrens, 2004 pg. 10). The agenda-setting hypothesis, consequently, comes closer

than any other approach to confirm the notion that the mass media through its frequency of issue coverage tells people not what to think, but what to think about (Trent, 2008 pg. 140; McCombs, 2004 pg. 59).

In other words, people often assign importance to certain issue based on the way in which issues are presented by the media (Trent, 2008 pg. 141). Hence, the theory of agenda setting can be summarized with the following assumption - if the media over a prolonged period of time cover certain issues more than others it will, theoretically at least, create correlation between the media agenda and public agenda. Consequently, the media functions as a gatekeeper for political information.

The media is capable of placing an item in the focus of public attention by establishing salience among the news items. Newspapers do this by the placement of a topic on a page, pictures, font size and the amount of space an article gets. Television news broadcasts establish salience by the order in which items are presented and the amount of time that is credited to an item. Placing an item in the focus of public attention is the first step towards public opinion. It is focused on an early stage in the process of building the public opinion; the moment an issue surfaces (McCombs, 1978).

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

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

The mass media sets not only the agenda of the government but also the agenda of the public. The agenda of a media could be indicated and signified by number of things. For instance, if a

media makes Adulteration issue its primary agenda, it puts Adulteration on the front page and it allocates larger space and time. (Miller, 2005, p. 276) also supports this by saying, "...when the media accord a great deal of space and time to certain issues these ideas become particularly accessible and prominent in an individual's cognitive structure. These primed topics will then be considered especially important for individuals (first-level-agenda setting)". Hence even though the overall agenda of the society is shaped by a constant interplay of the agenda of the media, the public and of the policy makers, the media plays a significant role in telling people what to think about.

2.6. Social Responsibility Theory

There are frequent instances where people, for their day-to-day activities, rely on the mass media for information so as to make informed decisions. In the words of Negrine (1989:4), "...we inevitably rely on the mass media to inform us about events beyond our immediate grasp."

There can be a range of issues that may get media attention. But the social responsibility of the mass media lies in the selection of which subject or event to cover and the way they present it. "... They [the media] therefore not only inform us about ... events but their presentation of those events will also consist of their explanation and interpretations of those events" (ibid 1984:4). In this regard the media are expected to fulfill the needs of the wider society. "... The press [mass media] ...is obliged to be responsible to society for carrying out certain essential functions of mass communication in contemporary society" (Siebert et al 1984:74). This obligation or responsibility of the media makes up what is called social responsibility theory of the media.

Social responsibility theory dates back to the year 1940s when the American press was being heavily criticized for being sensational and commercial. As a result a private commission of inquiry was set up in 1942. The aim of the commission was to examine whether the press was functioning properly and to look its failure to meet the needs of the society (McQuail 2000:148).

The findings of the commission were highly critical about the media's frequent failings and of its unbalanced access. As a result, the report of the commission coined the notion of social responsibility and defined certain journalistic standards the media should live up to. It said a

responsible media should provide a genuine, comprehensive and intelligent account of every day events in a context that gives them meaning. It should be a common carrier of public expression. It should give a representative picture of society by presenting and clarifying the goals and values of the society (ibid 2000:149).

Therefore, according to the social responsibility theory of the media, society has a moral right to information and an urgent need for it. This explains why Wright (1975:26) can say: “This theory [social responsibility media theory] emphasizes the moral and social responsibilities of persons and institutions that operate the mass media.” According to this scholar, providing the public with information and discussion on important social issues and avoiding activities that are harmful to society’s welfare, are among the responsibilities of the media.

Thus, journalists, without being biased, have a professional obligation to emphasis objective reporting of facts and also a requirement to evaluate and interpret those facts to provide an understanding for society. With regard to this Wright (1984) [cited in Civikly 1974:247] suggests many journalists have extended the definition of their journalistic occupation to include the responsibility to evaluate and interpret events for audiences by placing them in larger historical and social context. How far they successfully do this remains contentious, however.

Without knowledge of particular issues, human beings may take steps that can lead them into danger from which they may not be able to escape. The media may therefore have to display its social responsibilities by bringing first-hand information to peoples’ attention .Lloyd (1991:199)

Quoting (Merrill, 1974) says advocates of social responsibility media theory believe it imperative that a commitment of social responsibility be imposed on any mass media of its important role

In the development and stability of modern society, the media in fact has a moral obligation to consider the overall needs of society, and one of these is information.

Indeed, according to social responsibility media theory the media has obligations to provide the society with information, to allow a diversity of views to be presented to encourage professional journalistic activity, in order to pursue truth and knowledge (Negrine 1989:29). As Siebert et al (1956) [cited in ibid 1989:30] note, “...once the press [the media] assumed obligations to

society, there would be greater likelihood that all sides of events would be fairly represented and that sufficient information would be available to the public.” Again this remains perhaps a mite divergence between theory and practice in many cases.

In relation to this concept, the media is responsible to give information about food safety particularly adulteration. Adulteration of food cheats the consumer and can pose serious risk to health in some cases. So the journalist should expose the dishonest trader by giving the right information to the public. Besides,

Everyone involved in food quality assurance system from farmer to the consumer is expected to shares in the responsibilities of ensuring the supply of good quality and safe food to the domestic consumers and foreign markets. I believe that this can be achieved by monitoring quality assurance measures along the entire food chain from production to consumption. At the same time the public should know the standards issued for food (Food Standard) and the media should work day and night in order to create quality conscious citizen.

2.7. Framing theory

One of the more recent and popular definitions of framing comes from Gitlin. He defines frames as “persistent patterns of cognition, interpretation, and presentation, of selection, emphasis, and exclusion” (1980: 7). Gitlin’s framing definition does not fully recognize the powerful and practical effect frames can have on issues within society. Hertog and McLeod state that, “the frame used to interpret an event determines what available information is relevant” (1995:4). This construction of power and relevance is integral in understanding the frame’s significance to the assimilation of frames by the receiver. Supporting this position, Entman suggests that frames increase the salience of particular aspects of a story by promoting a specific “problem definition, causal interpretation, moral evaluation /or treatment recommendation for the item described” (1993:52).

Entman (1997) offered a more detailed explanation of how media provide audiences with schemas for interpreting events. For him, essential factors are selection of salience: “To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral

evaluation, and/or treatment recommendation” (p.52). First, frames define problems that are salient to the public. Then, they determine and highlight causes of the problem. Next, they encourage moral evaluations by providing the causal analysis. Finally, they promote remedies so the concerned bodies can come up with favored policies.

Scheufele and Tewksbury (2007) explained that media framing is based on the notion that how an issue is characterized in news reports can have an impact on how the audience interprets the story. The way individuals classify information also adds to the framing theory and framing is a macro level and a micro level construct (Scheufele& Tewksbury, 2007, p. 12). “As a macro construct, the term ‘framing’ refers to modes of presentation that journalists and other communicators use to present information in a way that resonates with existing underlying schemas among their audience”(Scheufele& Tewksbury, 2007, p. 12).

Journalists use framing as a way to reduce the complexity of the story. Microconstruct explains how individuals use the information they receive to form impressions about the issue (Scheufele& Tewksbury, 2007, p. 12). Each of these variables contributes to the public’s view of certain issues. Media has the power to generate a specific reaction from the public by the way the story is portrayed.

Recipients of a news story build their opinion based on how the news story was framed and their own individual frames. Viewers interpret and process information based on the tone of the news story (Scheufele,1999, p. 107). Reporters play an important role in the development of opinions among the public and when the focus is framed only negatively or positively toward the subject, the other aspects of the story are excluded.

Media framing refers to the selection process whereby pieces of information are selected and placed together in news stories (Andsager and power, 1999). Two newspapers may present the same story differently by selecting and focusing on different aspects or angles of the same story (Gibbs and Warhover, 2002:159). Media framing deals with how a given media outlet presents an event. Media do not merely provide facts; they add some context and take out others targeting their readers, viewers and audiences. Over the last twenty years, the literature on framing theory has grown extensively. However, authors such as Entman (1993) and Scheufele (1999) agree that

there is no precise definition of framing. Still, the different definitions that have been utilized suggest a range of similar characteristics (Semetko and Valkenburg, 2000:94).

Ryan in *Prime Time Activism* described a frame ‘How news stories are made that is how pieces of information are selected and organized to produce stories that make sense to their writers and audiences (1991:53). She goes on to develop further this definition:

“Framing is more process of interpretation; it is the process of creating events, of signifying from the vast pool of daily occurrences, what is important framing decides which of the day’s many happenings are awarded significance”.

Framing tells more than what is significant and newsworthy. The chosen frames indicate which opinions, interpretations and definitions are more valid particularly in controversial issues (Pen and Kosicki, 1993) Framing consists of three important activities: selection, salience and omission (Entman. 1993:53-54). A frame is defined by what it includes and excludes because omission of the problem definition, explanation, evaluation and recommendations is as important as inclusion in guiding the audience (ibid). By focusing on one aspect and omitting the other, the media draw and direct attention away from the other side, which might lead readers to a different reaction (Kensicki, 2004 and Entman, 1993 and 1995). In other words, through omission and emphasis, the media make some considerations or measures seem more important (Nelson et al., 1997 cited by Johnson-Cartee, 2005:26).

The media frames further reflect the dominant norms, values and culture of society. Kathleen,(2004), referring to Reese et al.,(2001), says that frames must be consistent with the values of the audience to be effective.

For instance, the frequency of food safety issues tells something about the concern of the society and media. In other words, it tells something about the values attached to them by the society and media. Reese et al,(2001), however, goes on to assert that unless those social, economic or cultural values are shared by the audience, the frames lose their organizing effectiveness.

Media have the power to urge people in to thinking about certain kinds of issues and to transfer the salience of items. Moreover, framing and portrayal of events in the mass media can affect how recipients of the news understand and interpret the stories.

Semetko & Valkenburg (2000) discuss five dominant news frames : conflict frame, human interest frame, economic frame, morality frame, and attribution of responsibility frame. In addition other frames like diagnostic and prognostic are commonly used frames.

2.7.1. Conflict frame

This frame focuses on conflict between individuals, groups, or institutions so as to attract audience attention. (Semetko&Valkenburg(2000) Neuman et al. (in Semetko&Valkenburg (2000) found that among the few central frames of reporting various issues that the media draw, conflict was the most common frame in U.S.

2.7.2. Human interest Frame

This frame puts a human face or an emotional perspective on the report of an issue or event. It personalizes the news, “dramatize or emotionalize” the stories as a means to capture and retain audience interest. The frame is also referred as “human impact” frame, and is considered the second common frame in the news next to conflict frame. (Neuman et al., in Semetko and Valkenburg, 2000) As to Bennett in (Semetko and Valkenburg,2000), because of the increasing competition in the market for news, journalists and editors are exert greater effort to produce stories that captures the public’s interest.

2.7.3.Economic Frame

As its name indicates, this frame focuses on financial consequences of issue, event or problem, on groups, institutions, nations or individuals (Semetko and Valkenburg, 2000:96). Government programs which deal with health or other problems are particularly expressed within this frame (Neuman et al., 1992). According to Neuman et al., this frame is usually an outcome of covering issues from authorities’ standpoints. This frame also indicates “the economical consequences of pursuing or not pursuing various politics objectives” (1992: 63).

2.7.4.Morality Frame

This frame emphasizes moral or religious contexts of an issue or event. (Semetko and Valkenburg, 2000) In order to keep the professional norm of objectivity, journalists often make

use of the moral frame indirectly by using quotation and inference, for example, having others ask the question. (Neuman et al., in Semetko and Valkenburg, 2000) For example, a journalist can have religious leaders raise moral questions about gender violence. Neuman et al., in (Semetko and Valkenburg, 2000) further assert the moral frame is to be more dominant in the minds of the audiences than in the content of news. However, the frame is among the common frames of news.

2.7.5. Attribution of Responsibility Frame

As Semetko and Valkenburg (2000: 96) put it, this frame “presents an issue or problem in such a way as to attribute responsibility for its cause or solution to either the government or to an individual or group.” 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 promotes individuals’ explanations for social problems. (Cited in Semetko and Valkenburg, 2000).

2.7.6.Diagnostic Frame

This frame emphasizes identifying a problem and attributing blame and causality.(Gerhards and Rucht, 1992 in Scheufel, 1999).

2.7.7.Prognostic Frame

This frame can also be described as a solution frame which specifies what needs to be done. (Gerhards and Rucht 1992 in Scheufel, 1999).

2.8. Print media in Ethiopia

In Ethiopia both print and broadcast media have existed since the days of the late HaileSelassie I. Although Ethiopia has a long tradition of cleric inscription and the first news paper publication is a century old Ethiopia is yet far from having a well established vibrant free press (Shimelis, 2000:7). Private press was nonexistent in Ethiopia before 1991. It was only when the present government Ethiopian People’s Revolutionary Democratic Front EPRDF took power in 1991 that freedom of expression was guaranteed first in the transitional government’s charter and then

in the 1995 constitution eliminating the long standing tradition of censorship. Thus, there mushroomed a range of private publications in addition to the existing government news papers which are not as popular as the private ones.

The main outputs of the printed press component are daily, biweekly and weekly newspapers and magazines. Since 1991, private newspapers and magazines have been circulating in a pretty large number although the validity of their content needs further study.

We will look at print media because it is the main focus of my research paper. The major component is the government press in contrast to the private press that is still entirely on infant stage. Since this research focuses on print media, especially on newspapers, it seems logical to present the explanation for print media.

Kazan (1993) has defined print media as follows:

Print media communicate information through the publication of words and Pictures on paper. Examples of print media are newspaper and magazines. Depending on the types of owners, the types of information transmitted Communicated vary, and the influences and effects they have on their Audiences Vary accordingly. (P.35)

The print media is a forum commonly shared by the people and governments conducting dialogue. the press is therefore a forum through which both government and people exchange their ideas, opinions and information regarding national, social, economic, environmental and political issues.

In general, newspaper by and large reaches the urban areas very much concentrated in the capital Addis Ababa mainly due to low level of literacy. Television too is largely urban although reaches much larger people than Newspaper. Radio however remains to be the affordable medium that extended its coverage to include much of the rural population which constitutes 85% of the country's population.

2.8.1.The historical development of newspapers in Ethiopia

The history of newspapers in Ethiopia dates back a century. Some historical evidences suggest that Blatta Gebre Egziabhere's handwritten sheet around 1900 was the first press product in Ethiopia; however, it is widely accepted that *Le Semeur d Ethiopie*, a bilingual weekly (1905–1911) and *Aimero*(1902–1903) were the first two Amharic newspapers in Ethiopia (Pankrust, 1992; Sophia, 2006). Then followed *BerhanenaSelamin* 1923 by Prince RasTeferiMekonen who intended “to disseminate leftist views as instrument against the conservative nobility” (Shimelis, 2000). In 1941, two Amharic newspapers, *Sendek Alamachin* and *AddisZemen* were launched to reflect the era after liberation from the Italian occupation (Mekuria, 2006). Other newspapers, both in local and foreign languages, were also started in the Haile Silassie regime.

When Dergu, the military government, came to power in 1974, the landscape of the Ethiopian press changed. The socialist government controlled the publication of newspapers and used the press for propaganda purposes (Shimels, 2000). With the coming to power of the EPRDF (The Ethiopian People's Revolutionary Democratic Front) in 1991, press freedom came to be public agenda. The 1995 Constitution of Ethiopia secured a free press in its Article 29, and Press Proclamation 39/1992 was issued to pro records show that nearly 484 newspapers appeared (Ministry of Information, 2005).

Nevertheless, most of the newspapers have vanished and in April 2008 the total number of newspapers circulating is 64 (Ministry of Information, 2008). The circulation and readership of newspapers in Ethiopia is very low, and their distribution is mostly limited to the capital city (Berhanu, 2000; Tamirat, 2000).

2.8.2. The Present Role of Newspapers in Ethiopia

In Ethiopia, according to a report released in 2002, there are about ninety five news papers and sixteen magazines, in sum one hundred and eleven press outputs. These outputs are published in different languages: English, Amharic, Oromiffa, Arabic, Tigregna, etc. The situation of the press in Ethiopia now is that only one out of every one thousand reads newspapers. Out of the total population of 63 million, the newspaper reading public is not more than 500,000. The Ethiopian Press Agency has Addis Zemen Amharic daily (with a circulation of 15,000 -30,000),

The Ethiopian Herald (English daily with a circulation of 6,000), Zemen (a magazine in Amharic language) and Berressa (an Oromyifa weekly) are press outputs under the government disposal. The private press did not start until as late as 1992, when about 90 magazines mushroomed all over the capital. Most of the magazines were concentrated on politics, economy, culture and religion while some even ventured in pornography. The private press mainly covers and deals with news that sells. If a private press produces a magazine or tabloid which specializes on environment issues the likelihood of its making money or thriving almost nil. The circulation of the private tabloids ranges from 2,000 -25,000 depending on the political climate of the country (Laekmariam, 2000).

2.8.3. Addis Zemen Amharic Daily

It is the assumption of this thesis that a national newspaper like the *Addis Zemen* Amharic Daily has the potential to play a role as an agenda setter in relation to coverage of food safety issues, particularly adulteration. The newspaper is believed to have the possibility to put this highly important topic on the national public agenda and create knowledge and awareness among Ethiopian citizens.

Addis Zemen Amharic daily is one of the government press outputs financed by the government from public funding; it, therefore, is believed to be relatively more responsible to cover public health issues (such as food safety issues). It is less expensive (until 2001 the price was fifty cents and then increased to five birr and seventy five cents per copy) than other government or privately owned newspapers. It is also being relatively widely circulated (estimated to be 15,000-30,000 copies) covering many issues. As published daily, it is believed to have a relative good potential to reach many households, to most of the government offices and ministries. Moreover, the number of pages and the size of this newspaper are relatively extensive allowing editors and reporters to cover a range of different issues - politics, social affairs, culture, environment, sports, business, etc.

Addis Zemen is a broadsheet newspaper (60cm length and 35cm width). It has six columns with four cm width and article letters of 12 point size and headlines begin from 16 point size; it has a circulation of 30,000 copies (Laekmariam, 2000; Editorial Policy of the Press, 2003). It is published daily having an average number of eleven pages with different columns and sections.

The front page is meant for major events that would appear as major news category. The following Table presents weekly contents of *Addis Zemen* Amharic Daily in order to give an impression of the newspaper.

Table 2.1: Weekly Contents of *Addis Zemen* Amharic Daily Roughly Presented

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

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

Table 2.2: Name of the Column and Issues Covered

Name of Column	Issues Covered in the Column
Local news	As its name signifies mainly presents local news and reports
International news	This column is dedicated to news stories from all over the world

Politics	Present the current political issues
Economy	Economical news are reported
Education	Education and related issues are raised here
Health	Health issues pertaining to health, messages of the ministry of health and questions from the readers are entertained here.
Social	Social and community issues are reported here
Science and technology	New and recent scientific innovations are discussed
Entertainment	Various entertaining issues from the past and present which happened from all over the world are reported
Sport	Every kind of sport news, gossips and issues, usually about soccer and running, are entertained

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

2.8.4. Addis Admas News paper

Addis Adams is a weekly Amharic newspaper that covers political, social, and economic and entertainment issues. It has a circulation of 30,500 (Ministry of Information, 2007). Apart from its dealing with social, political and economic matters and having a special children's column, it has started to cover sponsored children's column.

CHAPTER THREE

3. Research Methodology and Data Analysis Procedures

3.1.Introduction

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

The research methods for collecting data are case study, content analysis, individual interviews and secondary sources. As it has been stated earlier, this study is conducted to find out *Addis Zemen and Addis Admas* newspaper's coverage of Food safety issues particularly Adulteration. For this reason, a number of newspapers that appeared in a period of one calendar year (2009E.C) have been content analyzed and scrutinized so as to get a partial understanding of the research questions at hand. The articles are analyzed not only for the amount of food safety articles that they publish but for the structure, content and sources of information that is used.

To give the research a humanistic and a more qualitative perspective, in-depth interview conducted with media professionals and expert of food and medicine and health care administration and control authority (Addis Ababa region and federal) and police officers.

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

3.2. Selected newspapers of study and rationale for selection

It was unattainable to cover all Ethiopian newspapers in this study. Therefore, two newspapers were selected, both of which are in Amharic: *Addis Zemen* and *Addis Admas*. To ensure diversity in ownership and content, the researcher purposefully selected one Government and one privately owned news papers, which focus on social, economic and political issues. This was because 77 percent of the total population of Ethiopian newspapers is privately owned and the rest, 33 percent is government owned (Mekuria, 2005). On top of this magnitude of circulation and the medium of language that is Amharic, were taken as central criterion in selecting the newspapers.

The earliest, founded in 1941, is a daily government newspaper, whereas the latter, founded in 1992, is a weekly private-owned newspaper. *Addis Admas* focuses on social and entertainment issues. The two newspapers were selected because of their relatively large circulation and wide geographical coverage.

The average circulation of *Addis Zemen* and *Addis Admas* is 17,740 and 31,000 respectively (MoI, 2004). The two newspapers mainly circulate in urban areas of the country because of low literacy rate in the country.

3.3.Sampling Techniques and Sample Size

It was cumbersome to cover all issues of the daily *Addis Zemen* in the sample. Hence, in order to make the two newspapers comparable, only one edition of the daily *Addis Zemen* was taken from the seven editions of a week. Here the researcher tried to include all weekdays by selecting Monday in the first week, Tuesday in the second week and so forth. Since *Addis Admas* is a weekly newspaper, all editions of the given time span were used. Editors, journalists and food safety experts, police officers were also chosen using purposive sampling technique. This selection was used in order to involve journalists who had written most of the analyzed stories.

All Food safety issues published on both newspapers in the year 2009 E.C. were taken as the sampling population or sampling universe. In order to select the samples the time span and the number of newspapers of this study, purposive sampling techniques was employed.

One reason that the source of data was limited to one year was because the researcher went to different sub cities which are engaged in duties of food and medicine and health care administration and control authority and police offices in order to gather food adulteration cases, per information I obtained from the experts most cases obtained happened during the selected time period . So the researcher decided to analysis the issues published during the year September 2009 E.C. - August 2010 E.C.

Moreover, this most recent year of publication was chosen because the further back you go, the more you face poor data documentation in our country. It becomes difficult to be sure about the availability and quality of information. With regard to this Deacon et al (1999) say, “When sampling retrospectively, your research is inevitably affected by the availability and comprehensiveness of archival sources.” Thus, as a solution for this potential danger of availability of newspapers in the library all full year's publication of both newspapers was taken.

3.4. 89 Key informants

Quantitative and qualitative data came from both primary and secondary sources, including media professionals, reporters, editors, managing directors that work in the respective media agency. Besides, Food safety experts of food and medicine and health care administration and control authority and police have also been primary sources of information. Moreover, informal discussion was also employed to cross check the findings.

Reports and statistical data found from a number of governmental and nongovernmental Organizations were also used to support the various claims that the researcher has raised.

3.5. Research Method

The study was conducted following a research approach allowing the making use of both quantitative and qualitative methods in combination. The researcher has found Quantitative approach appropriate to collect and analyze major quantitative data of the study from sampled news contents and supplementary qualitative data from editors, reporter working for the studied media institutions. Besides food safety experts and police were the major source of information.

This study employed a quantitative method as a major research tool combined with a qualitative one. Though these research methods were used in combination, quantitative content analysis applied as a major method, in-depth interview served as a supportive method to gather qualitative data used to supplement the discussion made on the findings of qualitative data.

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

Broadly speaking, this study operates within the paradigms of both quantitative and qualitative methods. This is because neither research method can singularly offer a sufficient understanding of a research problem (Creswell, 2003; Sobowale, 2008; Teddlie&Tashakkori, 1998).

3.5.1. Content Analysis

Given the nature of this study where communication texts on food safety issues and adulteration in Ethiopian newspapers were systematically analyzed to determine the coverage, the use of content analysis was necessary. The methodology used in order to collect the necessary data is content analysis, which is a systematic method by which to analyze message content. It is an excellent way to describe mass communication content objectively, systematically, and quantitatively, and so has become one of the frequently-used methodologies for mass communication research (Kaid& Wadsworth, 1989; Stempel, 2003).

Content analysis, when used in conjunction with attitude and demographic information, enables researchers to make predictions about the communication process. Here, researchers are able to deal with broader questions of process and effects of mass communication (Kaid& Wadsworth,1989).The role of content analysis in mass communication research is to attempt to determine who says what to whom, how, and with what effect. (Lasswell, 1971; Stempel, 2003).

In content analysis, the researcher first determines the subject to be investigated. Then the researcher defines the population that will be studied, that is, the media source and time span. In the case of a prohibitively large population, a sample is taken. Categories are defined for the purpose of classifying content, the sample's content is objectively coded, and coders are trained.

Reliability and validity are calculated. The findings are then analyzed and interpreted according to accepted media theories (Kaid& Wadsworth, 1989.)

3.5.2. Case Study

Case study through reports of past studies, allows the exploration and understanding of complex issues. It can be considered robust research method particularly when holistic, in depth investigation is required. Recognized as a tool in many social science studies, the role of case study method in research becomes more prominent when issues with regard to education (Gulsecen&Kubat, 2006), sociology (Grasse l& Schirmer, 2006) and community-based problems (Johnson, 2006), such as poverty, unemployment, drug addiction, illiteracy, etc. were raised. In relation to my research , I believe that Adulteration of food is one of the community based problems so case study method could be the best method to study this issue. So based on this method a number of adulteration cases were gathered from Addis Ababa sub cities and police offices.

3.5.3. In-depth interview and justification

This study also adopted an in-depth interview research method in order to achieve the overall defined objectives. In-depth Interviews are a very common research tool used in social science studies. In-depth interviews provide comprehensive explanation and understanding of an issue being addressed through unearthing the opinions, explanations and viewpoints of professional and ordinary respondents that are covered by the study.

The in-depth interview method is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, issue, Program, or situation (Boyce & Neale, 2006).The in-depth interview method is the most appropriate technique to probe into the general challenges being encountered by newspaper food safety reporters in Ethiopia.

Check lists that help ensure the orderly forwarding of the interview questions would be designed in advance. Field notes and sound recorders (whenever possible) would be used to record opinions of the respondents that would be transcribed in later stages of the study.

3.5.4. Secondary and Official documents

A number of official documents and secondary sources have also been of great importance and acts as an asset in this research. One of the primary sources was the editorial policy of the Ethiopian News Agency (ENA) since this is the policy that Addis Zemen and Addis Admas currently uses as a guideline, it was so crucial for the research.

3.6. The unit of analysis and content categories

The study focused on all conventional news stories, articles/column writings, editorials, and letters to the editor and photographs that were related to food safety in all the selected two newspapers as the units of analyses. These are highlighted below:

Unit of analysis: The following items were focused in this study as units of analysis because they are used in newspapers to disseminate different forms of information including food safety information to members of the public.

3.6.1. Coding Categories

The following are brief descriptions of the categories:

Type of story: Refers to the genre that the story belongs to Food safety and adulteration articles were coded as news, features, letters, editorials, advertisements, commentaries and others.

Theme of story: Refers to the central message or the dominant theme of the stories. The themes of food safety coverage were coded under the following categories: impact (political/economic/social), quality and standard, responsibility, solutions, public confident and others.

Source of story: Refers to the dominant source of the story. This was coded as health centers/health workers, NGOs, medical journals, government organizations, meetings and workshops, inspection body, police, individuals, and others.

Origin of Story: Refers to the basis of the story. Two categories were used: local and foreign.

Length of story: Refers to the amount of space devoted to food safety, adulteration and related issues. The lengths of the articles were measured by square centimeter (cm²).

Placement of the story: Refers to the places in which food safety stories are placed. Three categories were employed: front page, inside page and back page.

The categories under ***type of story*** are defined as follows:

Hard news: Stories which highlight new happenings or events. These stories answer most of the basic questions: who, what, where, when, why and how. They also focus on a conflict or problem and the attempts to resolve it.

Features: Stories which are descriptive, often to the point of painting a picture for the reader. In-depth stories with background information and stories which tend to be longer and their scope extend beyond that of the straight news story.

Letters: Letters written by any professionals were coded under this category.

Commentaries: Any article which deals with criticism, discussion or explanation of ideas, opinions or facts.

Editorials: Commentary article which shows the stand of the newspaper. It is written by the editor and has got its own column.

Advertisements: Notice or pictures which are used to announce a product or service.

Others: Any article which is other than the above mentioned ones or a story which is not

Clear to categorize under the above categories was coded under this category.

The categories under ***type of theme of a story*** are defined as follows:

Impact: Articles which stated economic, social, political and cultural impact of Food safety or adulteration. This category was first coded in three parts. These are political, cultural and social, and economic impacts but, to make the analysis easier, these three categories were merged as one.

Quality and standard: Articles which stated about the quality and standard issues of adulterated food items. Bring anxiety and worry over the general food safety issues.

Responsibility: the article makes responsible certain entities like individuals, government, producers, regulatory organs (EFEMACA, National quality infrastructures, ministry of trade)

Solutions: the article mentioned compensating the victims for their suffering, punishing those who violated the laws

Public confident: the article stated about the erosion of credibility, Bring anxiety and worry over the general food safety issues

Others: This category was used if a story had a theme other than the above mentioned. One means or if story did not have a clear theme.

The categories under **source of story** are defined as follows:

Health Centers/Health Workers: This category was used when articles were sourced from different organizations like Ministry of Health, health posts, hospitals, and clinics. It also included medical specialists like doctors and nurses.

Medical journals: This category was used if articles were sourced from medical newspapers and journals.

Government organizations: This included all official agencies or public persons excluding health centers, doctors and nurses.

NGOs: This category included local and international non-governmental organizations.

Meetings and workshops

This category was used when articles were mainly sourced from meetings, seminars and workshops.

Research findings: This category was used when the articles were sourced from research findings.

Individuals: Articles sourced from individuals from different walks of life and who did not belong to any organizations were coded under this category.

Others: This category was used if a source could not be classified as any of the above.

Multi-sourced articles were also coded under this category

3.7.Data presentation and analysis

As it has been explained before the data is collected mainly through content analysis and is supplemented with the findings of In-depth interview and case study. In analyzing the contents of the newspapers, coding sheets were adopted from prior researches in order to look into the types, locations, themes, sources and length of a story.

The researcher has also tried to make the analysis meaningful and strong by incorporating the results found from in-depth interviews with media, food safety professionals and police officer. In order to do so, first results of the content analysis and of the interview were summarized by tabulating the data. Once the data organized and structured this way then the data will be coded and handled manually. In case of data gathered from in-depth interviews, every discussion session was first recorded and short notes were taken. The recorded discussions were then transcribed and translated from Amharic to English together with the short notes taken during the discussion. The transcribed information was later categorized according to different topics so that it could be easier to respond to the research questions.

The results of the three data collecting tools were then analyzed in combination so as to get a better understanding of the issue that is researched. Meanings were then drowned from these so that the reader could get to the point of the research while discussing the advantage of triangulation (Hansen et al. 1998, p.1) said that “good research usually benefits from the use of a combination of methods [...] combination of research methods will produce a better and deeper understanding...” Similarly, (Deacon, et al. 1999, p. 29-30) said triangulation enables the

researcher to “check the full range of available sources to build up the most accurate and comprehensive account possible”.

CHAPTER FOUR

4. DATA PRESENTATION, ANALYSIS AND DISCUSSION OF THE FINDINGS

4.1. Introduction

This chapter covers the results and discussion of data analysis, presentation and interpretation of results, and content analysis of selected newspaper of Addis Zemen and Addis Admas for the year 2009 E.C. And in-depth interview of the editors of the two newspapers and case study of food adulteration/food safety events studied. It deals with of research questions where each of the questions is answered by the analysis of the obtained data and presented through tables and charts. The food adulteration issue is evaluated by the research findings. The chapter also gives the summary of the analysis.

4.2. Data Presentation and Analysis of food Safety/Adulteration Issue Coverage

Chief Editor of Addis Admas newspaper said before 2008 E.C. there was a particular Column assigned to food safety/adulteration issues. Since then it is merged with health column. He explained the major problems/challenges in reporting on Food safety issues are lack of information, unable to get editors/professionals to take the column, capacity issue on editor's, responsible sectors are not active in delivering information, etc.

The researcher includes 36 selected newspapers of Addis Admas for content analysis purpose and out of which only 10 (27.8%) had an issue regarding to food safety (Table 4.1). About 25% of which had a News type story and 2.8% was an interview.

Table 4.1: Type of story at Addis Admas newspaper for food safety issue

Food safety issue - Type of Story					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Interview	1	2.8%	10.0	10.0
	News	9	25.0%	90.0	100.0
	Total	10	27.8%	100.0	
Missing		26	72.2%		
	Total	36	100%		

The researcher analyzed 53 selected newspapers of Addis Zemen for content analysis purpose and out of which only 9 (17.0%) had an issue regarding to food safety, which shows 83% the total hadn't have an issue of food safety/adulteration (Table 4.2). About 55.6 % of the total 9 had a News type story, 33.3% was an interview and 11.1% was Commentary.

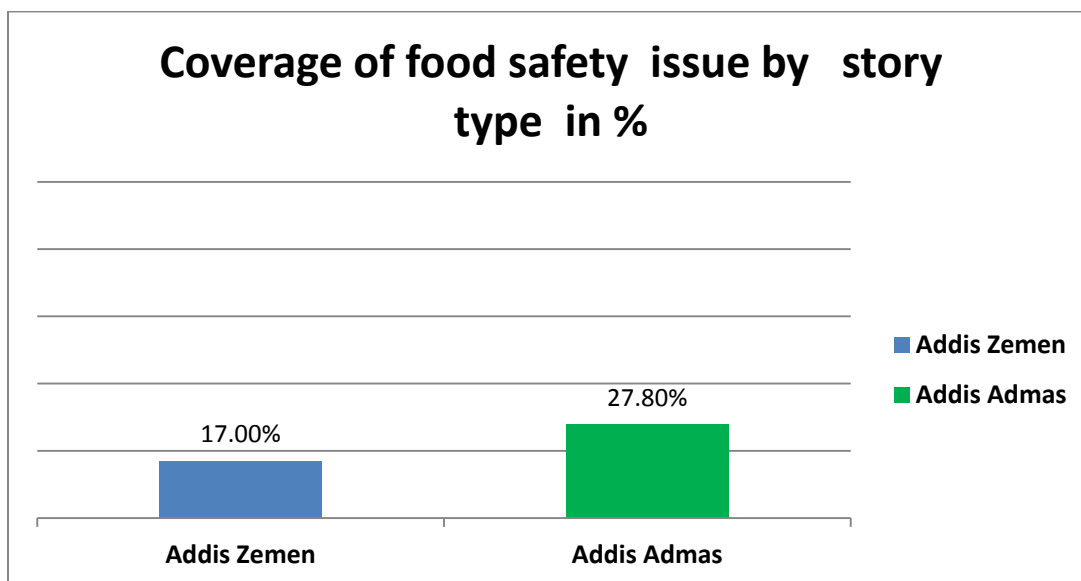
Table 4.2: Type of story at Addis Zemen newspaper for food safety issue

Type of Story					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Commentary	1	1.9	11.1	11.1
	Interview	3	5.7	33.3	44.4
	News	5	9.4	55.6	100.0
	Total	9	17.0	100.0	
Missing	-	44	83.0		
Total		53	100.0		

Interview with chief editor of Addis Zemen newspaper had similar quote with Addis Admas, food safety issue doesn't have its own column, though unlike Addis Admas in health column, and whenever they got information/data on food safety issue or adulteration issue they merge it to a news column.

Addis Admas had 27.8% of story regarding to food safety issue, where as Addis Zemen had 17.0%. Though still it is not enough, it show Addis Admas had published more stories about the issue than Addis Zemen.

Graph 4.1: Coverage of food safety issue



While studying cases the researcher finds out that in 2009 E.C. police were investigating many issues regarding mixing of “Teff” powder with other bad things while processing Enjera. Which shows such investigation is very common. Other case shows that some criminals were found guilty of mixing Whiskey with water.

The researcher case study also shows, in 2009 E.C. police had also investigated an issue in Addis Ababa City that some criminals were trying to mix Honey with sugar. Mixing sugar with honey products, and mixing of butter with other bad things, has also been found in the case study.

Though many cases we have studied were under investigation and it took longer time to here the final result, which was one of the challenge/reasons for the journalists to write on food safety issue as the chief editors explained in the interview.

4.2.1. Placement of the story

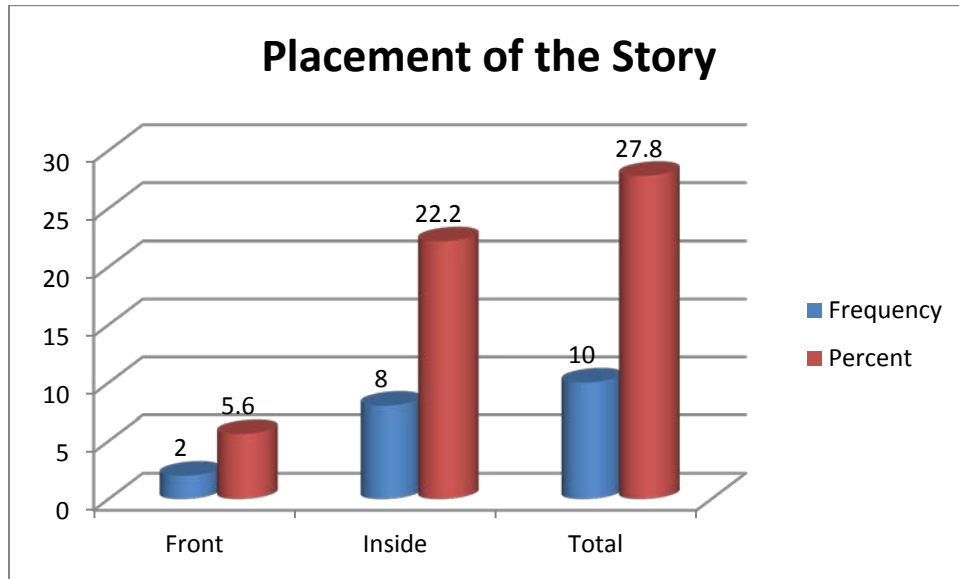
The newspaper is roughly divided into three page categories, each category having about four pages. The *Addis Zemen* newspaper has an average size of eleven pages. The first four pages are considered as the Front page category, the next four pages are taken as Middle page category and the remaining last are taken as Back pages excluding pages for advertisements and cartoons. (Temesgen Kassie, 2007).

Location of stories in print media is as important as the schedule timing in broadcast media (McQuail, 2000). Position of an issue on the media agenda importantly determines that issue's salience in the public agenda Dearing and Rojers as cited in (McQuail, 2000, p. 456).

Since the front page usually contains the main news that grabs the readers' attention, there is a general understanding that stories on the front cover of a newspaper are those that are given more emphasis than other stories on other parts of the newspaper. Thus, food safety issues located at the front page of the newspaper are content analyzed to get a general idea of positioning.

As figure 4.1 illustrates among the total of 10 food safety issue stories only 2 (5.6 % from the total 27.8%) were placed in front page; and the rest 8 (22.2%) were placed in middle pages. It implies, 80% of the texts appeared on the middle pages, and only 20% of the total articles were placed in the front pages. This shows that less attention was given to food safety issues.

Graph 4.2: Placement of story Addis Admas



Graph 4.2: Placement of story Addis Admas

In case of Addis Zemen newspaper, all the 9 stories about food safety were placed inside the page. Since the front page usually contains the main news that grabs the readers' attention, there is a general understanding that stories on the front cover of a newspaper are those that are given more emphasis than other stories on other parts of the newspaper.

Table 4.3: Placement of story Addis Zemen

Placement_of Story					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Inside	9	17.0	100.0	100.0
Missing	-	44	83.0		
Total		53	100.0		

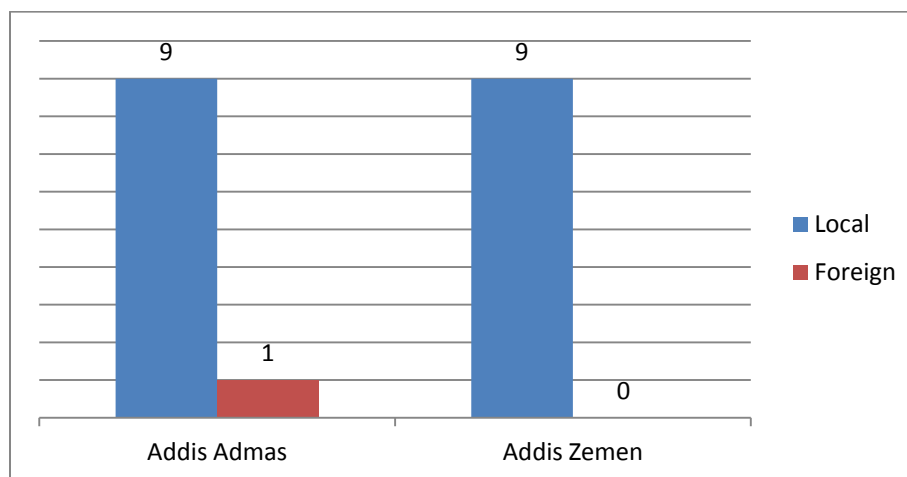
4.2.2. Source and Origin of the story

90% of food safety issue articles in Addis Admass were from local origin and the rest 10% is foreign (figure 4.1). On the other hand, All 100% of food safety issue stories in Addis Zemen were from local source.

Newspapers are one form of media that present issues to the public and may help garner, as well as reflect, community support for an issue. Origin of the story to be local for local newspapers has been recommended because they are close to the local context of a community and can serve as a forum for public and community leaders.

Localization of stories in addition to providing information about, for, or by the community, may also enhance the relevance of the message, reflect community concerns and identify areas for community improvement. The media can aid in setting the frame for an issue, in gaining community attention and setting local public policy.

Graph 4.3: Origin of the Story



As the researcher find out from the interview; relationship between stakeholders is very weak, which shows the information link between those sectors are not as expected. Table 4.3 shows only 30% of the total source of story on food adulteration is from Government. 40% of the total was from NGO's which shows currently the primary source of food adulteration is from these

sectors. While the rest 30% were from Individuals, Experts and News Services. Which shows much work needs to be done to create relation, and be a source for food safety issue as it is an issue and right of the community to get health and clean food.

Pie chart 4.4: Source of the Story in Addis Admas News Paper

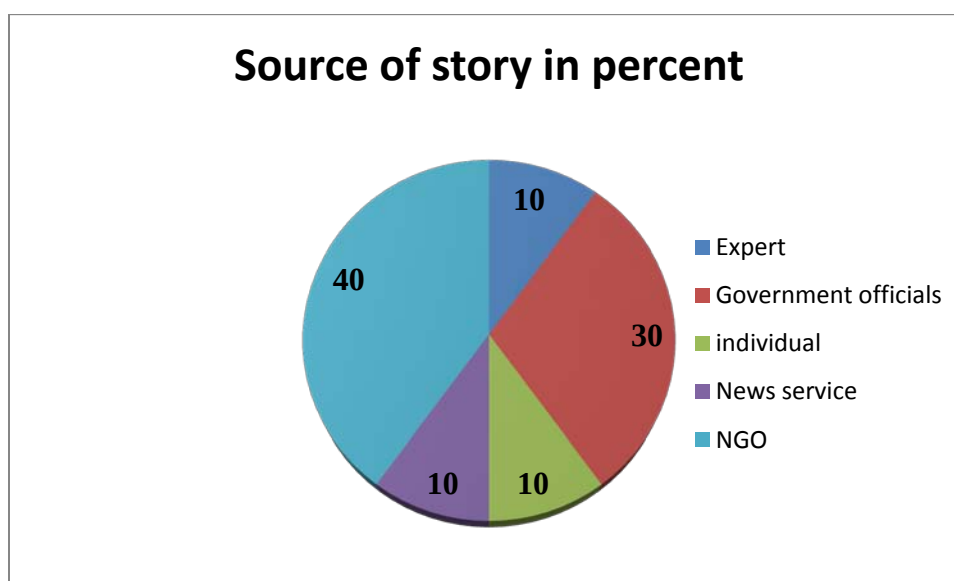


Table 4.4: Source of the story

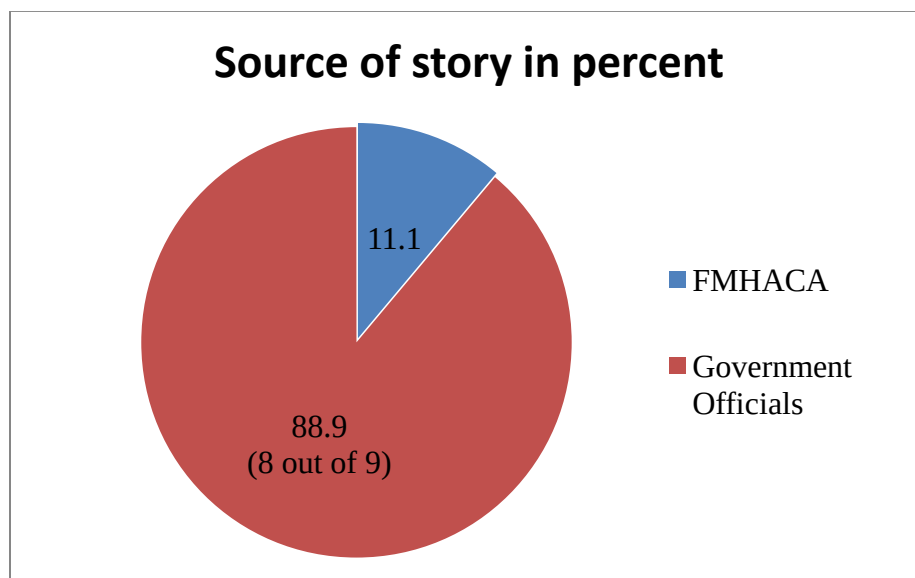
Source of Story					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Expert	1	2.8	10.0	10.0
	Government officials	3	8.4	30.0	40.0
	individual	1	2.8	10.0	50.0
	News service	1	2.8	10.0	60.0
	NGO	4	11.1	40.0	100.0
	Total	10	27.8	100.0	

Figure 4.3 shows for Addis Zemen newspaper all (100%) of the source for food adulteration story is from Governmental offices, from which 11.1% is from FMHACA, which is a government agency responsible for administrating and controlling: food, medicine and healthcare. This indicates the primary source governmental newspapers are from government firms, though food adulteration issue is a problem for the community governmental organizations/Offices has to create good relationship and has to be a source of story for the private newspapers too.

The relationship between the news media and the public relations industry is acomplex and increasingly symbiotic one. The media is the central vehicle for much of the PR industry's messages. PR practitioners want to place their stories in the news or other publications and programmes. Without being able to do this, PR would lose one of its main avenues for communication with the public. (Hearst,2003)

Therefore, the researcher believes that those organizations who work on food safety issues should give information to the media.

Pie chart 4.5: Source of the Story in Addis Zemen News Paper



Political issues are the favorite issues/topics that you would love to do stories on, as the editor said. This is because they can easily get information/data to write about.

“It’s a crime” said food and health related institutions inspection directorate director: an expert of food, medicine and health care administration and control Agency (FMHACA) of Ethiopia, speaking about food adulteration.

The experts from FMHACA categorize food adulteration issue into two: the one which reduce the quality of the food and the other the food with toxic substance mix. Like putting water to milk will reduce the quality of the food, and mixing Vaseline with butter leads to health issue. The agency mainly focuses on the one that has public health impact.

Different Medias were used to communicate the issue to the public 4/as per FMHACA like print media like Newspaper and Newsletter, social media, public campaign, etc. Though the expert as well as the findings of the researcher couldn’t able to see much stories in the selected newspapers, which shows only 27.8 has a food safety issue, also not all are an issue of food adulteration.

The other main reason on discovering the food adulteration issues to the public is that, most cases are under investigation by police which took long time and the agency couldn’t able to get information when it’s sentenced by the court. Police should also take responsibility publicize the issue for the safety of the community.

The study shows the gap on food adulteration issues in case of Addis Admas and Addis Zemen newspapers, though the researcher advice responsible organizations, stakeholders need to build a good relationship to communicate and transfer information each other. Capacity issue of the professional need to be addressed though training, to build their confidence and to ask, investigate such issues for the sake of the community, which is their primary customer.

Government and NGO also need to allocate resource/budget to help the community aware of the kinds of food adulteration and how to support the public by providing information on such issue.

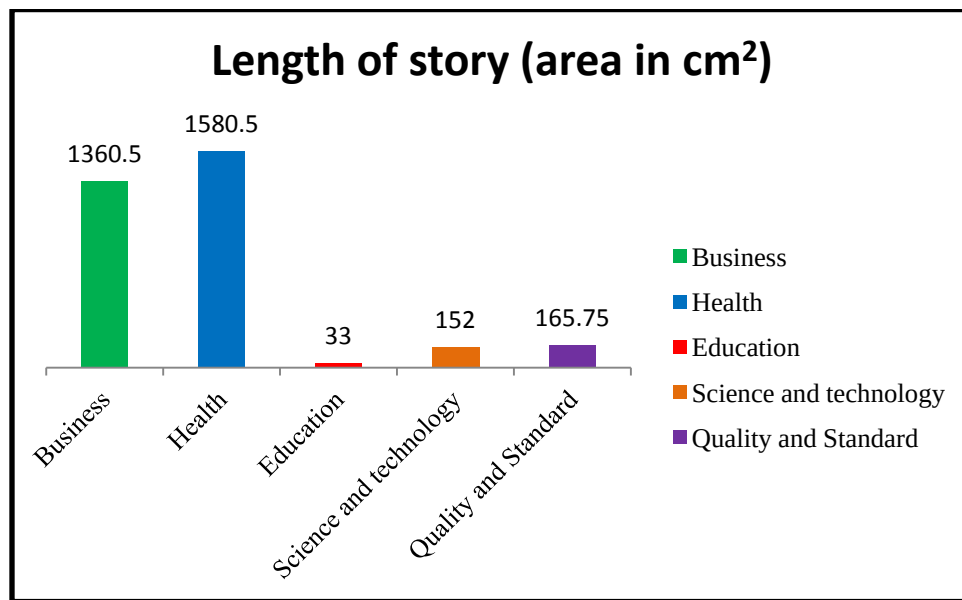
4.2.3. Themes and Length of the Story

Themes are identified by bringing together components or fragments of ideas or experiences, which often are meaningless when viewed alone (Aronson, 1994). A theme is not necessarily dependent on quantifiable measures but rather on whether it captures something important in

relation to the overall research question (Braun & Clarke, 2006). Theme Analysis is essentially a method for identifying and analyzing patterns in qualitative data. (Braun & Clarke, 2013).

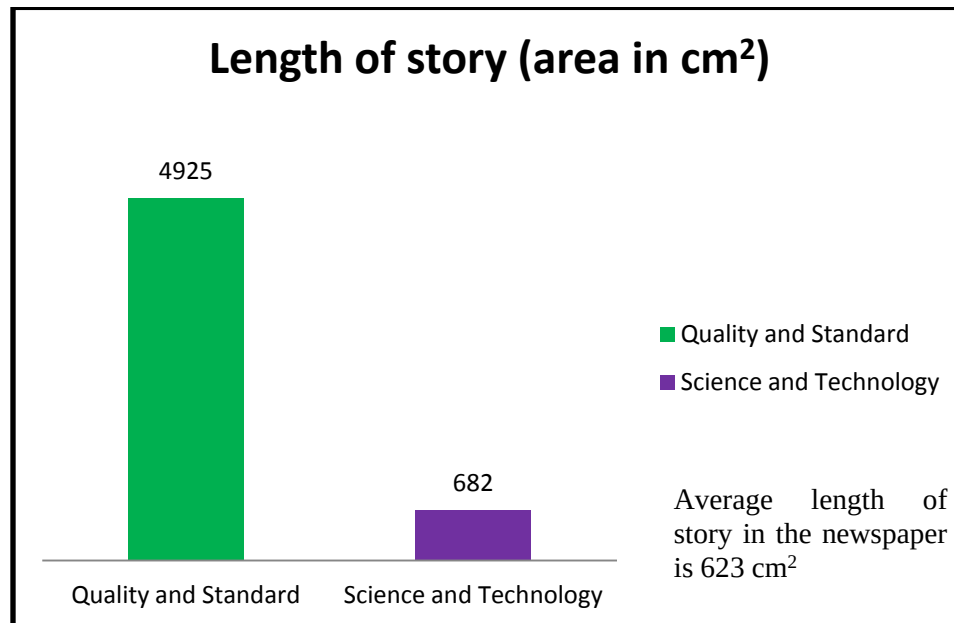
In Addis Admas newspaper there are five themes of stories regarding to food adulteration: Education, Quality and Standard, Business, Health, and Science & Technology. From the total length of 3291.75 cm² Health theme stories had the highest 1580.50 cm² length, whereas education theme had the least 33 cm² length. The Average length of food safety issue story in Addis Admas newspaper was 329.18 cm².

Graph 4.6: Length of the Story in Addis Admas News Paper



In case of Addis Zemennews paper there are only two themes of stories with issue about food safety/adulteration: Quality and Standard, and Science and Technology. From the total length of 5607 cm²: Quality and Standard had 4925 cm², and Science and Technology had 682 cm² length of story about food safety.

Graph 4.7: Length of the Story in Addis Zemen News Paper



The data shows Addis Zemen newspaper has less theme of story while compared to Addis Admas. As Braun & Clarke, 2013, the themes tell a convincing and compelling story about the data, and begin to define the nature of each individual theme, and the relationship between the themes. It may be necessary to collapse two themes together or to split a theme into two or more themes, or to discard the candidate themes altogether and begin again the process of theme development.

The themes in the Addis Admas newspapers were compelling the stories regarding to food safety issue, though it's not a business issue as it had not been taking the second highest length of story in newspaper. Since it is a health problem, and the society needs to get information on how to overcome food adulteration Addis Zemen newspaper needs to use Health and Education themes while writing stories on food safety issue.

4.2.4. Story frame

A frame in communication or a media frame refers to the words, images, phrases, and presentation styles that a speaker/a media outlet uses when relaying information about an issue or event to an audience (Gamson& Modigliani, 1987, 1989). Framing provides a means of describing the power of communication to direct individual cognitions towards a prescribed interpretation of a situation or object (Jasperson et al. 1998).

Scheufele (1999) synthesizes a quarter-century of framing research by identifying four processes: (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 process.

As shown in figure 4.6, Economic framing 30% and Solution framing 40% were the most used for Addis Admas newspapers while defining the food adulteration problems in Ethiopia. Attribution of responsibility is about 20%, and Human Interest has only 10% framing define food safety issue.

Graph 4.8: The Story Frame in Addis Admas News Paper

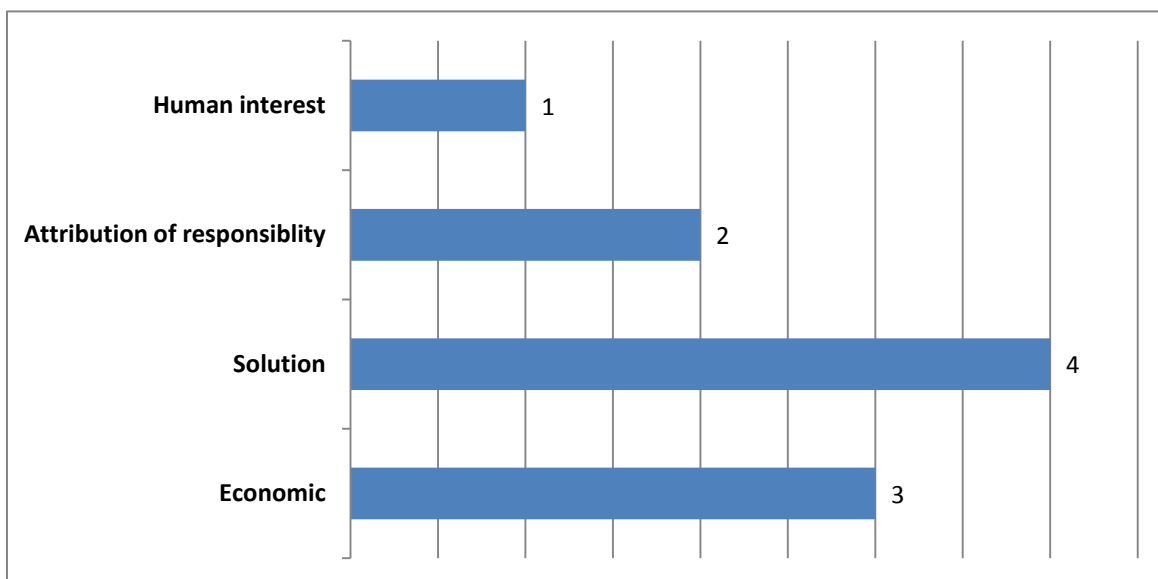


Figure 4.8: The Story Frame in Addis Admas News Paper

Similarly, for Addis Zemen newspaper all economic, solution, and attribution of responsibility framing has 33.33% each. (Figure 4.7)

Graph 4.9: The Story Frame in Addis Zemen News Paper

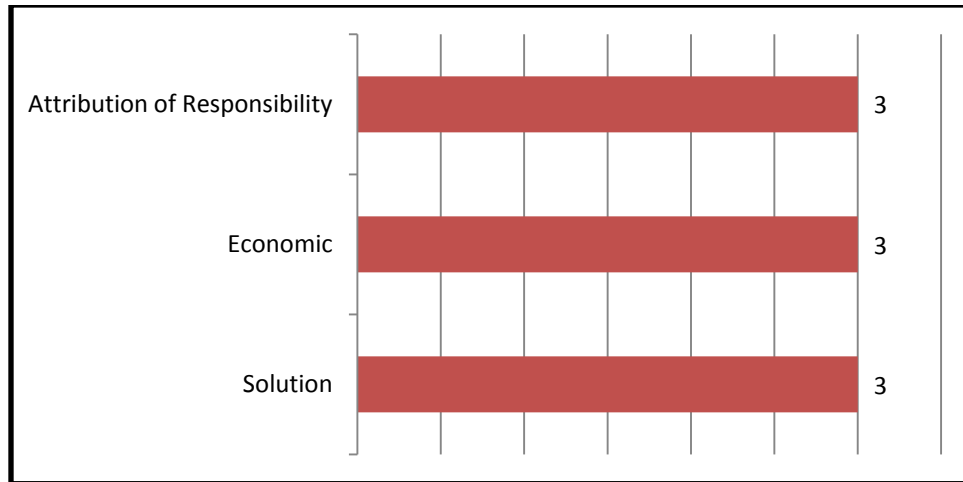


Figure 4.9: The Story Frame in Addis Zemen News Paper

CHAPTER FIVE

5. SUMMARY, FINDINGS AND CONCLUSIONS

5.1. Introduction

This chapter summarizes the research findings, discussions, conclusions drawn and the researcher recommendations.

5.2. Summary

The study was conducted to analyze the content of the media coverage of food safety/adulteration issue: in case of Addis Zemen and Addis Admas newspapers. The objective of the study includes: to analyze the coverage of food safety issues particularly adulteration in the two major newspapers, to assess the primary sources of Food safety and related issues based on story type in the two newspapers, to analyze what news frames are used in both newspapers, to assess the challenges of reporting in food safety issues in the two newspapers.

The researcher used both qualitative and quantitative research tools to support the claims raised and to get elaborated detail information from the research participant that contributes to a thick description.

The study found out that Addis Admas had 27.8% of story regarding to food safety issue, whereas Addis Zemen had 17.0%. It show Addis Admas had published more stories about the issue than Addis Zemen. Though, both newspapers do not write any article about food adulteration.

The placement of food safety issue in Addis Admas newspaper shows 80% of the story appeared on the middle pages, and only 20% of the total articles were placed in the front pages. Though, in case of Addis Zemen newspaper all (100%) the stories about food safety issue were placed in the middle page. This shows that less attention was given to food safety issues.

90% of food safety issue articles in Addis Admass were from local origin and the rest 10% is foreign. On the other hand, All 100% of food safety issue stories in Addis Zemen were from local source.

Economic and Solution framing were the most used 70% for Addis Admas, and 66.67% for Addis Zemen news papers while defining the food adulteration problems in Ethiopia. Attribution of responsibility is about 20%, and 33.33%, for Addis Admas and Addis Zemen newspaper respectively. In Addis Admas newspaper, Human Interest has 10% framing define food safety issue.

5.3. Discussion of Findings

As per the analysis, the extent on coverage of the two newspapers about food safety related issue is weak and need to be improved as it is a public problem. No story was covered about food adulteration The main causes for not covering food safety issue are lack of information, and capacity/skill gap on the profession.

The sources used in reporting about food safety related issue varies from public to private newspapers, as all issues reported on Addis Zemen is from Government source whereas its only 30% for Addis Admas (private newspaper). NGO's, Experts and Individuals were also a source for the private newspaper.

Economic and Solution framing were the most used (66.67% of the total) for both news papers while defining the food safety problems in Ethiopia, also Attribution of responsibility is about 27.78%.

Budgeting issue, unable to get editors/professionals to take the column, and responsible sectors are not communication for delivering information are also major challenges in reporting on Food safety issues.

5.4. Conclusions

With reference to the study findings obtained under the analysis of the data collected/obtained: the researcher makes conclusions to each research question as the data collected was based.

From the findings, as both newspaper do not write any article about the issue of adulteration, the researcher conclude that the extent of covering food safety/adulteration related issue of the two

newspapers is weak and need to be improved as such issues are a question and a challenge for the public.

The researcher acknowledges that the major source of reporting on food safety issue is local source. Whereas in case of lack of information from the local source they should try to get it from foreign source to aware the public different kinds of food safety issue.

Economic and Solution framing were the most used while defining the food adulteration problems in Ethiopia. Attribution of responsibility and also Human Interest framing also defines the issue.

The research shows the main causes for not covering food safety issue /adulterations are lack of information, and capacity/skill gap on the profession. Also the researcher finds budgeting issue, unable to get editors/professionals to take the column, and responsible sectors are not delivering information to the media are also major challenges in reporting on Food safety issues.

5.5. Recommendations

From the results of the study, the researcher makes the following recommendations to increase the coverage of media about food safety/adulteration issue:

- The researcher believes that organizations who work on food safety issues should give information to the media.
- Front page has to be given in reporting food safety issues particularly adulteration in both newspapers to give more attention/concern to the public.
- An association with a strong base towards such issue should be established in order to aware people about adulteration, there adverse effects, and give every data/information about food safety issues particularly adulteration. Also there should be established a strong centralized information center in the country.
- There are several government agencies those involved in the regulation of the quality and safety of food, and food products produced have to create strong integration and coordination among them; otherwise, it is unthinkable to achieve the objective of protecting the public from health risks and consumers which could result from unfair trade practices.

- The food industry, in their part, need to have the clear understanding of both the legal and moral responsibility for providing consumers; which meets all established standards, qualities and safety requirements. Within the food supply chain: consumers need to be vigilant in their assessment of foods for safety and quality, have also a great role to play in ensuring the quality and safety foods provided to them.
- Capacity building program is needed to the journalists regarding to food safety/adulteration issue to increase professionals willing to take the column, though no one is ready to take it now.
- In case of local source are not enough, it is recommended to use foreign source to aware the public about food safety issues.

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Declaration

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

Bezawit Lelisa

June, 2018

A) Research code sheet and code Guide

B-1: Code Sheet for Addis Zemen

Date of publication	Type of story	Theme of story	Length of story	Source of story	Origin of story	Placement of story	Story frame
20 tekemet	News	Quality and standard	23*31	Government official	local	Inside	Solutions
12 Tir	Interview	Science and technology	22*31	Gov't officials	local	Inside	solutions
28 Tir	News	Quality and Standard	20*6	FMHACA	local	Inside	solutions
28 Tir	Interview	Quality and standard	22.5*31	Government Officials	Local	Inside	Responsibility
10 meskerem	Interview	Quality and standard	23.5*31	Government officials	local	Inside	economic
12 Tir	News	Quality and standard	23*31	Government officials	local	Inside	Economic
20Tir	News	Quality and standard	23*31	Government Officials	Local	Inside	Economic
09 megabit	News	Quality and standard	15*31	Government officials	local	Inside	Attribution of responsibility
17 megabit	commentary	Quality and standard	25*31	Government officials	local	Inside	Attribution of responsibility
1meskerem	-	-	-	-	-	-	-
02 meskerem	-	-	-	-	-	-	-
18 meskerem	-	-	-	-	-	-	-
26 meskerem	-	-	-	-	-	-	-
04 tekemet	-	-	-	-	-	-	-
12 tekemet	-	-	-	-	-	-	-

21 tekemet	-	-	-	-	-	-	-
29 tekemet	-	-	-	-	-	-	-
7 Hidar	-	-	-	-	-	-	-
15 Hidar	-	-	-	-	-	-	-
23 Hidar	--	-	-	-	-	-	-
04 Tir	-	-	-	-	-	-	-
28 Tir	-	-	-	-	-	-	-
29 Tir	-	-	-	-	-	-	-
7 yekatit	-	-	-	-	-	-	-
15 yekatit	-	-	-	-	-	-	-
23 yekatit	-	-	-	-	-	-	-
1 megabit	-	-	-	-	-	-	-
18 megabit	-	-	-	-	-	-	-
26 megabit	-	-	-	-	-	-	-
04 Miazia	-	-	-	-	-	-	-
12 miazia	-	-	-	-	-	-	-
20 miazia	-	-	-	-	-	-	-
28 miazia	-	-	-	-	-	-	-
06 Ginbot	-	-	-	-	-	-	-
07 Ginbot	-	-	-	-	-	-	-
15 Ginbot	-	-	-	-	-	-	-
23 Ginbot	-	-	-	-	-	-	-
09 sene	-	-	-	-	-	-	-
17 sene	-	-	-	-	-	-	-
25 sene	-	-	-	-	-	-	-
26 sene	-	-	-	-	-	-	-
04 hamle	-	-	-	-	-	-	-

12 hamle	-	-	-	-	-	-	-
20 Hamle	-	-	-	-	-	-	-
28 Hamle	-	-	-	-	-	-	-
06 nehase	-	-	-	-	-	-	-
14 Nehase	-	-	-	-	-	-	-
15 Nehase	-	-	-	-	-	-	-
23 Nehase	-	-	-	-	-	-	-
29 Tir							

B-2: Code Sheet for Addis Admas

Date of publication	Type of story	Theme of story	Length of story	Source of story	Origin of story	Placement of story	Story frame
Tahsas 8	News	Quality and standard	8.5*19.5	Government officials	Local	Inside	Solutions
Hamle 16	News	Health	38*26, 14*26	Government officials	Local	Inside	Solutions
Hamle 16	Interview	health	8.5*20, 4.5*13	NGO officials	Local	Front	Solution
Tahsas 11	News	Education	11*3	Individual	Local	Inside	Prognostic
12 tekimet	News	Science and technology	19*8	News service	Foreign	Inside	Human interest
Megabit 2	News	Business	23.5*6.5	NGO officials	Local	Inside	Economic
Megabit 9	News	Business	24*13, 7*6.5	Expert	Local	Inside	Economic
Ginbot 26	News	Business	6*20	NGO officials	Local	Inside	Economic
Tahsas 8	News	Business	16.5*19.5	NGO officials	Local	Inside	Attri. of responsibility
Yekatit 25	News	Business	14.5*13, 11*20	Government officials	Local	Front	Attri. of responsibility
5 tekimet	-	-	-	-	-	-	-
19 tekimet	-	-	-	-	-	-	-
26 tekimet	-	-	-	-	-	-	-
Tahsas 22	-	-	-	-	-	-	-

Tahsas 29	-	-	-	-	-	-	-
Tir 6	-	-	-	-	-	-	-
Tir 13	-	-	-	-	-	-	-
Tir 20	-	-	-	-	-	-	-
Tir 27	-	-	-	-	-	-	-
Yekatit 4	-	-	-	-	-	-	-
Yekatit 11	-	-	-	-	-	-	-
Yekatit 18	-	-	-	-	-	-	-
Megabit 16	-	-	-	-	-	-	-
Megabit 23	-	-	-	-	-	-	-
Megabit 30	-	-	-	-	-	-	-
Ginbot 5	-	-	-	-	-	-	-
Ginbot 12	-	-	-	-	-	-	-
Ginbot 19	-	-	-	-	-	-	-
Hamle 2	-	-	-	-	-	-	-
Hamle 9	-	-		-	-	-	-
Hamle 23	-	-		-	-	-	-
Hamle 30	-	-	-	-	-	-	-
Nehase 7	-	-	-	-	-	-	-
Nehase 14	-	-	-	-	-	-	-
Nehase 21	-	-	-	-	-	-	-
Nehase 28	-	-	-	-	-	-	-

B) Interview Questions

INTERVIEW GUIDES

I. For the Editor and the Reporter of Addis Zemen and Addis Admas news paper

1. What do you understand by the concepts of food safety particularly adulteration?
2. What do you think are the major food safety issues of national or international? Nature that you focus on the coverage? What are your sources?
3. Do you assign special editions or permanent pages/sections to cover food safety issues? Do you cover food safety issues on a regular basis - daily, weekly, Biweekly?
4. What do you think are the major problems and challenges of reporting on Food safety issues?
5. How do you explain the relationship with your sources, major stakeholders (Government, National quality infrastructures, NGOs, industries), and the public?
6. Do you think Addis Zemen/Addis Admas has given enough coverage to food safety issues? Compared to the real life situation you are observing among the public, and other issues such as development and agriculture?
7. As an editor, do you have favorite issues/topics that you would love to do stories on? Do food safety issues fall within your favored topics? If yes, why? If not, could you explain why?
8. In your opinion what should be done to improve press coverage of food safety issues?

II. For the expert of food, medicine and health care administration and control of Ethiopia

****Please try to focus on adulteration**

1. Your job title and responsibilities
2. What are the major food safety issues/problems particularly adulteration that **FMHACA** should focus?
3. As the FMHACA, how do you transfer information to the public? Or which means of communication are mostly used to convey food safety information to the public?
4. Do you think Addis Zemen/Addis ADMAS has given enough coverage to food safety issues of any kind? What do you think are the reasons behind?
5. What are the major obstacles on the parts of the FMHACA to convey the information to the public or the media?

6. What do you think are the solutions to alleviate these problems and to get better Coverage?

C) Case study lists in Amharic

ባዕድ ነገር ከመጨመር (Adulteration) ጋር የተያያዙ ልዩ ልዩ ኬሶች

1. በርበሬ ከቀይ አፈር ጋር ተቀላቅሎ የተገኘ

ድርጊቱ የተፈፀመው በ 2010 ዓ.ም. አዲስ አበባ ኮልፌ ቀራንዮ ክፍለ ከተማ የበርበሬው ይዘት ሲታይ ለአይን የሚማርክ የተፈጨ በርበሬ ሲሆን በርበሬው ግን በርበሬ በርበሬ የሚል ጣዕም እንደሌለው ተገልጿል።

ፓሊስ በህብረተሰቡ ጥቆማ መሰረት ድርጊቱን እጅ ከፍንች በመያዝ ንግድና ኢንዱስትሪ በመሄድ toxicity taste በማለራት በህብረተሰቡ ላይ ምንም የጤና ጉዳት እንደማያስከትል ተረጋግጦ ተጠርጣሪዎቹ በነፃ ከዚህም ጋር በተያያዘ በርበሬ ውስጥ በርካታ ቅመማ ቅመሞች ስለሚገኙበት ለመመርመር አዳጋች መሆኑን ባለሙያዎች ተናግረዋል።

2. ቅቤ ከሙዝ ጋር ተቀላቅሎ የተገኘ

ድርጊቱ የተፈፀመው ወረዳ 14 ኮልፌ ቀራንዮ ክፍለ ከተማ ሲሆን ዘይትን አቅልጠው ወደ ቅቤ በመቀየር ለሽያጭ ለማቅረብ ሲሉ እጅ ከፍንች ተይዘዋል። ከዚህ ጋር በተያያዘ ድርጅታቸው እንደተዘጋ ነገር ግን ወንጀለኞች ምንም የህግ እርምጃ እንዳልተወሰደባቸው ነው።

3. ከጀሶ ጋር የተቀላቀለ የጤፍ ዱቄት

ድርጊቱ የተካሄደው በ2009 ዓ.ም. ቦሌ በወረዳ 12 ክፍለ ከተማ ሲሆን ፓሊስ በወንጀለኞቹም ላይ የህግ እርምጃ እንዲወሰድ ማድረጉ ታውቋል።

4. እንጀራ ከግንድ ቅጠል(እፅዋት) ጋር ተቀላቅሎ የተገኘ

ድርጊቱ የተፈፀመው በ2009 ዓ.ም አዲስ አበባ በወረዳ 1 ቦሌ ክፍለ ከተማ ሲሆን የእንጀራ ዱ ቂት ውስጥ ቅጠል መሰል እፅዋት በመደባቅ እንጀራ ሲጋግሩ የተገኙ የእንጀራ አከፈፋዮች ናቸው። እፅዋቱ ዱቄቱን እንዲበዛ የሚድረግ ባህርይ እንዳለው ተገልጿል። ከዚህ ጋር በተያያዘ እንጀራው ፓስተር ተመርምሮ ጤና ላይ ምንም ጉዳት እንደማያመጣ በመረጋገጡ ወንጀለኞቹ መለቀቃቸውን ይገልጻል።

5. አፈርና ኦቾሎኒ ሲቀላቅሉ የተገኘ

6. ዱቄትና ጀሶ ቀላቅለው እንጀራ ሲሰሩ የተገኙ

ድርጊቱ የተፈጸመ በ2009 ዓ.ም በወረዳ 5 ኮልፌ ቀራንዩ ክፍለ ከተማ ሲሆን ወንጀለኞቹ ለእንጀራ የሚሆነውን ዱቄት ከጀሶ ጋር ቀላቅለው በመሸጥ ላይ እያሉ በህብረተሰቡ ጥቆማ ተደርጎ ፓሊስ ከ efemaca ጋር በመሆን በመያዝ ሰዎቹ የአስር አመት እስር ተፈርዶባቸዋል።

7. ስኳር አቅልጠው ወደ ማርነት ሲቀይሩ የተያዙ

ድርጊቱ የተፈፀመው በ2009 ዓ.ም አዲስ አበባ በወረዳ 2 ክፍለ ከተማ ሲሆን ወንጀለኞቹ ድንጋይ መሰል ነገር በመጠቀም ስኳሩን እንዲቀልጥ በማድረግ ማር ሲሰሩ የተገኙ ሲሆን ሀሰተኛው ማር ናሙና በefemaca አማካኝነት ወደ ዘውዲቱ ላብራቶሪ በመላክ ውጤቱ regent ባለመኖሩ የምርመራው ውጤት በትክክል ሊታወቅ አልቻለም ። ከዚህም በላይ ድርጊቱን የፈፀመው ሰው እንደተሰወረ ይናገራል።

8. ካራ አካባቢ እንጀራ ከባድ ነገር ቀላቅለው ሲሸጡ የተገኙ

ድርጊቱ የተፈፀመው በ2010 ዓ.ም በተለምዶ ካራ ተብሎ በሚጠራው አካባቢ በሼድ ውስጥ ተደራጅተው እንጀራ ከጀሶ፣ ሰጋቱራ፣ አፈር በመቀለል ሲጋግሩ በህብረተሰቡ ጥቆማ መሰረት በፓሊስ ቁጥጥር ውለዋል።

9. እንጀራ ላይ ባዕድ ነገር ቀላቅለው በማዘጋጀት ሲሸጡ የተገኙ

ድርጊቱ የተፈፀመው በ2009 ዓ.ም ቦሌ ክፍለ ከተማ በወረዳ 9 ድርጊቱን ሲፈፀም ኅብረተሰቡ በማየት ለፓሊስ በመጠቀም ወንጀለኞቹ በቁጥጥር ስር መዋላቸውን ይገልጻል።

10. ደብረዘይት ጀነሊስ ፋርም

ድርጊቱ የተፈፀመው በ2010 ዓ.ም ሲሆን በደብረዘይት ጀነሊስ ፋርም ውስጥ ነው ። ወተቱ በተፈጥሮ ችግር የለበትም ነገር ግ በፓስተራይዜሽን ሂደት ወተቱ ውስጥ ባክቴርያ አምጪ ተዋስኖን ተገኝተውበታል። አነዚህ ደግሞ የጉበት በሽታ እና ተቅማጥ የመሳሰሉትን ያስከትላል ጉዩዩ በህግ ተይዟል።

11. እንጀራ ውስጥ ቦዩ የሚባል እፅዋት ሲደባልቁ የተገኙ

ድርጊቱ የተፈፀመው በአቃቂ ክፍለ ከተማ በ2009 ዓ.ም ሲሆን እንጀራ ጋጋሪዎቹ ቦዩ ከተሰኙ የኮባ ስር እፅዋትን ከእንጀራ ዱቄት ጋር በመቀላቀል እንጀራ ሲሰሩ ተገኝተው በፓሊስ ተይዘዋል። ሊጡ ሲመረመር ግን ምንም አይነት toxic effect እንደሌለው በላብራቶሪ በመረጋገጡ ከወነጀል ነፃ ሆነዋል። ነገር ግን እፅዋቱ በሰውነት ላይ እንደሚኖሩት የመቀነስ እንደሚያመጣ ተረጋግጧል።

12. ውስኪ ከውሃ ጋር ተደባልሞቆ የተገኘ

ድርጊቱ የተፈፀመው በ2009 ዓ.ም ቂርቆስ ክፍለ ከተማ ሲሆን ብላክ ሌብል ውስኪ ላይ ውሃ የመጨመር ወንጀል እንደተፈፀመ በፍተሻ ላብራቶሪ ተረጋግጧል። በዚሁ መሰረት ፡ ንፅፅራ እፍጋት፣ አልኮል መጠን አልዲሃይድ እንደ አስታልዲ ሃይድ፣ ተናኝ አሲድ በኮምጣጤ ሲገለጽ፣ ኢስተር እንደኤቲል አሲቴት/ሚ/ግ፣ ጠቅላላ ጠጣር ከመቶ ፣ እና ጠቅላላ የአመድ መጠን በፍተሻ ላብራቶሪ ተረጋግጦ ከፍተኛ የውሃ መጠን ውስኪ ውስጥ መገኘቱ ታውቋል።

13. በርበሬ ከባዕድ ነገር ጋር ተደባልቆ ለሽያጭ የቀረበ

ድርጊቱ የተፈፀመው በ2009 ዓ.ም ሲሆን በአስር የበርበሬ ናሙናዎች ለፍተሻ በሚከተለው መስፈርት ቀርበዋል። በዚሁ መሰረት ፡- የእርጥበት መጠን፣ ጠቅላላ የአመድ መጠን፣ በአሲድ የማይሟሟ የአመድ መጠን፣ የማይተን የኢተር ምዝመዛ በላብራቶሪ ተፈትሾ የጥራት መጠኑ ከተዘጋጀው የደረጃ በታች መሆኑ በመታወቁ ምረቱ ውድቅ ሆኗል።

14. ባእድ ነገር የተቀላቀለበት ቅቤ

ድርጊቱ በ2009 ዓ.ም የተፈፀመ ሲሆን በላብራቶሪ ፍተሻ ወቅት ፣ አሲድ ሲሰላ፣ የሳሙና እሴት ሲፈተሽ ደረጃቸውን በለሟሟላታቸው ወድቋል።

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