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## **COLLEGE OF HUMANITIES, LANGUAGE STUDIES, JOURNALISM AND COMMUNICATION**

### **PERCEPTION AND PRACTICE OF DEVELOPMENTAL JOURNALISM: THE CASE OF ADDIS LISSAN NEWSPAPER**

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**ADDIS ABABA, ETHIOPIA**

**JUNE, 2019**

**PERCEPTION AND PRACTICE OF DEVELOPMENTAL  
JOURNALISM: THE CASE OF ADDIS LISSAN NEWSPAPER**

**BY: SOLOMON DANIEL**

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**JUNE, 2019**

# Addis Ababa University

## Graduate school of Journalism and Communication

This is to certify that this thesis prepared by Solomon Daniel, entitled the percepton and practice of developmental journalism: *the case of Addis Lissan Newspaper* and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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## **Statement of Declaration**

I hereby declare that this thesis and the work presented in it are my own and all sources used for this thesis have been properly acknowledged.

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## Abstract

*In this research, the emphasis was given to analyze the perception and practice of development journalism in Addis Lissan Newspaper in accordance with the fundamental principles of developmental journalism and to objectives articulated in the editorial policy. Mixed research Method approach particularly qualitative and quantitative research methods were applied to conduct the study and in-depth interview and quantitative content analysis research method was applied in order to gather the data. For contents analysis, the data was collected news stories about seven months from July 8<sup>th</sup>, 2017 to February 7<sup>th</sup>, 2018. In this way, a total number of 183 news stories were selected by using systematic random sampling techniques for quantitative content analysis and applied SPSS to analyze the data. According to the finding, this study showed that there is misconception and gap of knowledge among the higher officials of the media house, government bodies and a little number of journalists in order to implement DJ principles regarding the editorial policy. On the other hand, the medium has workable editorial policy that supported the developmental journalism reporting approach but it is a paradox in practice. In relation to the major development issues, the medium gave more attentions and focused dominantly on good governance and democracy that covers 43 news (23.5%) of 183 news stories. The medium almost ignores constructive criticism way of reporting and 145 news stories (79.2%) framed as non-constructive criticism of the government problem in relation with the development process. The major sources of the news were government officials press release or conference and meeting or event based that had coverage about 140 (76.5%) news stories. In this case, the medium relayed on day to day meetings or events, rather than promoting of long-term development process. On the other hand, the medium did not give consideration for news sources of ordinary people because it relays 4 (2.2%) news stories. Most of the news that released was informative role of news which is the good will of the government with 80 news (43.7%). The medium is being busy on reporting success-oriented stories rather than reporting the progressive problems of the plans and projects critically. Regarding to the coverage of the news, 95 (51.9%) of the news stories were reported the national issues and regional (Addis Ababa) issues are reported in the second stage. Because of the above findings, the application of development journalism in AAMMA particularly in Addis Lissan newspaper was going in contradiction with most commonly agreed up on principle of development journalism. Therefore, Addis Lissan newspaper is not correctly practicing development journalism in line with its principles.*

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## Acronyms

|       |   |
|-------|---|
| AAMMA | Addis Ababa Mass Media Agency               |
| AUC   | Africa Union Commission                     |
| DJ    | Developmental Journalism                    |
| ECA   | European Commission Association             |
| ENA   | Ethiopian News Agency                       |
| EPA   | Ethiopian Press Agency                      |
| ERTA  | Ethiopia Radio and Television Agency        |
| FDRE  | Federal Democratic Republic of Ethiopia     |
| GC    | Gregorian Calendar                          |
| GDP   | Growth Development Program                  |
| GTP   | Growth and Transformation Plan              |
| HDI   | Human Development Index                     |
| IMF   | International Monetary Fund                 |
| LDCs  | Least Developed Countries                   |
| MA    | Master of Arts                              |
| MDGs  | Millennium Development Goals                |
| MoFED | Ministry of Finance and Economy Development |
| NGOs  | Non-Governmental Organization               |
| PSB   | Public Service Broadcasting                 |
| SDGs  | Sustainable Development Goals               |
| SPSS  | Statistical Package for Social Sciences     |
| UNDP  | United Nations Development Program          |

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# **CHAPTER ONE**

## **INTRODUCTION**

In this chapter, the introductory part of the study is presented. The background, problem of statement, objectives, research questions, significance, scope, limitation, and organization of the study are discussed.

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

Journalism in general is to mean to furnish the mass audience and policy makers with pertinently valuable information. Professionally, developmental journalism means the dissemination of developmental news undertaking to the aliens of the country. Developmental Journalism is defined differently as their varying scholars and authors. It covers different spheres of society life giving special emphasis to undergoing development problems of the range regarding issues of socio economic, political and good governance to bring changes in the living conditions of the society. Development journalism is perceived as alternative journalism that primarily focuses on national development especially in the third world countries (Felix, 2013:81 - 83).

Ethiopia is divided in to nine regional governments and two urban administrations. According to the constitution of FDRE, Addis Ababa is the capital city of the Federal State of Ethiopia and the residents of Addis Ababa that shall have a full measure of self-government (FDRE Art. 49; 1995:18). As a region, Addis Ababa City Administration has a media house which is called Addis Ababa Mass Media Agency.

Thus, according to the Addis Ababa City Administration Mass Media Agency establishment proclamation, the agency has the following objectives (proclamation No.20/2009: 3): (a) to work on the consensus between the people and the city Administration government bodies by providing current and accurate information to the society, (b) to create national unity and consensus on major developmental and national issues among the society, (c) to aware freedom of speech and expression in order to exercise freely based on the federal and city administration freedom laws, (d) to build good governance, social, cultural and economic issues in the city Administration and (e) to promote the growing democratic culture in the city administration and in Ethiopia. As a result, Addis Lissan Newspaper is expected to achieve those objectives by

providing fact, current and balanced news, and development stories for national consensus, unity and development.

The Mass Media Agency has three media outlets namely, television, radio, new media (social media) and newspaper that could work for information accessibility to the city administrations' society. The Agency established a print media newspaper that is called Addis Lissan Newspaper on May, 1992. The phrase "Addis Lissan" is an Amharic language which literally can be translated as "New Voice" that is derived from the name of the City "Addis Ababa" which literally means "new flower". Addis Lissan Newspaper is a newspaper media that is being produced three times a week and has different contents including news stories, sport, entertainment, social affairs, politics, economy and free opinions. Among of these parts of the genre of the newspaper, the research focused on the news stories that how produce and avail for the society by using the principle of developmental journalism approach and its implementation to report news stories related with success and failure of the plan or projects in the city administration in critical, analytical and investigative approach.

Where poverty is a reality in Ethiopia, the FDRE government has adopted "democratic developmental state political economy" with the purpose to bring about socio economic and political transformation (Negeri, 2010: 122). He added that, accordingly, the media are entrusted the role of promoting development, democracy, good governance and a new journalism model, i.e. developmental journalism. Similarly, Skjaredal (2011: 58) also stated that developmental journalism may be a solution maker for such developing countries; therefore, to practice developmental journalism for democratic developmental state leading policy, Ethiopian authorities presented a draft policy document which established developmental journalism as official reporting style for the state media in 2008.

As a result, Wimmer & Wolf (2005: 3) stated that development news should examine critically, evaluate and interpret the relevance of development plans, projects, policies, problems, and issues. It should indicate the disparities between plans and actual accomplishments, and include ecomparisons with how development is progressing in other countries and regions. It also should provide contextual and background information about the development process, discuss the impact of plans, projects, policies, problems, and issues on people, and speculate about the future of development. And development news should refer to the needs of people, which may vary from country to country or from region to region, but generally include primary needs,

such as food, housing, employment; secondary needs such as transportation, energy sources and electricity; and tertiary needs such as cultural diversity, recognition and dignity.

Therefore, the focus of this research is on the perception and practice of development journalism in Addis Lissan Newspaper in accordance with the fundamental principles of developmental journalism and to objectives articulated in the Editorial policy.

## **1.2 Statement of the Problem**

In this study, the researcher thoroughly assessed and analyzed the perception and practice of the news contents of Addis Lissan newspaper in accordance with the fundamental principles of developmental journalism and the objectives articulated in the Editorial policy. Addis Ababa Mass Media Agency is one of the state-owned media types in region level (for Addis Ababa city Administration) that implemented developmental journalism. Therefore, this media is expected to practice the developmental journalism principles in order to report developmental issues for the society in accordance with its principles.

People were complaining about Addis lissan Newspaper which couldn't report their problems critically rather it told them only the successes and good sides of the government as an achievement. Mostly, the only time that the people of Addis Ababa want to read the newspaper is that when there is a lottery of condominium housing cases.

The researcher had an opportunity to monitor and evaluate different local newspapers news including Addis Lissan Newspaper. Thus, according to the researchers general reading, in frequently, the newspaper contains success-oriented news stories and events which were achieved in by the government. Therefore, as a developmental journalism follower media, the newspaper was not effective in its news contents because the issues were advocating the achievements of the government plans and its political success stories.

There have also been problems in implementing development journalism as a whole, but there was not a study that focused in Addis Ababa Mass Media Agency specifically on Addis Lissan Newspaper. The news preparation of development journalism in Addis Lissan Newspaper has not yet been examined, so the researcher didn't get a research related works which are conducted on Addis Lissan Newspaper and which made the researcher to focus on the medium. The other point that made the researcher to study this issue is that the researcher's exposure to the issue indicates that Addis Lissan Newspaper has also been criticized in its application of

development journalism in different situations in which the researcher joined.

Therefore, in general, the researcher studied on the focus of this research that the perception and practice of development journalism in Addis Lissan Newspaper in accordance with the fundamental principles of developmental journalism and to objectives articulated in the Editorial policy.

## **1.3 Objective of the Study**

### **1.3.1. General Objective of the Study**

The main objective of this study is to analyze the perception and practice of development journalism in Addis Lissan Newspaper in accordance with the fundamental principles of developmental journalism and to objectives articulated in the Editorial policy.

### **1.3.2 Specific Objectives of the Study**

The study also has the following specific objectives:

- To assess how developmental journalism is being implemented in news reporting regarding with Addis Lissan Newspaper.
- To identify the major issue that has been reported repeatedly in Addis Lissan Newspaper.
- To scrutinize the weaknesses observed in the making of developmental news in Addis Lissan Newspaper.
- To identify the key sources of news of Addis Lissan Newspaper.
- To point out the major role of news of Addis Lissan Newspaper.

## **1.4 Research Questions**

- To what extent the developmental journalism principles and editorial policies have been implemented in Addis Lissan Newspaper?
- What are the major issues that have got more reporting coverage in the newspaper?
- How far developmental journalism is implemented in news making of Addis Lissan Newspaper?
- What are the major sources and roles of news of Addis Lissan Newspaper?

## **1.5 Significance of the Study**

The result of this research could have many significant contributions to the media professionals, policy makers, government bodies and academic staffs but the majors are discussed as follows.

Firstly, the study will help to the news producers (reporters), editor in chiefs and management bodies of Addis Lissan Newspaper to look forward on their editorials, their skill and knowledge gap. In this case, it showed the weak sides of the actual reporting in the news making of the developmental journalism approach and it showed some directions for reporters. Therefore, it will help to create awareness to the extent for which the press gives for issues related to development and releasing information in developmental journalism application. And the study will help for journalists how to report developmental issues for the society what is being done in the city Administration of Addis Ababa by making the balance of success and failure stories.

Secondly, the policy makers may take some conceptual issues about the developmental journalism reporting style and its contributions about developing countries and update themselves in order to include necessary issues related with developmental journalism affairs.

Thirdly, the research will help in providing information how developmental journalism can be applied and fill the knowledge gaps that are seen in the Addis Lissan Newspaper news makers. As a result, journalists may use this research to improve their experience on the principle of developmental journalism implementation regarding with the editorial policy.

As the final significance, the study will help for researchers who will conduct a research on the Addis Lissan Newspaper particularly who may work on developmental journalism. It assists for those researchers who want to make a research on the newspaper news contents as a comparison or any related issues.

## **1.6 Scope of the Study**

The focus of this research was on City Administration of Addis Ababa Mass Media Agency print media of Addis Lissan Newspaper on the news content that was released three times a week. The newspaper has different components in which medium the city administration avail information to the society. Therefore, the study focused on news content of Addis Lissan Newspaper news stories and assessed the making of news in development journalism on the issues reported. Other pages of (sport news, entertainment, social affairs, politics, economy and free opinions) the newspaper and mediums were not targeted by this research paper. The research consists of seven

months of newspaper news content from July 8<sup>th</sup>, 2017 to February 7<sup>th</sup>, 2018 (Hamle 1<sup>st</sup>, 2009 to Tir 30<sup>th</sup>, 2010 E.C). Among of which, the researcher used samples that were selected in systematic random sampling technique in every week of Thursday's news contents (183 news items selected for content analysis averegly 26 news per amonth and 6.5 news items with one copy (4X6.5X7=182 approximetly 183)) of the newspaper. And the paper made analysis of news on the developmental journalism issues/theoretical frame work in accordance to the fundamental principles of developmental journalism and to objectives articulated in the Editorial policy.

### **1.7 Limitations of the Study**

Even though the paper has worked and got its target, there were some problems that the researcher has faced. The first one, many research works were conducted on the developmental journalism in different media at national level, but there is no a research paper that has been studied at Addis Ababa Mass Media Agency specifically on the Addis Lissan Newspaper regarding with the developmental journalism implementation issues.

AAMMA has three media outlets like Radio, Television and Addis Lissan Newspaper. The researcher conducted only with the newspaper part specifically on the news making process. But if the researcher had made an opportunity to study all outlets at a time, the researcher could have got the better findings and recomendations on the media house rather than on a single media outlet. It was possible to achieve issue of study needs to address from various perspective and directions. Thus, the researcher is limited to collect data from those three outlets of the media rather it is collected from only Addis Lissan Newspaper.

Thirdly, some informants were not available on time for the interview. Therefore, it takes the researchers' time because of frequent contacts. However, the paper is done and the researcher achieved all the research objectives by managing all the above limitations properly.

### **1.8 Organization of the Thesis**

This research paper is classified under five chapters. The first chapter is consisted of the introduction part of the research which includes the back ground, significance, scope, research questions, objectives, limitation and research organization of the study. Following this, the second chapter explained the review of related literature and theoretical framework that

described researches, articles and theories of developmental journalism conceptual issues. The third chapter discussed the research methodology and its design how the researcher worked the paper and which included sampling technique, data collection system and how to analyze the data. In the fourth chapter, the researcher presented and analyzed the data that helps to generalize and recommend the result of the research. Finally, research summary, the conclusion, and recommendations are presented in chapters five.

## **CHAPTER TWO**

### **REVIEW OF LITERATURE AND THEORETICAL FRAMEWORK**

#### **2. Review of Literature**

This part of the study deals with review of various related literatures with developmental journalism such as books, researchs, journals, articles, reports, manuals of the AAMMA, the theoretical framework and so on that is relevant to this study in making news and implementation of development journalism principles as well as theoretical framework developed by different scholars.

##### **2.1 Concept of Development Communication**

Development and communication are two terms heavily loaded with different conceptions and a richness of uses and functions shaped by their various theoretical underpinnings. Such richness often leads to ambiguities and a lack of clarity that affects the field of development communication. Thus, the communication media, in the context of development, are generally used to support development initiatives by the dissemination of messages that encourage the public to support development-oriented projects. Although development strategies in developing countries diverge widely, the usual pattern for broadcasting and the press has been predominantly the same: informing the population about projects, illustrating the advantages of these projects, and recommending that they be supported (Kaul, 2011: 1).

Nora Quebral of Los Banos University in Phillipines, where the term Development Communication originated in the 1960s, defines development communication as "the art and science of human communication applied to the speedy transformation of a nation from poverty to a dynamic state of economic growth that makes possible greater economic and social equality and the larger fulfillment of human potential". Development communication refers to the use of communication media to bring about positive socio-economic change in a society (Quebral, 1975; in Lent, 1979: 55).

Ogan (1982: 7) argued that the concept of "communication for development is not confined to the mass media channels, but includes any all effective means of communication-

interpersonal, face-to-face, small group, the stage play, a picture, or even billboard”. In addition, Ogan described communication development as “purposive, persuasive, goal-oriented, audience-oriented, and interventionist by nature.

The concept of development communication arose within the framework of the contribution that communication and the media made to development in the countries of the Third World. Development communications are organized efforts to use communications processes and media to bring social and economic improvements, generally in developing countries. The field emerged in the late 1950's amid high hopes that radio and television could be put to use in the world's most disadvantaged countries to bring about dramatic progress communication was widely accepted that mass media could bring education, essential skills, social unity, and a desire to modernize (Kaul, 2011: 1).

Similarly, development communication is the systematic use of communication to realize national development focusing either on rural or urban areas on whatever the issues can be. The importance of communication as a tool to motivate and persuade people for eliciting positive response to various development programs took shape in the early 1960s in most of the developing countries (Lent, 1979: 54).

Therefore, as Kaul (2011: 8), development communication is an essential feature for developing countries situation. It is important to note that developing countries do possess an enormously large amount of resources of all kinds including human and natural ones. But developing countries are yet to achieve the kind of universal development of masses which should have been the optimum given the country's situation.

### **2.1.1 Multiplicity Paradigm and its Role for National Development**

The concept of development journalism in Africa is caught up in the historical evolution of the theory of development communication. This theory can be postulated in three historical moments, each with its own basic assumptions which are the paradigms of modernization, dependency and participatory. The assumptions of development communication concerning modernization and dependency do not seem to be applicable any more in a global world (Shah, 1996: 143). But for this study, participatory paradigm is discussed as follows.

Multiplicity (Since 1980s) is a paradigm of development that emphasizes cultural identity, empowerment and multidimensionality. The third paradigm is “emancipator journalism”. It is

referred to as the “multiplicity” or “another development paradigm”. Simply put, it meant participatory journalism. It considers cultural identity of locals (Banda, 2007: 157).

This paradigm is also referred as participatory communication for development or another development. It came up with a new say which stresses, one way or another, there is interdependence of nation states. Development is an integral, multidimensional, and dialectic process that can differ from society to society. Therefore, development problem is a relative one. According to this paradigm, the causes of underdevelopment are contextual: Internal as well as external factors inevitably influence the development process (Servaes, 2002:271, in Abayneh, 2017: 18).

The participatory model views ordinary people as the key agents of change or participants for development, and for this reason it focuses on their aspirations and strengths. Development is meant to liberate and emancipate people and, in doing so, enable them to meet their basic needs. Local cultures are respected. This model also emphasizes the local community rather than the nation state, monistic universalism rather than nationalism, spiritualism rather than secular humanism, dialogue rather than monologue, and emancipation rather than alienation Servaes (1999: 93; in Geremew 2012: 34).

The role of mass communication here (in multiplicity approach) was to narrow the knowledge gap between the information rich and the information poor. Moreover, communication was considered as a catalyst for change and assumed vital of mass media when used in non-commercial and non-Western style of communication. The participatory school (alternative paradigm), which rejects the two extremes (imitation and dissociation) advocates a two-way communication through creating a media landscape that could relate to the grassroots specific realities and needs (Servaes, 2002:271, in Abayneh, 2017: 18-19). The role of media communication in this Participatory approach give much emphasis to poor people so that to make them active participants in their own development. In the participatory model, communication is a process, not a series of products.

Therefore, as a social institution, the ultimate goal of communication for development is to democratize citizens and cause positive, effective and sustainable change in a society. In this paradigm, there is People empowerment, mutual understanding, creating awareness, and dialogue, initiating for participation and mobilization as well.

## **2.2 Development an Overview**

### **2.2.1 Definition of Development**

Development is a complex phenomenon to define and measure. The term ‘development’ is very broad, complex and multidimensional which varies according to the context (Geremew, 2012:23 and Abayneh, 2017:10).

Development aspect is a key target and agenda for all governments in the world. The concept embraces different facets of development including political, social, economic, infrastructure, societal, environmental, and intellectual aspects. Numerous factors contribute to the achievement of the above goals. Among these is a communication policy factor; an effective and comprehensive policy can help the state accelerate development success rate. In underdeveloped countries, the mass media play an essential role in mediating the development in the country. Systematic and comprehensive communication policies are greatly needed in these countries compared to developed and developing countries (Ismail: 2013:1).

Therefore, in this research, the term development aspect is a key target and agenda for Addis Ababa City government as a whole in the city administration for a change, growth of the city and wellbeing of the individuals. The concept embraces different facets of development including political, social, economic, infrastructure, societal, environmental, and intellectual aspects.

### **2.2.2 Development in Ethiopia in Current View**

Ethiopia’s democracy Developmental state can be defined as a political regime in which a developmental party remains in power for a long time by consecutively winning multi-party elections, under which policies that punish rent seeking and encourage productive investment and technology absorption are implemented under strong state guidance (Kenichi Ohno, 2012; in Kidanemariam, 2014: 24).

Ethiopia has declared itself to be pursuing the path of a developmental state. It seeks to construct a developmentalist state while also deepening its democracy. The latter is particularly made clear in the Growth and Transformation Plan (GTP). Ethiopia has adopted for itself to transform the economic and political terrain of the country (UNDP, 2012: 1).

Ethiopia was one of the 189 member states that adopted the Millennium Declaration in 2000 and in doing so committed itself to the achievement of the Millennium Development Goals (MDGs).

The main development objective of the Ethiopian Government is poverty eradication. Hence, the country's development policies and strategies are geared towards this end (Geremew, 2012: 44). Following this, the Ethiopian government proclaimed the second growth and transformation plan as a national development focus. As a vehicle towards the realization of Ethiopia's vision of becoming lower middle-income country by 2025, the Second Growth and Transformation Plan (GTPII) is built on Sectoral Policies, Strategies & programs, lessons drawn from the implementation of the first GTP, the post-2015 Sustainable Development Goals (SDGs). It has also taken into account global & regional economic situations with direct or indirect bearings on the Ethiopian economy.

Thus, GTP II aims to achieve an annual average real GDP growth rate of 11 percent within stable macroeconomic environment while at the same time pursuing aggressive measures towards rapid industrialization and structural (Geremew, 2012: 45).

In order to achieve the objectives of GTP II set out above, the government of Ethiopia pursued eight pillar strategies and among of these the following are key in as an element to create active journalism plat form for a change that the resrachar selected as review literature in this study. 1) Proactively manage the on-going rapid urbanization to unlock its potential for sustained rapid growth and structural transformation of the economy; and 2) Continue to build democratic and developmental good governance through enhancing implementation capacity of public institution and actively engaging the citizens.

In general, therefore, the Ethiopian government development strategies and the plan itself is economic centered, all sector growth appreciating, infrastructure focused, human development concerned, inclusive and participatory, interventionist, and promoting environment conservation and sustainability (Geremew, 2012: 45).

According to Government reports, Ethiopia has achieved encouraging development results, maintaining an economic growth rate of 11 % for the last five years. It has also been reported that the country has come to enjoy the fastest improvement in the Human Development Index (HDI) among Least Developed Countries (LDCs). Moreover, it is determined to accelerate and maintain this development result while strengthening its democratic agenda. It has set for itself a challenging goal of becoming a democratic developmental state seeking to create a middle-income society and a green economy by 2025 (UNDP, 2012:1).

The Ethiopian economy has registered some positive results in the last few years. It has registered an average growth rate of 11.1% since 2005. In 2006, the growth was 10.8%, while it was 11.5% in 2007. In 2008 and 2009, the growth rates were 10.8% and 8.8% respectively. IMF forecast for real GDP growth rate of the Ethiopian economy for 2010 is 7%, while the Ethiopian government puts it at 11.4 % (MoFED, 2010/11: 5; in Amha, 2012: 140).

## **2.3 Developmental State and Developmental Journalism**

### **2.3.1 Concept of Developmental State**

There is no agreed definition of the developmental State; rather, the discussion and debate on it is a work in progress. None the less, like other social science concepts, the concept of the developmental State can be defined and conceptualized in diverse ways (Gedion, 2015: 6). The notion of a developmental state is not entirely new to the literature in development economics and international political economy. While the term has been used to refer to state-led economic planning as experienced in the countries of East Asia and some other countries who won the label since the 1970s, serious attempt at conceptualizing it is said to have begun with the work of Chalmers Johnson in the 1980s. In the context of Ethiopia, the term is increasingly being used only in recent times. But the invocation of the term is shrouded in vagueness that clouds the meaning (UNDP, 2012: 3).

According to UNDP (2012: 7), developmental state, in simple terms, is a state that is and seeks to be a strong player in the economy of a nation with a view to enhancing economic development. Therefore, developmental state means to have a state that “puts economic development as the top priority of government policy, and is able to design effective instruments to promote such a goal,” a state “that promotes macro- economic stability and establishes an institutional framework that provides law and order, effective administration of justice and peaceful resolution of conflicts.” It entails having, inter alia, a state with a capable and visionary leadership with a developmental ideology, strong national development planning, relative autonomy, strong bureaucracy, commitment to enhancing human capacity, political stability, rule of law, and predictability in government.

In terms of overall socioeconomic development, such a State aspires to achieve “long-term growth and structural transformation of the economy, with equity”. The developmental State makes economic development a top priority of government policy, and designs effective

instruments, including appropriate policies, functioning institutions, and formal and informal networks to promote such a goal (ECA and AUC, 2011: 7; in Gedion, 2015: 6).

The developmental state is also referred to as an emphatic state, a ‘hard state’, relatively autonomous/independent, with a decidedly interventionist bent on seeking not only to regulate, guide, and shape, but also to monitor and control, the economy. A developmental state (also referred to as ‘state development capitalism’) is a state that nurtures and thrives upon state-led macro-economic planning. In this sense, it can even be viewed as a model of capitalism that nonetheless differs from a minimalist state or other species of interventionist states such as the regulatory state and the welfare state. In the literature, it is also contrasted with weak states (that easily bow to the pressure mounted on them by the business or political elite) or predatory states (that tends to be extractive and exploitative of public resources for private purposes). A developmental state is a state with sufficient organization and power to achieve its developmental goals (UNDP, 2012: 6).

As it has been hinted at earlier on, there seems to be a consensus to view the developmental state as defined by both its ideological orientation (toward development) and institutional arrangement (administrative and political) deployed to underpin the realization of development list projects (UNDP, 2012: 6). The developmental state in Ethiopia is exactly and primarily the clearest self-understanding of the widest gap of socio-economic growth between the South and the North (Habtamu, 2014: 4).

### **2.3.2 Developmental State and Developmental Journalism in Ethiopia**

Ethiopia, like almost all African countries, purports to practice development journalism geared towards mobilizing the people for national development. Development journalism was conceived in the early 1960s by a group of independent Asian journalists who believed that since national development depends very heavily upon economics, journalists should be better trained and educated to cover and report fully, impartially, and simply the many problems of a developing nation.

The return of development journalism is epitomized by the Ethiopian case, which is the focus of the present study. A close ally of the government, the Ethiopian state media have recently made development journalism (or ‘developmental journalism’, as it is sometimes called) a key concept in official policy documents. The concept was first introduced in the editorial policies of various

state media institutions (ENA 2003; EPA 2003; ERTA 2004) and has more recently been explicated in great detail in a draft policy document specifically dedicated to development journalism (EPA, 2008). Today, the philosophy of development journalism is supposed to inspire all reporting activity (Skjaredal, 2011: 58).

Primarily, the developmental state is a project to change significantly the statuesque, which is structural poverty, dependence, ignorance, and never to preserve it. On the other hand, the developmental state is responsible to preserve new changes to last long and grow structural. In this sense, the developmental state is essentially a game changer on the speediest tempo against three social evils that called for the coming into the scene of a brand of the state known as developmental (Habtamu, 2014: 9). These are poverty, inequality, and unemployment. Thus, while ‘objectivity’ enjoys great chances to establish itself in liberal journalism under a political environment responsible to preserve the statuesque, a developmental journalist is under pressure to take unwavering sides with the goal of changing the statuesque (Habtamu, 2014: 9).

The developmental state never kneels down to foreign ‘imposition’ at any time and place because ‘imposition’ is inherently a colonialist tradition to serve external advantages. Equally, a developmental journalist never believes that any foreign imposition as a hand-bending tactic helps nothing to address any of the problems in Ethiopia (Habtamu, 2014: 11). It is better to stay and get old with poverty and backwardness as potentially manageable challenges for a century or more rather than succumb to external impositions. The developmental journalist with this professional and spiritual passion is therefore at the same time a patriot standing in defense of the Ethiopian state against any imperialistic intervention, regardless of who rules or leads the government (Habtamu, 2014: 11).

## **2.4 Developmental Journalism and Developmental News**

### **2.4.1 Historical Background and Concept of Developmental Journalism**

Different scholars’ state how and when development journalism emerged in the world. It is one of the journalism approaches that help for journalists to report news for the society interest especially in reporting and promoting the success stories in order to help the change and wellbeing of the society and inform the failures of the government’s plan by presenting news stories of development in constructive criticism approach.

Thus, in history, the origin of development journalism dated back to the origin of development communication, widely used for the development of Third-world nations; specially in most of the developing countries and was used to shape the attitudes of the people in the way they accept development programs without criticism. The approach was therefore, top down and using media as a tool to propagate development agendas to the people (Lent, 1979: 54).

Development journalism has been advocated and practiced in Asia, Africa and Latin America for more than four decades since its debut in the late 1960s, resulting in diversified principles and practices and it has been growing in popularity labeled as “government-say-so journalism”. Its popularity is largely driven by the belief that the press can and will play a key role in facilitating and fostering national development in developing or newly independent countries Xu (2009: 1-2).

Xu (2008: 3) stated that the concept of development journalism emerged at a workshop for economic writers in the Philippines in the late 1960s. Gunaratne and Hasim (1996:68; in Skjerdal, 2011: 59) stated that the concept first emerged in Southeast Asia in the late 1960s, where it was used and the term was coined at Thompson foundation workshop in the Philippines in August/September 1968.

In addition, Banda (2007: 155) argued that the concept of ‘development journalism’ has over time, become possessed by demons of all sorts of confusion. If we want to wrest any useful principles from the concept, it is important that we exercise the demons that has come to be associated with, not least the demon of the post-colonial state’s blatant interference in the practicing of journalism. The idea of development journalism was central to many discussions of mass communication and development in the Third World, needs to be reconceptualised because deliberations about its validity and usefulness have been bogged down in arguments structured by Western notions of press freedom. The debate has diverted attention from important questions about how journalism can contribute to participatory democracy, security, peace and other humanistic values (Shah, 1996: 143).

An all-inclusive definition of development journalism is not easy to provide. But the following are some of the definitions that different scholars have stated as developmental journalism is;

- ✚ an intellectual enterprise in which the journalist should form a kind of free intelligence and should critically examine the aims of national development and the

applicable instruments in rational discourse and solve them by using reasonable criteria free of social constraints (Wimmer and Wolf, 2005: 2).

- ✚ Critically examine, evaluate and report the relevance of a development project to national and local needs, the difference between a planned scheme and its actual implementation and the differences between its impacts on the people as claimed by government official and as it is actually is (Ogan, 1980: 8).
- ✚ The heart of the new information order. It appears that both the proponents and the critics of the establishment of this “new” kind of journalism are not clear about the concept’s meaning or method of application in any particular setting (Ogan, 1982: 3).
- ✚ the kind of journalism which pays sustained attention to the coverage of ideas, policies, programs, activities, and events dealing with the improvement of the life of a people (Edeani, 1993: 126).
- ✚ An integral part of a new journalism that involved "analytical interpretation, subtle investigation, constructive criticism and sincere association with the grassroots (rather than with the elite) (Gunaratne, 1996).

These diverse definitions of development journalism sum up the basic features of development news. Development journalism aims at mobilizing people for national development. News and information about development needs and problems helps to stimulate further development. The duty of a development journalist is to present the facts as they are, interpret and analyze those, draw conclusions and place it before public in a way so that they can understand them clearly. The main goal of development journalism is to actively press for change and it also includes providing constructive criticism of various government and development projects and informing readers about the impact of those projects on people both in the short and long run. Therefore, developmental journalism is a way of providing information about the success and failure of the plan and an activity that is implementing in the country. It is a method to inform citizens about the positive and negative notion of the government and criticizing the performance of the projects/plan in which what is implemented and what is not comparing with the plan critically and in detail.

An important assumption underlying the notion of development journalism is that the mass media have the ability and power to influence the development process by giving coverage to development ideas, policies, programs, activities, and events. It is precisely the same assumption

which informs the idea of 'development communication', a broader and relatively older term which denotes the employment of all forms of communication, and not only the mass media, in the promotion of national development efforts.

It is perceived as the alternative journalism primarily focused on national development especially in the third world countries – agriculture, family planning, health and rural development cum projecting to the forefront the plight of the poor masses. It is primarily community-oriented journalism as against the western style of journalism which has failed to show concerns such as bridging the gap between the center and the periphery. Development journalism should help to create awareness about problems of the society. Equally diligent efforts need to be made to publicize developmental work, so that others may know about it and in the best-case scenario draw inspiration from it (Felix, 2013:81 - 83).

Samwilu Mwaffisi (1991: 87) stated that development journalism is the use of all journalistic skills to report development processes in an interesting fashion. It may require high skills and hard work but the rewards of this kind of journalism can be tremendous. It could almost lead to the humanization of international news. It could help lower the walls of intense suspicion and distrust that have arisen between Third World political leaders and the media.

Kunczik (1986: 272; in Banda, 2007: 2) argue that development journalism is meant to have the following tasks: (i) to motivate the audience to actively cooperate in development; and (ii) to guard the interests of those concerned. The credibility of journalism is crucial for the success of this project. Development journalism follows development politics and fundamentally presumes the following: (1) development is a central social objective; and (2) the mass media plays a decisive role in this process.

In general, Xu (2009: 2) argues that development journalism still has global value and the practice has the following five characteristics: (a) It reports on achievements and shortcomings in development; (b) it focuses on long-term development; (c) it stays independent from government and critiques its leaders; (d) it focuses on development issues while working constructively with the government in nation-building; and (e) it empowers ordinary people.

Development journalism consists 'news' that should examine critically evaluate and interpret the relevance of development plans, projects, policies, problems, and issues. It should indicate the disparities between plans and actual accomplishments, and include comparisons with how

development is progressing in other countries and regions. The news also should provide contextual and background information about the development process, discuss the impact of plans, projects, policies, problems, and issues on people, and speculate about the future of development (Wimmer & Wolf, 2005: 3).

### **2.4.2 Principles of Developmental Journalism**

Banda (2007; in Skjerdal, 2011: 62) suggests five principles for developmental journalism in a new era as follows:

- The audience must be framed as citizens rather than consumers. This implies seeing people as participants, both in finding solutions to problems and in contributing to media making;
- This necessitates that journalists engage in the art of public listening. Instead of letting official sources decide the mode of expression and public discourse, the media should invite average citizens to voice their concerns;
- This type of development journalism promotes deliberation among people, and between the people and their leaders;
- Related to the previous point, citizens should be encouraged to frame their own development concerns. For the media, this implies that the journalist can no longer remain neutral, but must declare his/her solidarity with the people. Banda emphasizes that this realization should not suppress the notion of the professional or the expert - on the contrary, it means the expert is acknowledged as a citizen, and that the two parties should engage in dialogue;
- Banda's model prescribes that development journalism should be both an engaged and an engaging activity. This final principle captures the very essence of the role of the media worker, as argued by Banda; it sets forth that the development journalist should be engaged in activism, emancipation.

According to Gunaratne (1996: 7–8; in Banda, 2007: 160–161), it can be argued that development journalism should focus on the extent to which 'freedom' (of conscience, expression, assembly, media, etc.) is actualized in the lives of citizens. This will clearly be a departure from the kind of development journalism envisaged by post-colonial political elites in

the Third World. But it is a fuller expression of development journalism. This holistic approach to development seems consistent with the ten proposals of development journalism posited as follows:

- ✚ Whenever there is a reference to development, development journalists should try to make it concrete in terms of human beings. They should report on people as subjects, actors and agents rather than as objects or victims with needs deficit.
- ✚ Development journalism should focus on more than economics, because all other factors – military power, political power, cultural power, etc. – have to do with development in some way or other.
- ✚ Mere economic growth data will never do without accompanying dispersion data. In other words: development journalists must look at the income of the bottom 50 per cent or 10 per cent, as well as of the top 10 per cent or 1 per cent.
- ✚ Development journalism should focus on both differences and relations within and between countries. For example, journalists should substantiate the relationship between the rich and the poor. How, for example, does a wage freeze affect wage earner in relation to businesspeople?
- ✚ Development journalism should focus on the totality of concrete life situations – the rich, the middle class, the working class, the poor, the dirt poor, etc. In other words, human life is rarely captured in black and white; there are always shades of gray.
- ✚ Development journalism should dwell on the dimension of democracy. Investigative journalism, for example, can serve as an aspect of the developmental role of the media.
- ✚ Development journalism should sometimes engage in ‘constructive’ criticism, highlighting success stories, where necessary.
- ✚ Development journalism should allow people to talk. A useful approach is for journalists to sit down with people from high to low, discussing the meaning of development, thereby generating an enormous range of visions as well as how-to insights.
- ✚ Development journalism should sometimes let the people, more or less, run the media. This means giving people some media control by, perhaps, enabling them to produce their own programs.
- ✚ Development journalism lets people run ore of society, and then reports on what happens. In other words, development journalists should report on people’s movement’s

and organizations, on people's struggles to construct, deconstruct and reconstruct social meanings for them. In a sense, development journalism becomes a recording of human existence in all its manifestations.

### **2.4.3 News Values of Development Journalism**

Simiyu (2015: 16) discussed the news values of development journalism in the developing country as follows;

- Development: Journalism can be used in two different ways to enable the audience prosper, one is by articulating government projects to serve the development goals of the government while the other is by playing the investigative role that brings useful information to the knowledge of the audience when they point out what the government is supposed to do for them and is not being done. Development journalists should report in terms of positive programmes through success stories and advocacy.
- Social responsibility: Journalists reporting development need to focus on ordinary people because, its these common people that bear the brunt of the impact of government decisions and suffer most from deprivation arising from public expenditure priorities, they also make up the largest sector of the population.
- Education: This is where the development journalist makes the audience understand how they will benefit from the adoption or use of a certain project.
- National integration: The pillars of development journalism are nation-building, creation of national consciousness, unity and encourage togetherness; this creates a peaceful co-existence between diverse and sometimes hostile communities.
- Human Interest: Development stories need not be lifeless and predictable, the journalists can give these stories impact by putting people in them because in the end, development is about changing lives and that 's what listeners relate to.

Aggarwala (1979:180) lists the following advantages of development news for the society that can offer:

- ❖ To promote better mutual understanding by encouraging the media in the industrialized countries to devote greater attention to the content of their transmissions in order to better satisfy the needs of listeners, viewers, and subscribers both in and outside their

national territory as also to make the cultures and civilizations of other peoples, especially those to whom the trans-missions are addressed, more widely known;

- ❖ To ensure that journalists and writers show the utmost prudence and themselves verify the reliability and authenticity of all material, data, or arguments used by them which might tend to intensify the arms race;
- ❖ To help "decolonize" information by taking a more objective approach to the aspirations and concerns of the developing nations, while at the same time eschewing all incitement to hatred or racial, religious, political, or any other kinds of discrimination, and all initiatives liable to misrepresent, distort, or show in an unfavorable light the measures taken by the developing countries;
- ❖ To help establish a balance in the information flow by devoting more space in newspapers and in radio and television programs to news concerning developing countries as well as to news concerning immigrants working for the development and well-being of host countries; and
- ❖ TO ensure that journalists respect the laws of the country and the cultural values of the different peoples, and acknowledge that the right of peoples to get the right information.

#### **2.4.4 Critics of Developmental Journalism**

However, Skjerdal (2011:4) argues that the practice of development journalism in Africa is not seen independence from the government. The authorities do not encourage the media to report on shortcomings in development.

According to some critics in the third world countries development journalism is practiced in a way where journalists depend heavily on official sources in collection of information about development news (Lent, 1979; 66). As a result, in such kind of reporting government's projects receive positive presentation. Critics allege that this type of journalism is a disguised effort to manage news content in order to give flattering publicity to political personalities. Lent termed the Asian development news as "government-say-so journalism."

Development journalism has, however, attracted considerable hostility over the years. The practice has been blamed for promoting political agendas instead of people's interests. The strong dependency on the state - especially in African versions of development journalism has caused concern among from press freedom organizations. Redefined versions of development

journalism, however, claim to promote national interests while at the same time safeguarding independent reporting (Skjerdal, 2011: 59).

Skjerdal (2011: 60 -61) identifies the critics' area of development journalism that he summarized in five key issues as follows:

- The vagueness of the concept, as indicated by many commentators (e.g. Harbor, 2001 and Ogan, 1982). The ambiguity of the concept has created an opportunity for governments of different ideology to justify a politicized media policy under the guise of a recognized journalism model;
- The practice has been criticized for its interventionist stance. Promoting social change, development journalism is related to other interventionist journalism ideologies (e.g. advocacy, liberation, revolutionary and peace journalism)
- Experiments with development journalism reveal a highly uneven journalism practice. The model has been associated with various authoritarian leaders (Steele, 2009); is found to suppress investigative journalism (Harbor, 2001; Kumbula, 1995); was early on determined to become a victim of 'perversion by political rhetoric' (Domatob and Hall 1983); displayed fundamental flaws during election times (Wong, 2004); flavored the elite more than ordinary people (Xu, 2009); and generally came to be known as 'government-say-so journalism' (Kunczik, 1988). By the mid-1980s, Ochs (1986:127) concluded that despite offering a promising model for African journalism, 'in the way [development journalism] is practiced now, with government riding herd, it is a widespread failure';
- The media industry itself has been reluctant to accept the practice. Illustratively, Shafer (1998: 51) reports that when Philippine journalists were no longer required to practice development journalism, 'they returned to the tradition Western model'. Similarly, in journalism education, development journalism has been seen as a less useful approach in teaching reporting styles than were traditional journalism approaches (Murphy and Scotton, 1987). A more recent study, however, found that development issues are still treated in a number of African journalism programmers, though less often in separate courses entitled 'development journalism' (Wimmer and Wolf, 2005; Skjerdal, 2009);
- A final criticism, according to Skjerdal against development journalism is the claim that the model represents ideological contestations, rather than genuine care for media and

society. Along these lines, Sage's recent Encyclopedia of journalism situates the origin of development journalism within the geo-political tensions of the Cold War, eventually to be replaced by North-South conflicts, as epitomized by the global news-flow debate (Steele, 2009). Countering a Western and Northern media model thus became important for the South, with developmental Journalism being introduced as an alternative to 'objective' journalism, which supposedly favored the affluent North. Development journalism, according to Oreh (1978: 40), 'must be seen as a frontal attempt by the legislative estates of the Third World countries to permanently influence the World presses. Consequently, development journalism has been accused of being an offshoot of global political contestations, rather than a response to demands in local societies.

In addition, Simiyu (2015:15) particularizes the critics of developmental journalism is too much attachment to government. Thus, journalists end up behaving like the government 's mouthpiece. This makes them neglect their watchdog role of being social and political gatekeeper. This increases the government control over the press. And Ireni added that media Presents issues of development not impact of development wich leads to development journalism becoming obsolete due to liberal/market-oriented media.

## **2.5 Addis Ababa Mass Media Agency Establishment Proclamation and Editorial Policy**

Ethiopia is divided in to nine regional governments and two urban administrations. According to the constitution of FDRE, Addis Ababa is the capital city of the Federal State of Ethiopia and the residents of Addis Ababa that shall have a full measure of self-government (FDRE Art. 49; 1995:18). The city has established. As a region, Addis Ababa City Administration has a media house which is called Addis Ababa Mass Media Agency.

The Addis Ababa City Administration Mass Media Agency has the following objectives (proclamation No.20/2009: 3): (a) to work on the consensus between the people and the city Administration government bodies by providing current and accurate information to the society, (b) to create national unity and consensus on major developmental and national issues among the society, (c) to aware freedom of speech and expression in order to exercise freely based on the federal and city administration freedom laws, (d) to build good governance, social, cultural and economic issues in the city Administration and (e) to promote the growing democratic culture in

the city administration and in Ethiopia. As a result, Addis Lissan Newspaper is expected to achieve those objectives by providing fact, current and balanced news stories for national development.

Following this, the City Administration Mass Media Agency has produced editorial policy document (2018: 3-4) and the focus of issues that cover the media Agency including the following three objectives: (a) providing current and accurate/fact information that the city administration is implementing based on the basic directions of the city government in watchdog, (b) reporting what the successful achievements and why accomplished successfully and (c) reporting failures in implementing the plan in balance; why failures and problems are happen and opportunities which helps to solve the problem/failure.

## **2.6 The Ethiopian Development Journalism Policy**

Development journalism became popular with African governments in the 1970s and 1980s as a way to utilize the media for social and national growth. Various leaders willingly adopted the model and adjusted it to their system of governance, be it military, autocratic, one-party democracy or multiparty style. By the turn of the century, however, ‘development journalism’ or ‘development reporting’ had, as a concept, largely vanished from African media policy. However, though the concept itself faded, governments continued to view the media as important to nation-building (Skjerdal, 2011: 58).

Whatever, the government owned media including EBC and EPA are still under the direct control of the Ethiopian government /FDRE (Abayneh, 2017:29). Because the head of the directors’ board of the two media are still is accountable to the FDRE house of people’s representatives. Similarly, Addis Ababa Mass Media Agency is accountable to the City Administration.

Although Ethiopia had a draft policy document in 2008, namely the development journalism policy document (EPA, 2008); there is no any approved policy document that guides the Ethiopian media philosophy and practice in their role of development. Only the draft policy document published by Ethiopian press agency (EPA) in 2008 is considered as the main official document; In this policy draft document the basic pillars of DJ are included in a way that it will guide the Ethiopian media practice in a certain way. Therefore, this draft document can be considered as an official development journalism introducing document (Abayneh, 2017:29).

In Ethiopia, in 2008, authorities presented a draft policy document which established development journalism as the official reporting style for the state media. The policy prescribes that the media and journalists should play an active role in the country's development scheme. Assigning such a role to the media is controversial - not the least since it is seen to be at odds with media independence and press freedom (Skjerdal, 2011: 58).

Written in Amharic, the title of the policy document on development journalism for the Ethiopian state media could be translated as: 'Basis and directives for an operational philosophy of our democratic and developmental media' (the document has been translated into English for the purpose of his study). The policy document (EPA 2008) was mainly produced at higher management level, in contrast with the process of previous editorial policy documents, which gave ample opportunity for all journalists in the media organizations to comment. The development journalism policy document has not yet been formally ratified (2011), but is still regarded as an official document (Skjerdal, 2011: 65).

Skjerdal added that the key concern that frames the Ethiopian development journalism policy is economic poverty. The document states that the goal of the government is to level Ethiopia among middle-income countries within 20-30 years, and all societal forces including the media are expected to take part in the process. The policy document argues, however, that the private media in Ethiopia have fallen short because they have been driven by hatred and do not respect the rule of law. Concurrently, the state media are admitted to be in 'a state of chaos' (EPA 2008, 8) as well, mainly due to unprofessionalism. This explains the need for policy directions.

On a philosophical level, the policy document draws a dichotomy between authoritarian and libertarian ideologies. In short, authoritarianism is condemned for suppressing the free will of the people, while libertarianism is disapproved of for being driven by profit instead of national and human interest. The solution to these supposedly deficient ideologies as foundations for media systems is middle-of-the-road approach, defined as the development journalism philosophy. This philosophy opens up for a combination of privately owned and government-run media. However, the policy document displays a negative view as regards the private media's potential in the development area: 'Since privately owned commercial media are guided by profit generation, their focus cannot ensure quality'

To sum up, the policy displays a critical attitude towards both authoritarian and libertarian media systems. It puts more trust in the state media than the private media when it comes to stimulating development - despite acknowledging shortcomings in the state media too. This leads us to interrogate the relationship between the formal policy and the journalists' attitudes towards it.

Whatever, we can conclude that the developmental journalism reporting approach is practicing in Ethiopia based on the above scholars' discussion. In addition to the above discussion, Skjardal (2017:4) stated that a characteristic which sets Ethiopia apart from other media societies in Sub-Saharan Africa is its official media policy, which is based on development journalism. The philosophy is explicated in a lengthy 48- page policy document (latest version 2015) which applies to all state media outlets. Skjardal added that the policy implies, in short, that the official media including national and regional mass media and various print media channels – should cover news and issues in such a manner that they ultimately support national growth and development.

## **2.7 Theoretical Framework**

### **2.7.1 Banda's Public Service Development Journalism Model**

Banda (2007:10 - 11) conducted a study to assess the relevance of the development journalism paradigm to Public Service Broadcasting (PSB). Banda (2007:159; Wimmer & Wolf, 2005: 3) perceives development journalism as consisting in 'news' that:

Should examine critically, evaluate and interpret the relevance of development plans, projects, policies, problems, and issues. It should indicate the disparities between plans and actual accomplishments, and include comparisons with how development is progressing in other countries and regions. It also should provide contextual and background information about the development process, discuss the impact of plans, projects, policies, problems and issues on people, and speculate about the future of development. And development news should refer to the needs of people, which may vary from country to country or from region to region, but generally include primary needs, such as food, housing, employment; secondary needs such as transportation, energy sources and electricity; and tertiary needs such as cultural diversity, recognition and dignity.

Banda (2007: 10 - 11) noted some philosophical similarities between development journalism and PSB, when writing about the “applicability of development journalism in the context of public service broadcasting”.

- ✓ Firstly, development journalism lays stress on the ‘free will’ of the journalist. This resonates with the requirement of PSB to be independent from vested interests i.e. political, commercial, etc. by placing faith in the ‘professionalism’ of the journalist to act in the public interest. This is also explicitly supported by public journalism’s view of a socially active journalist, engaged in constructing, deconstructing and reconstructing social reality.
- ✓ Secondly, PSB’s notion of ‘universality’ is implied in development journalism’s concern with providing access to marginalized members of society and enhancing their participation. PSB, like development journalism, values the inclusion of all, including minorities, in having their voices heard on a range of issues.
- ✓ Thirdly, the very structuring of PSB proper, accountable to a people ‘representative body, assumes that it is there to service the needs of the population, and not of particular political elite.
- ✓ Fourthly, both development journalism and PSB value cultural and community identity in the sense of a counter-hegemonic force against any local or foreign hegemonic cultural encroachment.

The primary mission of public service broadcasters is Public service, not profit. The funding, in much of the world, comes from the government, mainly from receivers’ annual payment. In order to properly ensure the practice of PSB as per a model public service broadcasting law was passed in 2005 G.C. The purposes of this Act are: (a) to promote the provision of high-quality broadcast programming to the public at large; (b) to promote and guarantee the independence of the public service broadcaster from political or commercial interference within a framework of accountability to the public; and (c) to ensure stable financial provision for the public service broadcaster.) It also is noted that the primary mission of public service broadcasting is that of public service, speaking to and engaging as a citizen.

Therefore, the researcher selected this model as useful theory to analyze the contents of the newspapers that shares with DJ principles in common to address the theme of the news for concerned body that they produce news in the newspaper.

## 2.7.2 Social Responsibility Theory

In the mid-20th century most of the developing countries and third world nations have used this social responsibility theory of press which is associated with “the Commission of the Freedom of Press” in United States at 1949. In the book “Four theories of Press” (Siebert, Peterson and Schramm) it’s been stated that “pure libertarianism is antiquated, out dated and obsolete.” It is therefore, noted as this paved the way for the replacement of libertarian theory with the social responsibility theory. Social responsibility theory, as the name indicates, is concerned about taking care of the well-being of the people whom we are serving for. It does not encourage reports that will cause violence and conflict. Social responsibility theory promotes public participation through comments and responses in all aspects of media's work. This theory emphasis that the media must work only to the things that are beneficial to the society. Therefore, it stresses that the views of different groups of people should be heard without any bias. Media, therefore should give due attention for the common and ordinary people. The focus of DJ, as noted by several scholars, is not on elites and power holders rather on those people whose voices are ignored or not heard. The extent in which the voice of the people is heard can be examined considering social responsibility theory too. In this point of view, social responsibility theory and DJ shares commonalities and this theory is also chosen to frame the study.

McQuail (2005; in Abayneh, 2017:34) summarized the basic principles of social responsibility theory as follows:

- ✓ Media should accept and fulfill certain obligations to society and these obligations are mainly to be met by setting high or professional standards of truth, accuracy, objectivity and balance.
- ✓ In accepting and applying these obligations, media should be self-regulating within the framework of law and established institutions.
- ✓ The media should avoid offensive content triggering crime, violence, or civil disorder or harm to minority groups.
- ✓ The media as a whole should be pluralist and reflect the diversity of their society, giving access to various points of view and rights of reply.

- ✓ Journalists and media professionals should be accountable to society as well as to employers and the market.

Therefore, the researcher selected this theory as useful theory to analyze the contents of the newspapers and inaccordance with social responsibility theory that shares the DJ and this theory in common to address the theme of the news for concerned body that they produce news in the newspaper.

### **2.7.3 Framing Theory**

Framing refers to selecting 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 for the item described Entman (1993:52).

Media frame is a central organizing idea for news content that supplies a context and suggests what the issue is through the use of selection, emphasis, exclusion and elaboration. Media framing deals with how a given media outlet shapes an event. Media do not merely provide facts, they add some context and take out other in order to engage their readers, viewers and audiences. For instance, a tabloid newspaper might draw on the human implications of a drought while a more serious newspaper would focus on its political and economic consequences. 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). Therefore, framing theory is useful in addressing these differences.

The framing of a news story affects readers' ability to recall information, their opinions of the issues covered, and the probability of their sharing the information with others. A transfer of salience is more likely to occur among participants who read news stories with advocacy frames than among those who read news stories that present information more objectively (Roxana, 2016:750-1).

The media study is primarily concerned on the information content and flows. The newspapers are among the media serving as valuable sources of information and powerful modes of communication that provide a host of signals about the salience of the topics in daily news, repeatedly reminding day after day about the importance of the issues to shape the public opinion. The process of selection and salience implicated in the notion of framing signifies the

role that media institutions play in defining reality for its audiences.

The way information transferred to their readers comes through various forms of communication, all of which are framed to meet the goals of the providing sources. The role of framing comes herein. It describes the way media portray the stories, issues, events or how to tell the stories for audiences'/readers' consumption.

According to the Mass Communication Theory (Online, 2017:3), there are four concepts that are associated with framing assumptions which are 1) journalist selects the topics they will present and decide how they will be presented. This determines the issues audiences think about and how they think about them; 2) audience interprets information through their own frames. Audience frames may overlap or contradict the media's frame; 3) frames are reinforced every time they are evoked, whether positively negatively; and 4) frame building is a systematic process that occurs over time.

According to this, since the focus of this research is Addis Lissan Newspaper, the researcher selected this theory as useful instrument to analyze the contents of the newspapers and the type of framing and factors that affect media framing. In Addis Lissan Newspaper, reporters frame news to address the theme of the news for concerned body that they produce news in the newspaper.

### **2.7.3.1 Factors that Affects Media Framing**

The existing literature on news frames presents factors that affect such news frames generally as the media themselves or as external influence. Nevertheless, there are no facts that show how internal and external factor impact on media framing. The external and internal factors including social norm and values, organizational pressure and constraint, pressures of interest groups, journalist routine and ideological or political orientations of journalists (Scheufele, 1999:109). The main factors that affect news frames are discussed below.

#### **2.7.3.1.1 Ownership**

The ownership of the media and their interest, whether it is profit making or not, affects what and how the media cover events, issues or problems (Graber, 2002 and Johnson- Cartee, 2005). In other nations, particularly in the west, the concern of ownership influence on media content is concerned with merging of different media into single entity (Johnson-Cartee, 2005:75). In our

country, Ethiopia, ownership of media refers to whether the media are government or privately owned. In this case, both mediums have been criticized for not engaging the public particularly concerning development issues (Panos, 2002). The Ethiopian print media suffer from lack of trained journalists, illiteracy, limited readership and advertisement income Mekasha (2005:16: in Bethelhem, 2006:23).

### **2.7.3.1.2 Journalistic Routines**

Organizational pressures and resource constraints do not alone determine how issues are framed. Journalistic routines and journalists' ideological and political orientations also contribute to the framing of issues.

The view that journalists' routines affect the news framing is composed of two components. First, as much as the frames provide cue for readers, they provide similar functions for journalists. Journalists rely on frames to make sense of facts, to focus the headline and to structure the story-line (Norris and Carroll, 1997:1). Further, frames are used as 'working routines' for journalists. In this way, they enable them to immediately identify and group information and make news suitable for their audiences (Giltin, 1980; in Scheufele, 1999:106). The way journalists go about gathering information, selecting sources combined with their purpose in writing the news and the recurrent deadlines determine how the event is framed.

### **2.7.3.1.3 Interest Groups and Sources**

Journalists depend on eye witness and other sources to write a story. These sources might have their own agendas that they want to share with the audience. Powerful communication agents such as elected officials and interest groups advocate and encourage frames with purpose of planting them in news contents (Nelson and Oxley, 1996:1041). The first encounter between journalists and sources particularly for breaking news put the framing process in motion (Entman, 1991:7). Graber (2002:173) summarized the role of journalists in framing that the degree of control which journalists exercise over framing varies widely, from merely reporting the frames chosen by regular beat sources or special pleader to choosing source who share the frame preferences of journalists, to express their own frame choices in editorials and editorialized news.

#### **2.7.3.1.4 Freedom of the Press and Censorship**

The extent of freedom of the press in a given society can affect media framing. According to Kern (2003:239), news frames on terrorism are shaped by censorship from government or self-censorship on the part of the journalists. In developing nations, where the governments are not well established economically and politically, they remain intolerant of media criticism regarding the government's policy and development (Graber, 2002:19).

In Ethiopia different laws, among them the Constitution, grant freedom of expression and access to information. Particularly the 1992 Freedom Bill, opened for the private media (restricted to print media) to flourish. Although the media became relatively free from direct censorship, the government continued to own and control all broadcasting and some of the print media (Mekasha, 2005:13; in Bethelhem, 2006:23).

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

In this research paper, this part presents the methodological framework of the study such as the research design, data collection tools, sampling techniques and sample size, data gathering procedures, data analysis method and ethical consideration.

#### **3. Research Methodology**

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically (kothari, 2004: 8).

Similarly, Singh (2006:79) also stated that research methodology involves the systematic procedures by which the researcher starts from the initial identification of the problem to its final conclusions. As a result, the researcher identifies the problem, gathered data, analyzed the data and made a conclusion and recommendations scientifically to solve the observed problem based on the findings.

#### **3.1 Research Design**

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Decisions regarding what, where, why, when, how much, by what means concerning an inquiry or a research study constitute a research design. The research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data (kothari, 2004:32)

In simple expression, research design is a mapping strategy that is essentially a statement of the object of the inquiry and the strategies for collecting the evidences, analyzing the evidences and reporting the findings. In General, a research design includes a) Research method or research strategy, b) Sampling design, c) Choice of research tools, and d) Choice of statistical techniques (Singh, 2006:78).

Thus, the design helps the researcher to organize ideas in a form whereby it will be possible for the researcher to look for flaws and inadequacies (kothari, 2004: 10).

In this research, the researcher applied mixed research method to mean both qualitative and quantitative research methods to conduct the research. But the researcher majorly and dominantly used qualitative research method because the study needs to describe and understand complex ideas and phenomenon; and the researcher used qualitative research method repeatedly in the research work.

A key aspect of the definition of mixed methods research is the ‘mixing’ of the qualitative and quantitative components within the single study or series of studies and which refers to the process whereby the qualitative and quantitative elements are interlinked to produce a fuller account of the research problem (Halcomb E. & Hickman L., 2015:3).

It is generally understood that, at the most basic level, quantitative research involves the collection and analysis of numerical data, whilst qualitative research considers narrative or experiential data. Its central premise is that the use of quantitative and qualitative approaches in combination provides a better understanding of research problems that either approach alone (Creswell and Plano Clark, 2007: 5; in Cameron R., 2015: PPT: 4). Because of this statement, the researcher applied mixed research method with a dominantly qualitative research method.

Qualitative research is a type of scientific research which consists of an investigation that seeks answers to a question, systematically uses a predefined set of procedures to answer the question, collects evidence, produces findings that were not determined in advance and produces findings that are applicable beyond the immediate boundaries of the study. Qualitative research is especially effective in obtaining culturally specific information about the values, opinions, behaviors, and social contexts of particular populations (Family Health International, 2005: 1). It helps the researcher to provide complex textual descriptions of how people experience a given research issue. It provides information about the “human” side of an issue – that is, the often-contradictory behaviors, beliefs, opinions, emotions, and relationships of individuals. This research is also related with human interest and need of information every day what is happening, need of learning about national development and advocacy of development issues. In this reason, the researcher used qualitative research method.

The other reason that the researcher applied qualitative research is in order to be effective in identifying intangible factors, such as social norms, socioeconomic status, gender roles, ethnicity, and religion, whose role in the research issue may not be readily apparent. Thus, qualitative research helped the researcher to interpret and better understand the complex reality

of a given situation and the implications of quantitative data. In this sense, the researcher used qualitative research to obtain firsthand information from the respondents for its accuracy, credibility and to interpret and better understand the complex reality of a given situation of the data.

On the other hand, the researcher used quantitative research method to quantify the data that gathered from the content. Quantitative research is the systematic investigation of phenomena by gathering quantifiable data and performing statistical, mathematical or computational techniques. This method is a research method dealing with numbers and anything that is measurable in a systematic way of investigation of phenomena and their relationships.

The researcher applied quantitative research to gather information from the content of the newspaper using sampling methods and form of numerical. After careful understanding of those numbers to predict the future of a product or service and make changes accordingly. Thus, the researcher used quantitative research to collect reliable and accurate data, wider scope of data analysis and eliminate bias.

In relation to this case, the researcher used quantitative content analysis method to analysis the content data that gathered from the newspaper. Content analysis, simply put, is the quantitative investigation of message characteristics. Most definitions are a bit more specific than this, often delineated by the degree to which a scientific method is assumed. The following definition is employed in this research.

In summary, quantitative content analysis of messages that relies on the scientific method (including attention to objectivity-inter subjectivity, a priori-design, reliability, validity, generalizability, and hypothesis testing) and is not limited as to the types of variables that may be measured or the context in which the messages are created or presented (Neuendorf, 2002: 10).

### **3.2 Sampling Technique**

Sampling is crucial technique of behavioral research; the research work cannot be undertaken without use of sampling. The study of the total population is not possible and it is also impracticable. The practical limitation: cost, time and other factors which are usually operative in the situation stand in the way of studying the total population.

In general, there are two types of sampling technique that are probability and non-probability sampling techniques (Kothari, 2004: 81). Whatever, in this research, the researcher used both Probability Sampling and non-Probability Sampling techniques.

Probability sampling is a method of sampling which gives the probability which our sample is representative of population. Kothari (2004:60) also stated that probability sampling is known as 'random sampling' or 'chance sampling'. Under this sampling design, every item of the universe has an equal chance of inclusion in the sample. It is, so to say, a lottery method in which individual units are picked up from the whole group not deliberately but by some mechanical process.

Therefore, the researcher applied probability sampling to give each possible sample combination an equal probability of being picked up and each item in the entire population to have an equal chance of being included in the sample because the study consists of news stories of the newspaper that relays every week of the three times circulation. News are always produced in the AAMMA particularly in the Addis Lissan Newspaper. In addition to this, the reason why the researcher has chosen this technique, in probability sampling method, the choice of one individual is in no way tied with other and the individuals of a sample are independently drawn from the population. All members of the population have essentially the same probability of being selected.

Under probability sampling, there are six important techniques that are simple, systematic, stratified, multiple or double, multi stage and cluster random sampling (Kothari, 2004: 63). Among of these, the researcher used systematic random sampling which is an improvement over the simple random sampling. This method requires the complete information about the population. There is list of news stories that are reported in the Addis Lissan newspaper, why because the researcher utilizes this technique is that to select the data from a list of information's of all the individuals of the population in a systematic way. In this way, the researcher could decide the size of the samples. And the other reason why it is preferred is an easier and less costly method of sampling and could be conveniently used to sort the data among large populations.

In addition to this, the other reason behind for using systematic random sampling is that it is a simple method of selecting a sample, reduces the field cost, inferential statistics used, sample is

comprehensive and representative of population and observations of the sample used for drawing conclusions and generalizations.

In addition, the researcher also used nonprobability sampling. Nonprobability sampling does not attempt to select a random sample from the population of interest. Rather, subjective methods are used to decide which elements are included in the sample. Nonprobability sampling is often divided into three primary categories: (1) quota sampling, (2) purposive sampling, and (3) convenience sampling (Battaglia and Michael, 2008:523).

For this research, in qualitative research method, under non probability sampling technique, the researcher used purposive sampling method.

Purposive sampling is one of the most common sampling strategies, group's participants according to preselected criteria relevant to a particular research question. Purposive sampling is therefore most successful when data review and analysis are done in conjunction with data collection (Family health International, 2005:6). The Idea is to pick out the sample in relation to some criterion, which is considered important for the particular study. This method is appropriate when the study places special emphasis upon the control of certain specific variables (Family health International, 2005:86).

And in qualitative research method, after a few numbers of informants were selected by purposive sampling technique, the researcher also used snowball sampling technique for interviewee selection.

Snowballing also known as chain referral sampling which is considered a type of purposive sampling. Snowball sampling is arguably the most widely employed method of sampling in qualitative research in various disciplines across the social sciences. A sampling procedure may be defined as snowball sampling when the researcher accesses informants through contact information that is provided by other informants. This process is, by necessity, repetitive: informants refer the researcher to other informants, who are contacted by the researcher and then refer her or him to yet other informants, and so on (Chaim Noy, 2008:330). It assists the researcher in enriching sampling clusters, and accessing new participants and social groups when other contact avenues have dried up (Chaim Noy, 2008:330).

In snowball method, participants or informants with who contact has already been made use their social networks to refer the researcher to other people who could potentially participate in or contribute to the study. Snowball sampling is often used to find and recruit "hidden populations,"

that is, groups not easily accessible to researchers through other sampling strategies (Family Health International, 2005:7). When employed in the study of social systems and networks, this sampling method delivers a unique type of knowledge. In these cases, on which people is ‘hidden-by-choice’ as it was (chaim Noy, 2008:330).

The reason why the researcher used Snowball or chain sampling is that it involved utilizing well informed people in order to identify critical cases or informants who have a great deal of information about a phenomenon. In this context, it uses to identify a critical respondent who is well informed and experienced the matter of producing news as a developmental journalist who tcould give valuable data for the research. As a result, the researcher followed this chain of contacts in order to identify and accumulate critical cases for interview.

### **3.3 Sampling Size**

Sample size refers to the number of items to be selected from the universe to constitute a sample. The size of sample should neither be excessively large, nor too small. An optimum sample is one which fulfills the requirements of efficiency, representativeness, reliability and flexibility. While deciding the size of sample, researcher must determine the desired precision as also an acceptable confidence level for the estimate. The size of population variance needs to be considered as in case of larger variance usually a bigger sample is needed. The parameters of interest in a research study must be kept in view, while deciding the size of the sample (Kothari, 2004: 63).

#### **A. Samples of Content Analysis**

Selecting a representative sample from the newspapers was a critical task for the researcher. The researcher, hence, employed random technique sampling in the study. It is preferable as it enables researchers get rich information. Addis Lissan Newspaper is a three times weekly circulated newspaper of Addis Ababa City Administration Mass Media Agency. The samples have taken from a little recently circulated newspaper not to face challenges of poor documentation. The researcher applied systematic random sampling technique to select the news stories for its balance and validity.

Therefore, for analysis, the researcher took seven months’ news story items of Addis Lissan Newspaper for content analysis using the systematic random sampling technique. The content

analysis made taking samples of news story from the beginning from July 8<sup>th</sup>, 2017 to February 7<sup>th</sup>, 2018 (Hamle 1<sup>st</sup>, 2009 to Tir 30<sup>th</sup>, 2010 E.C). Because the budget year always starts on July 8<sup>th</sup> (Hamle 1<sup>st</sup> E.C) and ends on July 7<sup>th</sup> (Tir 30<sup>th</sup> E.C) in our country. Therefore, the plan and projects launch and tell to the society on July and the next months. And reports also addressed in every quarter and half if the budget year. In this case, the researcher added one month from the half year to get valuable data if the report time frame would be transferred for a month. The weekly circulated newspaper, Addis Lissan, commonly carries few numbers of news stories. The newspaper consisted averagely six news stories in one print circulation. All the news stories made in seven months' news story items would not be taken for the content analysis because it is very large. The data would not be too large to manage as the numbers of news stories being made in the selected newspapers.

As a result, the researcher collected total number of 548 development news stories from seven months. Among of these news stories, the researcher took every week of the second day's news stories of the weak circulation of all seven months. Among of which, the researcher used samples that were selected in systematic random sampling technique in every week of Thursday's news contents (183 news items selected for content analysis averagely 26 news per month and 6.5 news items with one copy ( $4 \times 6.5 \times 7 = 182$  approximately 183)) of the newspaper. In such a way, the total number of the news stories collected was 183 (33.3%). Consequently, 183 (33.3% or 1/3) news stories selected for content analysis. The selected news was conducted in the research for quantitative content analysis that made its reliability and validity of the finding. It is one third of the total number of the news collected (see Annex IX). The researcher did the category and coding (see 3.4.1: I) to classify the data and analyze.

## **B. Samples for In-depth Interview**

The researcher used non probability sampling technique and under this purposive sampling technique and snow ball sampling techniques applied for in depth interviewees. Thus, the researcher used snowball or chain sampling to select reporters to limit the number of interviewee and get more relevant reporter for the study in order to get reliable and credible information. According to this, the researcher made an interview with print production director (1) and the chief editor (1) who are selected purposively. Then, the chief editor has chosen one deputy editor according to their experience who was the oldest and nearest for producing and editing news

stories. And then, the deputy editor in chief also has chosen three (3) reporters that are experienced in making news for two years and above. Therefore, interview was conducted with those two (2) purposively chosen respondents and four (4) chosen respondents in snow ball sampling. All these samples either directly make news stories of the weekly circulated newspaper or involve through planning, editing, framing and other processes. Hence, they were believed to give deep and valuable data for the study and they did it accordingly.

### **3.4 Data Collection Tools**

Collection of data is very essential in a research to provide a solid foundation for it and something like the raw material that is used in the production of data. It provides a definite direction and definite answer to a research inquiry. The data are needed to substantiate the various arguments in research findings. The main purpose of data collection is to verify the hypothesis.

Therefore, this study utilized two sources of data collection tools categorized under primary and secondary. These tools are important to obtain and analyze data properly.

As a result, primary source data acquired directly from informants through in-depth interview and quantitative content analysis of the selected news stories contents with concerned to the coverage developmental issues in Addis Lissan Newspaper. Secondary sources such as published and unpublished literatures found both in soft and hard copies were applied for the research.

#### **3.4.1 Primary Data Collection Source**

##### **I. Content Analysis**

Content analysis is a method of studying and analyzing communication in a systematic, objective, and quantitative manner for the purpose of measuring variables (Wimmer, Roger D., Dominick, Joseph R., 2011:156).

Media content analysis is a specialized sub-set of content analysis, a well-established research methodology. It is used to study a broad range of 'texts' from transcripts of interviews and discussions in social research to the narrative and form of films, television programs and the editorial and advertising content of newspapers and magazines. Quantitative content analysis

collects data about media content such as topics or issues, volume of mentions, ‘messages’ determined by key words, circulation of the media (audience reach) and frequency”.

Therefore, the researcher employed this technique systematically to categorize data into themes and then counting how often each sort of data occurs in order to identify dominant findings and, thereby, make some generalizations about developmental reporting and the developmental journalism practice.

## **II. Interview**

In-depth interview is useful for learning about the perspectives of individuals. It is an effective qualitative method for getting people to talk about their personal feelings, opinions, and experiences. It is also an opportunity for the researcher to gain insight into how people interpret and order the world (Family Health International, 2005:29). In-depth interviews are usually conducted face-to-face and involve one interviewer and one participant. When safety is an issue for the interviewer, the presence of two interviewers is appropriate.

Therefore, in-depth interview is used to parallel the data gained through content analysis. The semi-structured interview techniques employed to answer the reason behind the facts obtained by quantitative content analysis. The covert reasons therefore obtained through the chosen qualitative method. This enabled the researcher to have sufficient information about the news making of developmental journalism in the newspaper. The in-depth interview was a technique designed to elicit a vivid picture of the participant’s perspective on the research topic. During in-depth interviews, the person being interviewed is considered the expert and the interviewer is considered the student.

Therefore, the semi-structured interview techniques were employed in this study mainly to answer the reason behind the facts that found by quantitative content analysis was investigated by interview.

Even, the researcher gave an opportunity for women reporters who could fit the same and if they had a similar status and perception from the selected method of snowball sampling technique.

### **3.4.2 Secondary Data Collection Source**

Different publications related to developmental journalism and Addis Lissan Newspaper used as secondary sources of data for this research.

Besides to primary research method, the researcher applied secondary sources particularly published and un-published materials to support the finding of the study. The secondary sources were collected and utilized based on their relevance to the study. Therefore, international and local related books, journals, articles, reports, magazines and proclamations found in hard and soft copies were used to the research.

### **3.5 Data Gathering Technique**

To gather the necessary information for the study, the researcher applied two types of instruments. These include content analysis of the news stories and semi-structured interview with reporters, editors and print production manager.

#### **Content analysis**

The contents of individual news related to development issues in all the selected dates were collected and examined. Coding lists prepared to identify the major development news issues covered by Addis Ababa City Administration Mass Media Agency in Addis Lissan Newspaper that explores the coverage of news, the main roles of the news, to assess the implementation of developmental journalism in constructive criticism of development, to explore the amount of news in reporting both the success and the failure of plan in balance and to find out the dominant sources of news. The procedure for coding included: development issue, critics, success vs. failure stories, roles, source, and coverage of news. The researcher and Ayele (2014:39) did the coding and categories.

#### **3.5.1 Brief Descriptions of Categories**

##### **1. The Major Development News Issues**

**Housing:** issues related with house projects of condominium programs like 20/80, 40/60 and other plans and projects that focuses on housing issues.

**Education:** any news related with the process of receiving or giving systematic instruction,

especially at a school (primary and secondary), college and university.

**Health:** news which states about complete physical, mental and social well-being and not merely the absence of disease or infirmity (Prevention or treatment issues).

**Micro and small-scale enterprises:** issues related micro economy and small-scale enterprises that the government hosted them and the general activities of job opportunity issues.

**Environmental issues:** issues related with the beautification of the city and cleaning the environment entities.

**Industry:** any issue related with the aggregate of manufacturing or technically productive enterprises in a particular field, often named after its principal product and the ownership and management of companies, factories, etc.: (micro and small-scale industries, large industries) and so on.

**Trade and investment:** issues related with trade activities like the action of buying and selling goods and services and investment.

**Justice:** issues related with the administering of deserved punishment or reward by law and court decision. Or the maintenance or administration of what is just by law, as by judicial or other proceedings: a court of justice.

**Peace and security:** issues related with security, conflict prevention and management, crime prevention, crime investigation, terrorism.

**Good governance and democracy:** news which describes how public institutions conduct public affairs and manage public resources. And issues related with any good governance characteristics (accountability, honesty, equity, participation, responsibility (not being corrupted and so on) and democracy issues like political parties both ruling and opposing parties' political activities.

**Women and children:** issues related with women's participation and their problem and activities done for children and their social problems.

**Infrastructure:** issues related with the fundamental facilities, physical and organizational structures and systems serving a country, city, or area, as transportation, communication systems, electricity, roads and power plants needed for the operation of a society.

**Economic issues:** issues related with the income and outcome of the society and other economic issues.

**Others:** any other development issues other than the above lists.

## 2. The Main Roles of the News

**Educative role:** a news category which mostly tries to educate the society in development.

**Advocacy:** news which advocates the positive achievement of governments' task related with any development issues.

**Informative role:** news which targets only to give information about something new for the society.

**Others:** any other angle of news other than the above lists.

## 3. Constructive Criticism in Development News

**Constructive criticism:** news which mostly constructively criticizes critically any development issues like accomplishment of any development project or plan and issues related with good governance and democracy.

**Non constructive criticism:** news which is framed as other than constructive criticism way of framing news.

## 4. Source of the News

**Government officials' press release or conference:** - news which sources are heads of government organizations, public relation heads and officers only from press conference and press release.

**Meeting or event based:** - a news its sources are any kind of meetings, trainings, panel discussions, festivals, shows, conferences, inaugural ceremony, visit and any event.

**Professionals:** - a news its sources are professionals or experts from government organizations.

**Ordinary people:** - a news source from any ordinary person or layman and any other person who have not political or professional power.

**Research findings:** - a news source which is based on research findings.

**NGOs or private organizations:** - news source from nongovernmental organizations or private organizations.

**Media:** news source from other medias that may be abroad the country or local media.

**Others:** - any other source of news other than the above lists.

## 5. Success Vs. Failure News Story

**Success news story:** - a news story that reported about what the city administration has achieved.

**Failure news story:** - a news story that reported the progress of a project and plan in the city administration and shows the problem that has been faced not to achieve of the plan.

**Others:** - any other kind of news other than the above two lists.

## 6. Coverage of the News

**Regional/AA City Administration issues:** - issues including all issues that are focused in Addis Ababa and news released from different offices of the city administration and the society as a source of news.

**National issues/Ethiopian:** - a news report that focuses on the federal state issues in the country and if the news report released from different federal institutions office.

**International issues/Global:** - a news report that focuses on the global news issue that are abroad from Ethiopia that means an African and issues and other continents.

**Other local regional issues:** - Other regional issues are the other regions like Oromia, Amhara, Afar, Dire Dawa city administration and others in the country except Addis Ababa City Administration.

In qualitative method, the data also gathered from interviewees from print production director, editor in chief, deputy editor in chief and reporters of Addis Ababa City Administration Mass Media Agency (AACAMMA) Addis Lissan Newspaper producers with a total number of six in semi-structured interviewees for each differently. The researcher included 8 (eight) major issues in the questions for all interviewees. The working experiences of these informant's ranges were more than two years in news reporting, editing and as a media expert. All the respondents interviewed using Amharic language to create conducive environment and understand easily. And then the results translated into English for analysis purpose. And also, two categories are prepared for interview analysis that is implementing principles of developmental journalism and AACAMMA editorial policy and developmental journalism.

### **3.6 Procedure of Data Collection**

The researcher used the necessary data collection tools that are obtained from content analysis and interview. The researcher did document analysis of editorial policy of AAMMA with the principles of development journalism in the first part of data collection. This helps the researcher to assess the content analysis in context with the media policy of the agency, in addition with other developmental journalism principles and assumptions.

After that, collecting the data and analyze based on the coding was done to get quantitative content analysis data from the news story. The news story has taken from the AAMMA official library which is found at Arada sub city, Wube Berha in Besu Fekad building 3rd floor.

After gathering data based on the coding was finalized, findings identified from data gathered by the content analysis using SPSS software. Following that, interview answers analyzed corresponding with the finding of the content analysis and put the contrary findings with the content analysis result. Finally, based on the finding result, the researcher made a conclusion that is found from both qualitative and quantitative data collection methods which helps in order to conclude and recommend suggestions of the study.

### **3.7 Data Analysis Techniques**

Analysis of data means studying the arranged material in order to determine inherent facts or meanings. It involves breaking down existing complex factors into simpler parts and putting the parts together in new arrangements for the purpose of interpretation (Singh, 2006:223).

A plan of analysis prepared in advance before the actual collection of material. A preliminary analysis on the skeleton plan should as the investigation proceeds, develop into a complete final analysis enlarged and reworked as and when necessary. Attention was made at every step for a plan of analysis. Simple statistical calculation is found in this paper that analyses the quantitative content analysis and which method has contributed.

The data analyzed using both quantitative and qualitative techniques. For the quantitative analysis, graphs are used so that, the data provided a summary of what have been studied and analyzed readily easy to answer the research questions. Simple descriptive statistics such as frequency and percentage are also used for calculations. Frequency and percentage used to

calculate the data of the content analysis. The quantitative content of the news calculated by using SPSS which is presented by graph with the category prepared.

Qualitative data analysis method implemented for document (editorial policy, theories and assumptions of the DJ) analysis and in-depth interview. Data's from interview analyzed qualitatively by inserting in each category of the findings resulted from content analysis. By doing so, these qualitative data tried to answer the reason behind the facts which got from quantitative content analysis. All audio-tape interviews initially transcribed word-for-word with any emotions and feelings exhibited by the respondent during the dialogue.

As a result, interview data consist of tape recordings, typed transcripts of tape recordings, and the interviewer's notes. Typed transcripts were the most utilized form of interview data. During the data analysis phase of the research, after data collection, transcripts were coded according to participant responses to each question and the category for content analysis themes emerging across the set of interviews.

### **3.8 Ethical Consideration in Primary Data Collection**

The informants who involved human sample subjects in this research had certain responsibilities towards them. Since the activities of the sample subjects are often closely associated with data collection process, it is appropriate to consider ethical considerations here.

According to this, the researcher gave attention to protect the dignity and welfare of human participants; and the confidentiality of research data maintained. As a result, the researcher anticipated. The researchers did in advance data collection they need to respect the participants and the sites for research. The researcher conducted research on six interview participants; the well-being of research participants is top priority.

As a result, any form of data collected by informing the respondents and the purpose of the study. The data which is found in the newspaper content and also interview disclosed in the study. Besides, the researcher made clear the purpose of the study for the organization, the medium and the interviewee.

## **CHAPTER FOUR**

### **DATA PRESENTATION, ANALYSIS, AND DISCUSSION**

In this chapter, the presentation and analysis of the data response obtained through in-depth interview and content analysis have been presented. The content analysis of data made on the basis of different sub categories that were drawn from the data. Considering the research questions of the study, the subcategories were driven and the ground on which data presentation, analysis and discussion are made simultaneously. First, based on its research data gathered method, the content analysis data is analyzed and then the interview and discussions are presented.

#### **4. Data Presentation and Analysis**

Data presentation is an important aspect of research. Its purpose is to come up with the results in illustrative manner. The visual presentation of data or results is simple and easy to understand. The graphical and pictorial presentation provides the geometrical image of data. It enables us to comprehend the essential features of the frequency distribution. It also helps in observing the assumptions of the statistical analysis applied for the treatment of data (Singh, 2006:231).

#### **4.1 Presentation of Informants' Discussions, Content Analysis and Findings**

##### **4.1.1 Implementing Principles of Developmental Journalism**

Addis Ababa Mass Media Agency (AAMMA) is government own media that is undoubtable to follow the developmental journalism reporting approach of the news to provide information for the national development. Addis Lissan is a print media channel/newspaper in AAMMA among the three media outlets (print, radio and Television). Deliberately, the researcher focused on the print media which is namely Addis Lissan Newspaper in Addis Ababa region (city administration); it used to avail news stories for the society using development journalism approach. Simiyu (2015: 16) stated about the news values of development journalism in the developing country that journalism can be used in two different ways to enable the audience prosper, one is by articulating government projects to serve the development goals of the government while the other is by playing the investigative role that brings useful information to

the knowledge of the audience when they point out what the government is supposed to do for them and is not being done.

According to the above discourse of DJ, the researcher interviewed the informants of the study on implementing the principles of development journalism in news reporting content and their experience. The comments are discussed below:

Informant 6 stated that, in principle, “in order to enable us do our jobs in line with the concept of developmental journalism, directions and on job trainings are given. However, we are not as such encouraged to do in line with the principles of developmental journalism. As my understanding, developmental journalism focuses on three issues like mobilizations, participations and expanding best practice. We can understand that these issues are important for the government and the people. According to this, it is impossible to say that we accomplished developmental works and mobilize the people effectively.”

Informant 6 added that their understanding towards the developmental journalism of the officials in practice is very different for utilization. In our media, DJ is only talking and writing about the good sides (positive sides) of the government institutions like a public relations officer. Whenever we try to focus on the problematic areas, there will be a number of complaints from higher officials. As a result, we put our hands down, and we simply follow the principle of “save the heaven.” Reporters did self-censorship to take care before the news is provided to the editorial and to protect the government official complains about the reporters’ that engaged in constructively criticizing of the government and to reduce the complains of officials in which about 84% of reporters are under this problem.

Informant 5 also agreed with informant 6 and stated that he had direct relation with the news preparation process. Developmental journalism includes the community’s questions in addition to controlling what the government is performing. There is a big gap on the application of investigative journalism because the government officials assumed that DJ could be inclined to the neo liberalism. Sometimes, not only the principles of developmental journalism but other ethics of journalism violated, especially when there will happen a nation-based conflict; the truth is hidden. Generally, “I could say that there is misunderstanding on the concept of developmental journalism; it is taken as reporting the good and positive sides of things, but it is by far different from this idea.”

Informant 4 agreed with the above informants (5) by explaining that regarding with concept of developmental journalism since Addis Lissan newspaper is used as a voice for government, most of the time, it focuses on reporting the positive things, or focuses on image building process. There are a wide range of gap in identifying the problems, gathering information from people, and addressing issues for the governmental bodies accurately. It is very common to promote and focus on the positive things. There are few reports which are being written on governing problems, but most of their pillars are being used on image building jobs.

But contrary to the above informants, Allan Chalkley (1968; in Lent, 1979) opposed the above practical reporting approach that the duty of a development journalist is to present the facts as they are, interpret and analyze those, draw conclusions and place it before public in a way so that they can understand them clearly. Allan Chalkley added that development journalism is more than just presenting facts; it gives a critical estimate of various development projects and plans adopted by the government agencies. Development journalism, therefore, is aimed to be connected with the people and open reader's eyes to the practical problems and also give solutions for these problems. Allan Chalkley also elaborates as this type of journalism approves the principle of participatory development approach, by ensuring people's participation in the planning and shaping of development projects. "For this the credibility of media is an essential condition which is to be achieved by giving expression to people's voice, and practicing just, accurate and objective reporting of important socio-economic problems of a country.

The editorial policy of AAMMA supports the above scenario that the scholar stated. According to AAMMA editorial policy document (2018: 7-8), the economy growth and the right of citizens are the pillars of the city administration. The policy states that all outlets of the media should provide programs that can mobilize the people's participation on development issues and insure equal utilization of the developments' benefit. All citizens have the right to participate on the plan of the development and monitor the progress and implementation of the plan and projects; and construction issues of the city administration.

Therefore, in development journalism feature, citizens have their own participation on the city administration development. And the medium also has a role to mobilize and frame the society for a change of life. In this case, according to the reporters, Addis Lissan newspaper is not implementing regarding the principle of DJ to mobilize the people for a change of life in

different reasons. As a result, the newspaper has poor trial of reporting development news to change the society rather it covers the governments success story and positive sides. In general, principle of development journalism is not implementing properly in Addis Lissan Newspaper and it is weak in its practice.

There are some factors in the behind that causes in order not to practice developmental journalism properly on the Addis Lissan Newspaper. The first factor is governmental body interventions.

Regarding this, the researcher questioned the informants of the study factors influencing them to practice development journalism in Addis Lissan Newspaper. The comments are discussed below:

Informant 6 states that the medium is the reflection of the government's ideology; we couldn't be out of this fact by any means. As we are working by the government's budget and in the government own media, there is no doubt that there will be an influence on us.

Informant 1: One of the problems to implement developmental journalism is lack of acceptance because it brings different emotional state on different bodies of the news report. The report may expose peoples who would like to be hidden in lack of balanced and equal reporting approach. In developmental journalism, personal interest is not acceptable. Some people are hiding information; and some have no interest to feed information. Whatever, the problem of implementing DJ in AAMMA is critical.

Informant 2 also explained that, in fact, the news report that is produced in developmental journalism approach is not enough. Working the news in developmental journalism approach is essential and should be done. Even though the journalists did news reports in developmental journalism approach; they knew what has been done and have no enough information and gathering it; it is impossible to address all the news which are produced rather some selected news report will be printed out and avail for the society. Otherwise, some news that reports the failure of projects or has critics on some issue, the news will be dropped in the dirty box. Because of producing news that explains failure project or something negative and if the journalist faces a challenge or problem, he/she has no a commitment to do it again.

Informant 3 also added that there is an awareness gap between the journalists and high officials in developmental journalism. Political leaders and public relation experts are administrating the media agency but the leaders have no idea about journalism and developmental journalism.

Contrary to the above informant's discussions, Ogan (1980: 8) stated that developmental journalism has the role of investigative reporting in countries where government has the will of democracy. Far from being a mouthpiece for government propaganda, the journalist would fulfill the watchdog role of the press in the truest sense; this approach to development journalism would also require that governments be willing to support a press system which will be so openly critical.

There is a number of news that are produced on uncompleted plan or unsuccessful project but those news reports are not printed out and addressed to the society because of the internal and external influence. The media manger and officials don't want to take the risk and responsibility that is why failed story news aborted before they released. Because that official's life is based on the political commitment and those officials haven't quite enough journalistic professional skill and discipline.

As perceivable from the above discussion, most of the respondents know very well the concept of DJ and skilled to exercise. However, they can't exercise because of the government body intervention. The city administration expects that all reporters write and address all good things that can inspire and promote the achievements of the government for the society.

And also, the leaders of the AAMMA and coordinators who are working in the media agency have lack of practice about developmental journalism as well. That is why the order the reporters to produce news that can only build image of the institution and the government body. Therefore, those leaders need awareness training on the skill of developmental journalism and development news reporting in order to have common understanding.

To summarize, according to the reporters, among of the respondents 66.7 of them are informed and understand the principle of developmental journalism and able to report news if it is possible as well. But they can't exercise practically to use for reporting news. Because politicians and higher officials have an influence on journalist to do balanced news report and even, they made a fear on journalists. Reporters are made dependent on the government's ideology that provides positive and biased report. If the journalist released an uncompleted plan or unsuccessful project

in the newspaper, there would have direct influence on the reporters' life and every movement. There is no grant for the journalists.

Similar with the above finding, Skjardal (2017:18) also agreed that the perceived political influence in Ethiopian newsroom is among the highest in the world. He added that as expected, the political influence is perceived to be highest in the state media.

Therefore, those leaders need awareness training on the skill of developmental journalism and news reporting in order to have common understanding with reporters. According to the finding, reporters are the mouthpiece of the government body rather than being having the watchdog role of the the government activity of reporting system as a profession. Politicians and higher officials influence reporters to report achievements, success and good sides of the government.

As a result, a next influence that limits reporters to practice developmental journalism on the Addis Lissan Newspaper is lack of skill and experience on the developmental journalism as well.

The main purposes of development reporting are effective in providing facts, requires considerable investigative and research skill on the part of the journalist, apart from firm grasp of trends in economic thought, planning and development.

Regarding with journalist professional efficiency, the researcher questioned the informants of the study on opinion on implementing the principles of development journalism as a journalist in news reporting content and their experience.

Informant 1 commented that all most all the news stories are following the principles of developmental journalism. It is true that, in Addis Lissan Newspaper, always reporting successful stories has an advantage to inspire others. Since advocating and acknowledging the success story is a tool for motivation for the society and I hope we will continue in such reporting style.

The above informant explains that the idea is contrary to all the above discussions and secondly this informant believed that all the stories that are produced in the news room should be success stories and which is the best practice of DJ. The informant makes the people believe that reporting only success story has an advantage for audiences and such reporting approach should be common in all the times including the future of the newspaper.

Informant 3 also added that there is a confusion in developmental journalism's definition and concept that needs something clear. In my experience, developmental journalism means reporting only the successful and completed projects and plans. The government officials give us a direction the focus of reporting area/issues based on political and current issues. Then, we propagate the agenda that they gave us.

Therefore, in Addis Lissan Newspaper, all reporters haven't similar skill and knowledge on developmental journalism concept and principles of reporting approach. Among the selected 6 informants for interview, 4 (66.7%) of the informants have an aware of exercising DJ properly and have conceptual knowledge. In the other hand, among the selected 6 informants for interview, 2 (33.3%) of the informants have a confusion in the principle and concept of developmental journalism to exercise and report news. Similar with this finding, in Ethiopia, Skjardal (2017:4) stated that the government on its part has claimed that many of the publications have been characterized by poor and irresponsible journalism. This shows that there is a skill and knowledge gap between the reporters on the concept and principle of DJ.

#### **4.1.2 AAMMA Editorial Policy and Developmental Journalism**

Addis Ababa Mass Media Agency (AAMMA) has an editorial policy document as media house that is produced as the guideline of the media which used to as a direction for the reporters and journalists.

Skjardal (2017:4) stated that a characteristic which sets Ethiopia apart from other media societies in Sub-Saharan Africa is its official media policy, which is based on development journalism. The philosophy is explicated in a lengthy 48- page policy document (latest version 2015) which applies to all state media outlets. Skjardal added that the policy implies, in short, that the official media including national and regional mass media and various print media channels – should cover news and issues in such a manner that they ultimately support national growth and development.

The researcher questioned the informants of the study to what extent their editorial policy supports the practice of development Journalism in writing and reporting news particularly on the Addis Lissan Newspaper. The comments are showed below:

Informant 6: I am sure that our editorial policy allows us to do our duties in line with the concept of developmental journalism. When try to do our jobs based on our editorial policy, it is possible to identify and demonstrate problems publicly. The editorial policy allowed us to do. So, we can say it is complete in this regard. But there is a challenge between the written and the application of development journalism based on the document.

As media leader, informant 6 explains the above comment on the implementation of DJ. Informant 5 also added that the editorial policy is often said the document of the constitution, and it is a very good document. Though as a document it has no problem, there is a big challenge in its application. There are direct and indirect influences which can be used to block journalists not to exercise the principles of development journalism. For example, the meetings which are often held in every three or six months are used as self-censure mechanisms; however, these are traditional unwritten rules and parameters for the journalism. Therefore, if you keep doing in line with the editorial policy, you will be facing a big challenge. In addition to that, informant 4 explains about the editorial policy of the AAMMA as follows:

However, the editorial policy doesn't allow us to exercise the principles fully; it has many good things. It is becoming improved from time to time. The constitution and freedom of information were ratified based on the proclamation. Here the problem is to exercise the policy. When we want to apply what the policy says, the supervision and monitoring process has a big gap. Therefore, it is becoming misdirected.

All the informants agree that they have good and workable editorial policy that produces based on the constitution of the country and the proclamation of the AAMMA. But it is unbearable to practice it on the ground. The document supported the developmental journalism reporting approach but in practical way, it is a paradox that we have as a media institution. There are good elements in the policy document but things are not good to exercise and work based on the principles of DJ. The main reason that informants raise not to practice the DJ practically is government body interventions and there are unwritten laws in the newsroom.

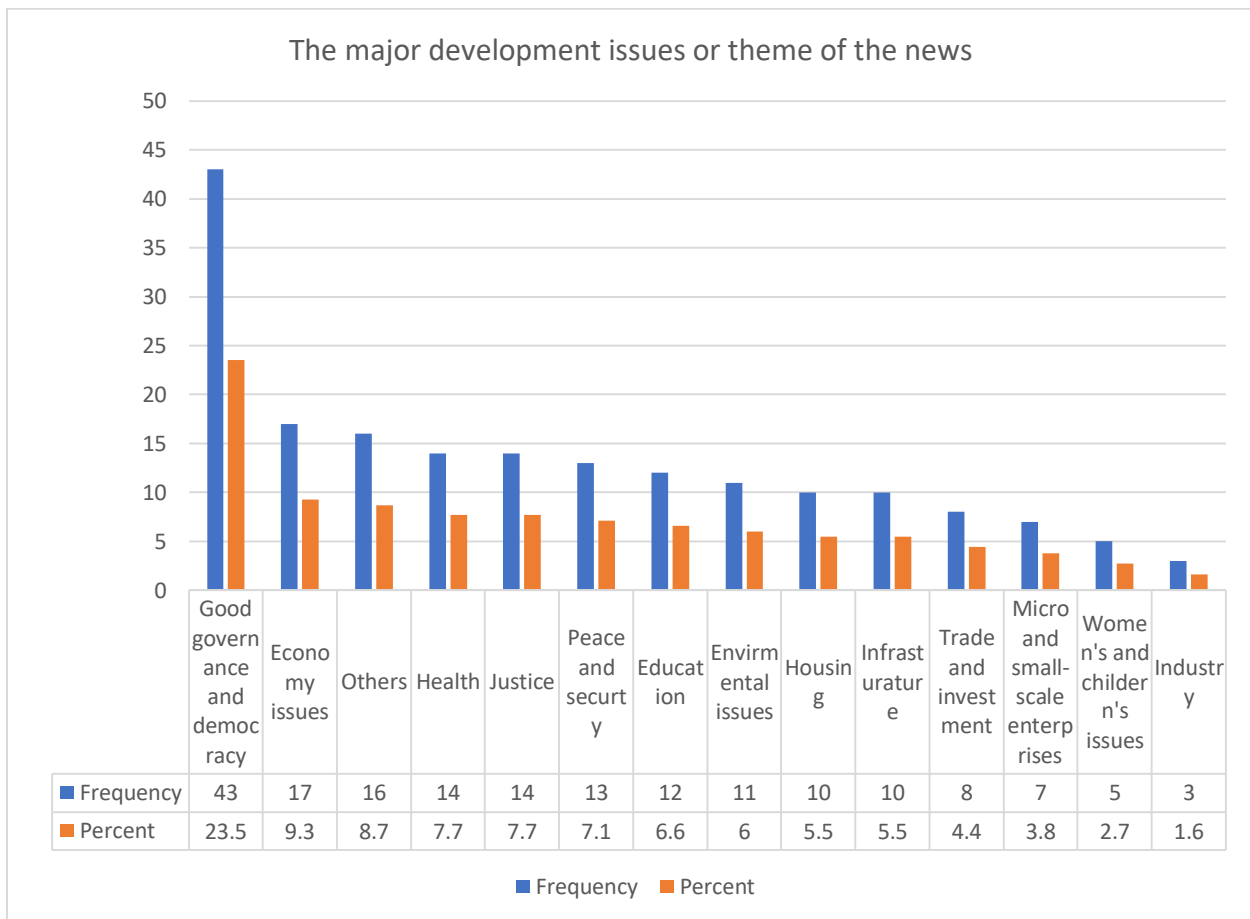
### **4.1.3 Major Development Issues and Reporting**

As shown below in figure 1, among 183 news selected for analysis 43 (23.5 %) of them focuses on good governance and democracy. The second development issue that reported repeatedly was

economy issues which cover 17 news items (9.3%) of all issues. Other issues 16 (8.7%), health 14 (7.7%) news, justice 14 (7.7%), peace and security 13 (7.1%) and education 12 (6.6%), also got considerable coverage respectively.

Following that, environmental issues 11 (6%), housing 10 (5.5%), infrastructure 10 (5.5%), trade and investment 8 (4.4%), Micro and small-scale enterprises 7 (3.8%), women and children issues 5 (2.7%) and industry 3 news item (1.6%) got lesser coverage respectively.

**Figure -1 Percentage and frequency of the major development issues or theme of the news**



In Addis Ababa City Administration, there are a lot of development issues that are reported in Addis Lissan Newspaper in order to educate, inform and advocate the society what is undertaken regarding the public interest. Domatob & Hall (1983; in Xu, 2009: 3 – 4) argue that development journalism has contribution to health, nutrition, family planning, agriculture, education programs to report using the mass media in different countries. Development journalism is needed to provide contextual and background information about the development process, discuss the

impact of plans, projects, policies, problems, and issues on people, and speculate about the future of development.

Therefore, in this research, in selected issues for content analysis, different genre of development issues is included in the development issues category like health, justice, peace and security, education, environmental issues, good governance and democracy economy, housing, infrastructure, trade and investment, micro economy and small-scale enterprises; and women and children issues.

The editorial policy of AAMMA stated that making news coverage for issues like peace, democracy and development in focus because these issues are integrated and vital for the country and city administration (AAMMA Editorial policy document, 2018: 22). Therefore, reporters are expected to produce news reporting regarding the social, economic and political issues in balance for multidimensional development and change.

In so far as, according to the agenda-setting theory, reporting one issue regularly is one way in which media give people a sense of identifying important issues. In relation to the major news' issues, the finding of this study from the content analysis shows that significant consideration was given to good governance and democracy related issues. Among 183 news selected for content analysis, 43 news (23.5%) of them focused dominantly on good governance and democracy.

Contrary to this finding, 83.4 informants of the interviewee agreed that the major issues that should be acknowledged frequently and get media coverage in Addis Lissan Newspaper is housing issue. They believed that housing issues is a grand project in city administration specially starting from the launching to the end of buildings in different sites of condominium housing projects. Informant 2 stated that housing issue is reported boldly since it is the major project in the city administration. Most of them responded that the reason in the behind is most of the peoples' in the region/city administration/ are house asker/requester. The mass audiences of their medium are the society who lives in city. Due to that they believe that they have to serve the city administrations' residents. Additionally, according to the reporters, the direction of officials the media directs them to give priority for the projects and inform about that are on progress in the city developmental projects like housing, micro and small enterprises and other infrastructures cases. But peace and security; and good governance and democracy issues are not

denied to be reported next to developmental projects since the city government is the residence of diplomats, federal state and Africa Union. However, the housing project has different benefits of issue like job opportunity creation issues especially for the ordinary people. The project has the socio-economic benefit as the public interest.

As a result, in practice, among 183 news selected for content analysis only 10 news (5.5%) of them focused on the housing issues and which has rank among the news selected in the newspaper on ninth graded issues in reporting as a development issue. In actual reporting, Addis Lissan tried to make good governance and democracy as important issue of Addis Ababa city Administration in the sense of the people.

Therefore, according to the finding, a major issue that has got a repeatedly reported issue in Addis Lissan newspaper is good governance and democracy 43 news (23.5%) rather than housing issue 10 news (5.5%). In the finding, the next issue that has been reported as a major issue is economy issues which cover 17 news (9.8%) of the selected 183 news stories.

In the other hand, among the issues raised in the newspaper on this category were health, justice, environmental issues, housing, infrastructure, trade and investment, micro economy and small-scale enterprises, peace and security and education, women and children issues and industry issues respectively.

The researcher questioned the informants of the studys' opinion on which developmental issues they entertain primarily. The comments are discussed below:

Informant 6 said that the project news is the one which can be prepared by planning. The second news is event-oriented project news that is planned and leaded by the media calendar. We are planning them, according to the city administration development directions. For example, house construction health, education, development and infrastructures are the focus areas and, in the news, developmental journalism is being practiced as a trial level. The socio-economic developments can be reported by following up their progress from the very beginning up to the end. When we see the development of condominium houses which is the biggest project in the city, we are diffidence to write news on what is going wrong with project progress. Sometimes, we tried to demonstrate the problems as we have the interest to do so on the quality problem in building, but we are obliged to report only the quantity first and the positive one.

Informant 5 added that the news can be reported starting from the foundation stone was laid up to the completion of the project. We do things out of the circle, and most of the time, such things will be the remedies for the conflicts. In housing development, it is always expected to make report only the quantity aspect (i.e. the number of houses which are built and being built, inaugurated and transferred), but we are also expected to investigate further about the accessibility of housing benefits and the gaps throughout the progress.

Informant 4 also added that the newspaper is the voice of the city that reports about a half percent of the media coverage is focused on the city issues. For instance, the housing benefits issue, and job opportunity creation issues are some of the issues which are addressed by the media majorly.

Informant 1 explained that as DJ has its own method to report the developmental issues. It is reported in balanced for government and public different issues like road, projects, basic infrastructures (like housing). Social and political issues are provided in balanced way. Informant 3 said that the newspaper gives primarily for good governance, peace and security and democracy because it always focuses on political issues commonly.

According to Shah (1996; in Wimmer & Wolf 2005:2), development news should refer to the needs of people, which may vary from country to country or from region to region, but generally include primary needs, such as food, housing/shelter, employment; secondary needs such as transportation, energy sources and electricity; and tertiary needs such as cultural diversity, recognition and dignity.

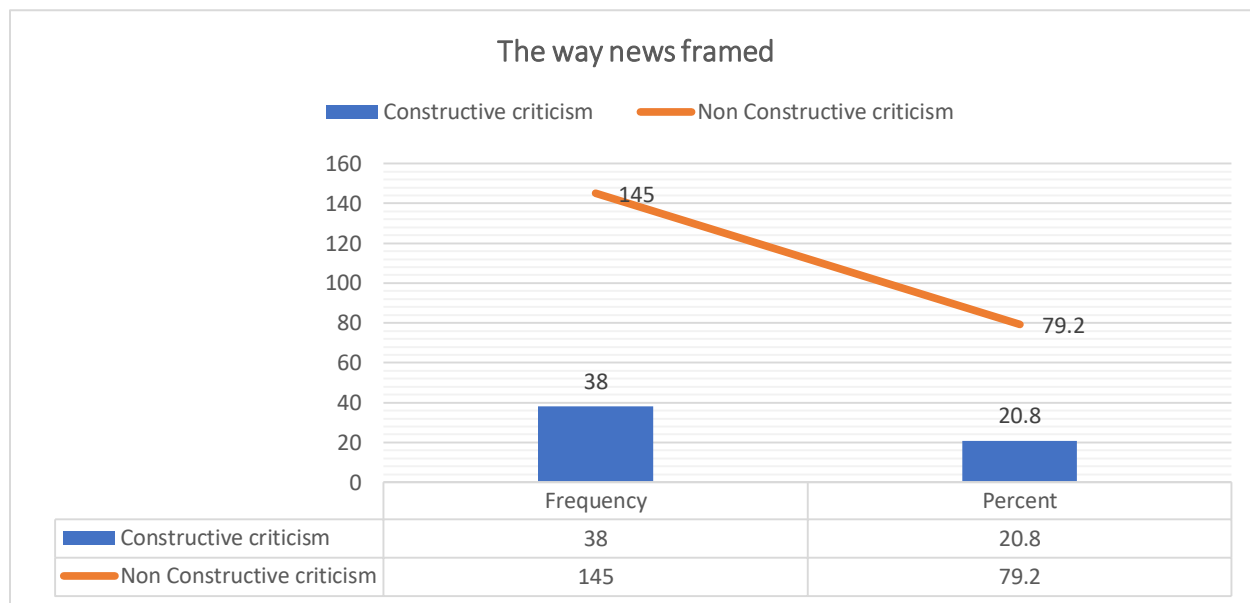
Therefore, in principle (but not in practice), journalists/reporters are in the right track of thinking that have to primarily report about the housing issues but practically Addis Lissan is reporting oppositely with the wimmer and wolf's idea and it is the vice versa. People who are living in Addis Ababa need the primary need, the secondary and tertiary respectively as a developing country. Because housing/shelter issues are the first to servive. As a result, primary issues should more repeatedly report about is forgotten and it is done the tertiary in the newspaper.

#### **4.1.4 Constructive Criticisms in Development**

As figure 2 indicates below, among 183 news items, 38 news (20.8%) were framed as constructively criticizing the government problem in relation with the development process of

the city administration. The remain 145 news (79.2%) framed as nonconstructive criticism in development process.

**Figure- 2 Frequency and percentage of constructive criticism in development news**



The editorial policy of AAMMA stated that the media should be engaged to help and create good opportunity of justice by making the government structure/system to be accountable and transperance among each other; by investigating and exposing illegal actions; and through creating an awareness around governments policy, strategy, plan and work process (AAMMA Editorial policy document, 2018: 13).

Skjerdal (2011:4) also argues that development journalism critically examines, evaluate and report the relevance of a development project to national and local needs, the difference between a planned scheme and its actual implementation and the differences between its impact on the people as claimed by government official and as it is actually being (see also Ogan, 1980: 8). Xu (2009: 2) also argues that development journalism stays independent from government and critiques its leaders.

Similarly, Galtung and Vincent (1992: 151-165; in Gunaratne, 1996: 99 – 101) and stated that one of the ten proposals of development journalism is that it should sometimes engage in ‘constructive’ criticism where necessary (see also Banda, 2007: 160–161).

In contrast to the above scholars’ argument, Addis Lissan Newspaper almost totally ignores constructive criticism in development news and news presentation; among 183 news 38 of the

news (20.8%) were framed as constructively criticizing the government problem in relation with the development process of the City Administration. Although these news' are talking about complains of different issues of development, but it doesn't mean that the reporter made any one in order to be accountable for the delays of projects and uncompleted of the plans. Because if the journalist shows who will be accountable, the reporter may have strapped from his work and will be pended up.

Therefore, this media outlet, mostly, Addis Lissan Newspaper is providing the launching of projects, success of the government, growth of democracy and good governance in the city, completeness of the plan and etc. all good sides of the city administration.

But among of 183 news selected for analysis, 145 of them (79.2%) are non-constructivism, simply tells what has happened for informing purpose but not educating to take the measurement and take care of the governments promise for the society and the media has no power to control the government as a 4<sup>th</sup> state in the country. Lent (1979: 66) supported this context that development journalism is accountable to the people, as journalism is a social institution entitled to perform its duty of being a 'fourth-state of democracy.

In the policy, the medium should avail a news report of concerned bodies of opinions, complains and critics on the issue of democracy and good governance, the government administrations and policies engaging critically and addressing for the society (AAMMA Editorial policy document, 2018: 22).

However, findings of this study did not match with the scenarios that the scholars stated and there is a quite different between what the principle of DJ indicated and practice in the Addis Lissan Newspaper. In contrast to the principle, among of 183 news selected for analysis only 38 news (20.8%) was framed as constructive criticism on development issues that are reported. Most of the respondents agreed that, in the first place, there is no freedom to express and write what the journalist has seen and gathered information's. And in the next step, they need to have freedom of news issue selection to do a constructive criticism way of reporting in the city Administrations' issue.

Contrary to the above idea, AAMMA (Editorial policy document, 2018: 6) regulated that one of the duties for the media is creating citizens by making confident, participatory, free and productive by implementing freedom of expression thoughts and opinions for the society.

Development journalism should focus on the extent to which ‘freedom’ (of conscience, expression, assembly, media, etc.) is actualized in the lives of citizens.

Reporters argue that, then, we will have an opportunity to work on an issue for critics and control the work process of projects and plan of the institutions and the whole Administration organizations. However, in Addis Lissan, the news is selected by editorial committee who are parts of the government officials (because they are the part of decision makers in the AAMMA). There is no way in Addis Lissan to do constructive criticism way of reporting by the reporter. One of the informants of the interviewee explains the experience of reporting in Addis Lissan Newspaper using a typical example as follows:

Informant 6: There is a challenge between the principle and the application of development journalism. We made an effort to demonstrate the problems that were seen around house construction development: however, we had been told that as we were sensationalizing the people by the media since it is not the characteristics feature of the public media. We on our part defended that we were carrying out our duties perfectly by preparing the news in a balanced manner and fairly, but no one could understand us. Since then, we are blamed in every meeting as if we were sensationalizing the people, and due to the fact, there were people who leave their jobs by their own interest because of the influences of politicians and its intervention on their professional skill due to lack of freedom in critical reporting.

Therefore, in Addis Lissan Newspaper, reporters have no freedom to plan issues for critical news reporting and produce news according to the principle of DJ. The main reason is that there is a political intervention and lack of local leaders that has understand the concept of DJ. This finding can go with Skjerdal (2011:4) who argues that the practice of development journalism in Africa is not seen independence from the government. He added that the authorities do not encourage the media to report on shortcomings in development.

Shah (1996) also stated that the above finding and outcome is not right in DJ principle. Shah stated that development journalism as consisting in ‘news’ that should examine critically, evaluate and interpret the relevance of development plans, projects, policies, problems, and issues. It should therefore, indicate the disparities between plans and actual accomplishments, and include comparisons with how development is progressing in other countries and regions.

Sometimes constructive criticism way of reporting is done but they edit it the way they want it or the way which did not highly affect the good will of the government. Informant 5 told what has happened while reporting in critics on Reppi garbage store in Addis Ababa with a typical example. “There was a problem on the progress of Reppi garbage store, and we questioned and reported by criticizing on the problems. This made the higher officials sad. Whenever we ask criticizing questions, they never have willingness to give us response.”

In the other hand, the other reason that reporters raised about the ignorance of constructive criticism way of reporting is that the medium is government owned media. As a result, it is impossible to criticize government bodies by government media. Providing a critic is the task of other private media. In this concern, reporters are misinformed and misunderstand the concept of development journalism. Now a day, in Addis Lissan Newspaper, the way they are reporting is against the development journalism principle of engaging on constructive criticism.

Because of the lack of constructive criticism, the access of the newspaper is very poor. One of the informant’s comments on it as follows:

Informant 4: Some people don’t know if there is a newspaper which is called Addis lissan that continuously releases information three times a week. Addis lissan is the only newspaper that will be readable when condominium house lottery ceremony and list of houses released. Everybody especially who are the part of lottery and waiting for their turn needs it and buys in any cost but not for longer time because the newspaper doesn’t address hard issues of developmental subjects critically for the society.

On the other hand, reporters believed that reporters did not do constructive criticism way of framed news reporting. However, according to the chief editor of the newspaper, most of the reason was self-censorship of the reporters in which they take care before the news is provided to the editorial to protect the government official complains about the reporters’ that engaged in constructively criticizing of the government.

Therefore, although the main goal of development journalism is to actively press for change and it also includes providing constructive criticism of various government and development projects and informing readers about the impact of those projects on people both in the short and long run, reporters also have their role not to produce news in critical framed way of writing and they ignore critical criticism of news as a whole due to different explanations as the researcher

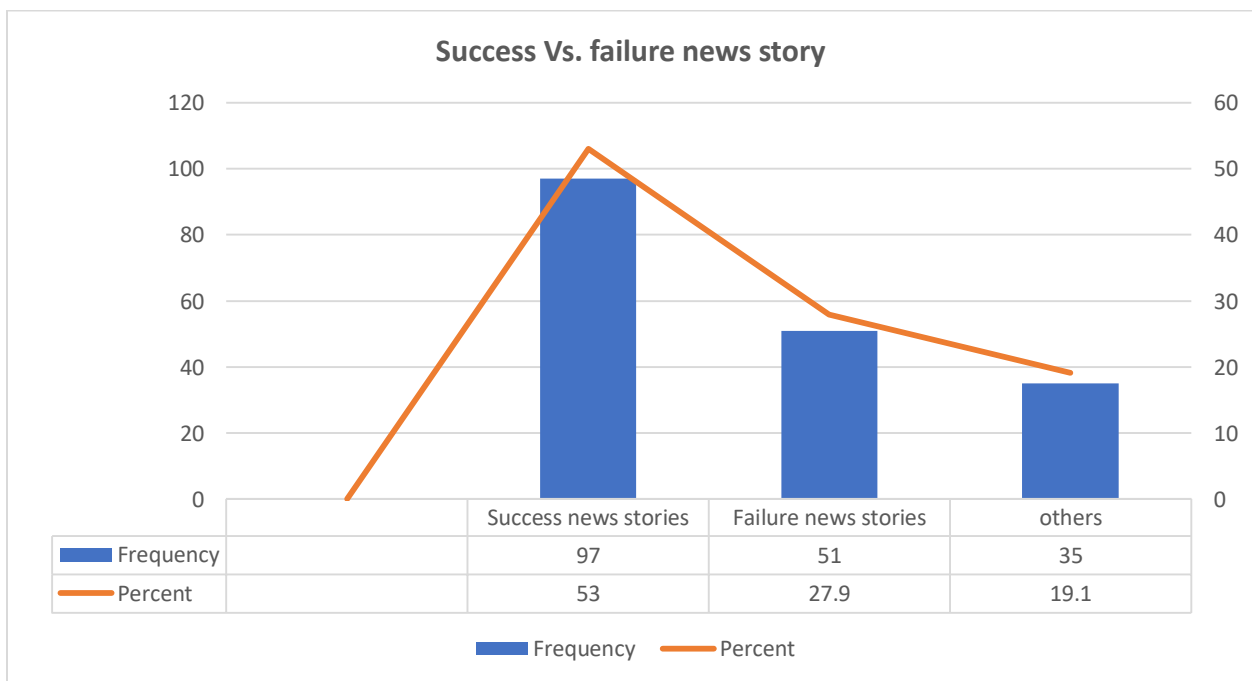
provided above.

Therefore, this finding can go with accordance to the Lent’s idea (1979; 66), development journalism should criticize as publicity for government projects. The government as the chief designer and administrator of a country's development plans that should rightfully tell people what is being done for them. To retain objectivity, development journalism should not act as mouth-piece of the government and must refrain from propagating government ideologies.

#### 4.1.5 Reporting Success vs Failure News Stories

As figure 3 indicates, among 183 news 97 of the news (53.0%) were reported as success news stories. The rest 51 news (27.9%) reported as failure news stories and others way of reporting with 35 news (19.1%).

**Figure - 3 Frequency and percentage of success and failure news stories in comparison**



The editorial policy of AAMMA regulated that the medium should be engaged in making a news report on successful news stories of developmental issues and why those issues are completed and achieved on time or not. The policy also recommended that the media is expected in order to provide news stories of the weakness and mistakes on the plan and in its progressive implementation neither exaggerating nor shrouding; and deliver opportunities for corrections

why mistakes and weakness happened on the implementations of the plan for the government and concerned bodies (AAMMA Editorial policy document, 2018: 11).

Development journalism is one of the journalism approaches that help for journalists to report news for the society interest especially in reporting and promoting the success stories in order to help the change and wellbeing of the society and inform the failures of the government's plan by criticizing critically (Lent, 1979: 54).

This implies that in the development news reporting, telling the fact both the success and the failure in balance helps the society in one and another way; that means it gives information about the success and also the uncompleted plan/failure/ to make the society part of solution. The reporter provides news stories including critically adopted ideas for the solution of the problem why the plans and projects are unfinished.

In this regard, the researcher questioned the informants of the study why most of the news stories are focused on success stories. The comments are displayed below:

On this point, informant 6 said that it has been experienced as an institutional trend to talk about only success stories. Since we have been employed by the city administration, we are expected to write and talk only the positive things rather than the problems and negatives. Therefore, we can't say we are exercising our duties based on the principles of developmental journalism though there are various trials.

Informant 6 added that the socio-economic developments can be reported by following up their progress from the very beginning up to the end. When we see the development of condominium houses which is the biggest project in the city, we are diffidence/shyness to write news on what is going wrong with project progress. Sometimes we tried to demonstrate the problems as we have the interest to do so. There is a quality problem in building, but we are obliged by politicians to report only the quantity first and the positive one next.

In the housing reporting, informant 5 also commented that it is always expected to make report only the quantity aspect (i.e. the number of houses which are built and being built, inaugurated and transferred), but we are also expected to investigate further about the accessibility of housing benefits and the gaps throughout the progress.

In addition to this, the researcher questioned the informants of the study factors influencing them to practice report failed stories in Addis Lissan Newspaper. The comments are discussed below:

According to informant 6, journalists are the part of a problem that they can't report complains and failed or incomplete plan as a whole; the officials and politicians are not interested if it is reported a failure story in Addis Lissan Newspaper.

When the news writers try to focus on the problem areas, people who have higher position will be disappointed, and they will harass the reporters in different ways. Therefore, as they have no options, they tend to do what the higher officials need to do even if how much it is not good. In general, they are living with the problem unless they may leave their work and move from the AAMMA. Informant 6 states as follows with the typical example as follows:

To make bicycle transportation available in Addis Ababa city, about 26 million Ethiopian Birr was expended. Even though it was planned to identify and buy bicycles by organizing small enterprises, the plan was completely failed, and it was assured that the money was lost for nothing. So, we reported this thing. At that time, the people who proposed the project were feeling discomfort by the news we wrote, and they prohibited us not to publicize it. Then after, we were becoming despaired in writing such kind of news. If you take as an example, any more the grand projects, they have their own problems, but we can't raise such kind of ideas because we ourselves could be victims on one or the other way.

At institutional level (AAMMA), the leaders had come to power by the assignation not by merit. Therefore, these individuals will not be bothered about their profession rather they usually are bothered for someone who assigned them for that specific position. This is practically reflected in their day to day life. There is government official's intervention not report failure news stories; even the officials give an interview about the fact that was done but they regret not to be availed the news. Informant 5 comments his opinion as follows:

Interviews are conducted with people who have no direct relation with the media works, and if there are negative things to be reported to the people, a number of phone calls from the higher officials are common. They all raise unrelated issues with the profession, and they say simply don't report this or that. There is no one can give a solution for such kind of problems, and take corrective measures. We are working in a challenging work environment by hoping the better to come.

Similar with the above finding, Skjardal (2017:18) stated that this is unexpected because top positions in Ethiopian state media institutions are a result of political appointment, which implies close relations between the people appointed and key government officials.

As principle, developmental journalism tells us, the journalist out to write and release in his/her news story about the project or plan of the government starting from the launching ceremony to the end of the project/plan with its progressive process. In the progress, the plan/project may face different problems like good governance, financial problem, skilled man power, finish on time bounded problem or any more failures/problems. Therefore, the reporter is advised to make it public what has done and is doing in every progress as a developmental journalist. But in Addis Lissan Newspaper, contrary to this concept, one of the informants for the researcher comments as follows:

Informant 6: Developmental journalism includes the following up of the projects from their proposal level up to the ending, and writing reports on their progresses so as to make the report publicized. When the projects are being done, many successes and challenges are also expected, but what is needed is to talk only about the success stories. When you want talk about the challenges or the problematic areas, the higher officials become very much disgusted by the news. Very often the principle of developmental journalism which is simply said “the fourth state” is highly neglected, and it has been heard as it was created by neo liberalists. We are serving as a public relation officer, so it is impossible to say we are complete by ourselves act like a journalist because we are reporting only the positive part.

Therefore, developmental journalism is a way of providing information about the success and failure of the plan and an activity that is implementing in the country in balance. It is a method to inform citizens about the positive and negative notion of the government and criticizing the performance of the projects in which what is implemented and what is not comparing with the plan critically and in detail.

Simiyu (2015: 16) explained that development journalists should report in terms of positive programmes through success stories. And Aggarwalla (1979:181) states that development news is not identical with “positive” news. In its treatment, development news is not different from regular news or investigative reporting. It can deal with development issues at macro and micro levels and can take different forms at national and international levels.

Almost all the respondents agree that reporting failure stories in critical framed way is impossible unless governmental offices release the problem or failure stories will be reported. But the problem is the journalist can't display who did the mistake, why the project/plan has failed and which governmental body and an official will be accountable for the failure. In the other way, although the journalist produced such a failure news story, the news will not be printed out and accessed for the people/not to be public/. Although the journalist produced such a failure story, the news will not be printed out and accessed for the society.

Correspondingly with this finding, according to AAMMA Principles of ethics, it legalizes that providing opinions that are present from any of the part of the society in balanced approach, free of corrupted feeling and follow as principle for giving opportunities to be a voice for voiceless society (AAMMA Editorial policy document, 2018: 13). Negeri (2013: 64) also stated that most of the reporting approach of the government media of Ethiopia is predominantly success oriented because the information was predominantly coming from government authorities and government news agencies.

Informant 2 also commented on reporting the failure news story in the newspaper that it is known that what will happen if it is reported the failure part and explain critically on the developmental issues. If we report in our news content the failure of a project show who will be responsible for the problem(failures), the news report will not be printed out and avail for the society (it may be aborted).

Informant 3 explained that one of the informants in interview, reporting the successful news story is advocating what the government had done for the society and that used to promote the city administration as a tool. The informat added that the reason why Addis Lissan reports successful story is that the government wants to advocate what it has completed and done.

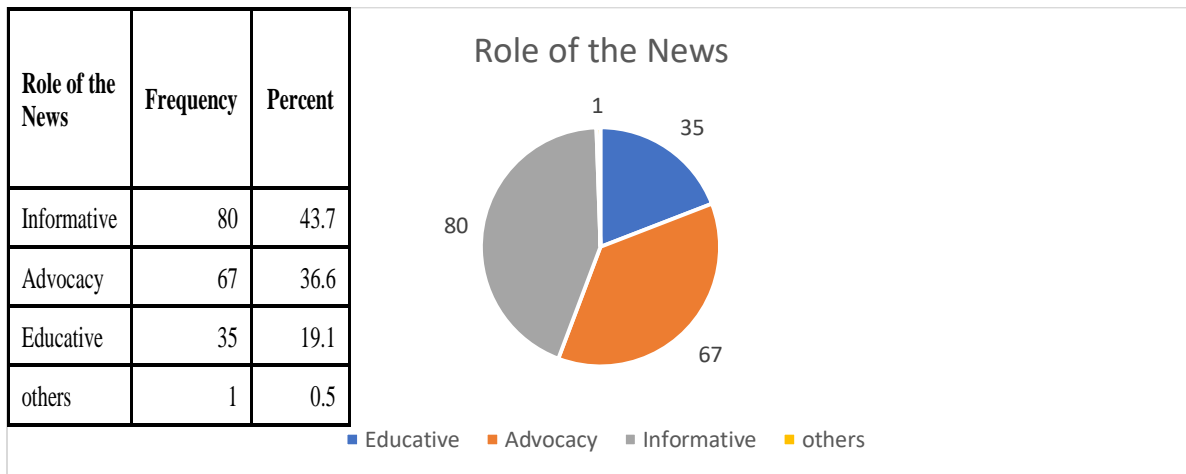
Contrary to all informants, one of the interviewees looks things against the other. Always reporting successful story has its own merit on the influence of its change in the society. People or other bodies of the government can't learn anything from the failure rather it is better to take a lesson from the successful story. Informant 1 has commented that the reason behind reporting the success story is that nobody who takes a lesson from a failure story. When I start working as a journalist in this media, there was an appreciation of the government. But now, no one who enforced us to do so.

From the above statement, we can understand that there are some journalists who have a knowledge gap and misunderstanding of developmental journalism. As we see the statement, the informant believes that telling the positive or good things is the right way of reporting in developmental journalism. The informant shows us that there is distortion in the concept of developmental journalism among the reporters like reporting the good sides of all government activities. According to this informant, presenting news in criticizing the government is a mistake approach so that he/she is a gate keeper journalist who needs an improvement in developmental journalism concept and its implementation because it pulls/distort other reporters.

#### 4.1.6. Role of the News

As figure 4 shows below, informative role of the news was the dominant role, with 80 news (43.7%). On the other hand, 67 (36.6%) had advocacy in second place, 35 news (19.1%) had educative and 1 news (0.5%) has among others role of the news.

**Figure- 4 Frequency and percentage of role of development news**



According to the AAMMA editorial policy, the news reporting which has a direct relation with the city administration issues should focus on the coverage primarily on the role of educative, informative and entertainment (AAMMA Editorial policy document, 2018: 11).

Addis Lissan has to a role of educating, advocating or informing the people what has happened as a news report. In this regard, news is an important element to change the society and in order to bring development in different aspect like economy, education, health, justice, peace and security, good governance and democracy etc.in the country.

In the same statement, Ogan and Wimmer support the idea that development journalism follows development politics and fundamentally believes the mass media play a decisive role in this process of development (Ogan 1982: 3-5 and Wimmer and Wolf, 2005: 3).

#### **4.1.6.1 Educative Role of News**

According to AAMMA editorial policy, the major objective of productions in media outlets, educating the society and government bodies based on accurate news coverage in order to motivate for participation of the development; and monitoring and reporting good experiences sharing to educate the people about development activities that are achieved by the government and the public cooperatively and for experience sharing (AAMMA Editorial policy document, 2018: 13).

The educative role of the news was the least dominant role of the news in Addis Lissan Newspaper. Among 183 news selected for analysis, 35 news (19.1%) had covered the educative role. The repetition of news and its percentage is the least among the three roles of news as a media. This finding shows that the newspaper has not more focused to educate the society and ignore instructing the society in developmental or other issues. Rather it informs and advocates the planned projects of development in the city than educating about the improvement of the life as a developing country people. This finding forgets the educative role of media. In this regard, informant 6 stated as follows:

We are struggling to eliminate poverty. Our problems are too many and too huge. In relation to this, in my opinion there is no as better as developmental journalism which enables us to utilize our natural and human power resources for our country. Developmental journalism can benefit the people, the government and the country; it is also the better alternative to educate the society.

Contrary to the above arguments, Addis Lissan Newspaper did not give due consideration for the educative role of media, though the agency call itself as developmental media. From news item selected for analysis only 19.1% had educative role of the media. Therefore, the media did not play its crucial role as an educational medium. As a developmental media, the main way to support development is educating the society. Especially for a country like developing country, Ethiopia, educating the society about development is crucial purpose since most of the people are illiterate.

Development is achieved by and benefited to the society. So, since the society is the beneficiary of that development, their participation is vital for the achievement of the real development. To be participant, the first condition is being aware for the benefit of development and the way of participation. As a result, media is one means of tool to educate the society that can has a direct effect on the awareness of the people.

Print media, the oldest media that acts as a multiplier of change, speeding up the process of educating a population, and heightening an awareness of key issues. As a developing country, Ethiopia, which lacks justice, democracy and good governance needs to educate the society as well as the elected officials, educating should be the day to day task of Addis Lissan Newspaper and increasing its accessibility.

#### **4.1.6.2 Advocacy Role of News**

The editorial policy of AAMMA regulated that advocating all activities of development, democracy and good governance system building to make the society participant and the part of its actor (AAMMA Editorial policy document, 2018: 13).

Advocacy for development is a combination of social actions designed to gain political commitment, policy support, social acceptance and systems support for a particular goal or programme. it involves collecting and structuring information into a persuasive case; communicating the case to decision-makers and other potential supporters, including the public, through various interpersonal and media channels; and stimulating actions by social institutions, stakeholders and policy-makers in support of the goal or programme.

In the research finding of content analysis, the advocacy role of the news was the next dominant role of the news in Addis Lissan Newspaper. Among 183 news selected for analysis, 67 news (36.6%) had covered the advocacy role. Frequency of repetition of the advocacy role of the news was higher than educative roles. In this regard, informant 5 stated that the function of media is connecting the government to the people. Filling the information gap and transferring information from the government to the people and from the people to the government is our main duty. Moreover, we make the information accessible about the government. We reported about the benefits of the developmental institutions to the people.

From the above expression, we can understand that the main function of Addis Lissan newspaper is informing new information's rather than advocating the success. But what the implementation

shows that there are much informant contents of news story. The implementation is against the informant's idea that stated above.

Lent (1979: 66) supported the above informant that developmental reporting is also true that the function of development journalism is not merely to keep a watch on government actions, but to promote the development of the country by maintaining a healthy connection between government and the people.

In support of the above argument, most respondents believed that by advocating the issue the media can minimize the critics of the society and telling what a successful plan accomplishment has the government. Reporters that are displayed in the newspaper are about the success and good image of the government body which shows that news reports advocate the projects and plans of the city administration as it is done and achieved on time. Informant 5 is also a quite example of such reporters in the newspaper who is producing a news story. Therefore, the reporters are advocating the accomplishments of plan that the government promises for the society rather than informing incidents of news story. In this case, the newspaper is working in order to advocate the completed and finished plans of the government rather than advocating the long run plan and projects of the city administration.

#### **4.1.6.3. Informative Role of News**

Lent (1979; 66) stated that people must be informed about planning, execution and implementation of development projects and the consequences of such projects in the long run. Lent added that development journalism is accountable to the people, as journalism is a social institution entitled to perform its duty of being a 'fourth-state of democracy.

Based on this, from the content analysis data, the finding shows that informative role of the news is the dominant role of news in the newspaper. Among 183 news selected for this study, 80 news (43.7%) were informative role of the news; this role of the news is the first prioritized role of the news by Addis Lissan Newspaper. These news stories were mostly targeted to give information for the society.

The researcher questioned the informants of the study's' opinion on the importance of news reporting.

Informant 1: The first and a big merit for reporting news is informing current issues for the society that can create a motivation among the people. Typical example explained by this reporter that environmental cleaning was worked at a time. But it seems to be stopped cleaning. If it is reported repeatedly about environmental cleaning and protection; it creates inspiration among the society to clean up every day. Therefore, the news report tells one thing repeatedly as information to do something based on the information.

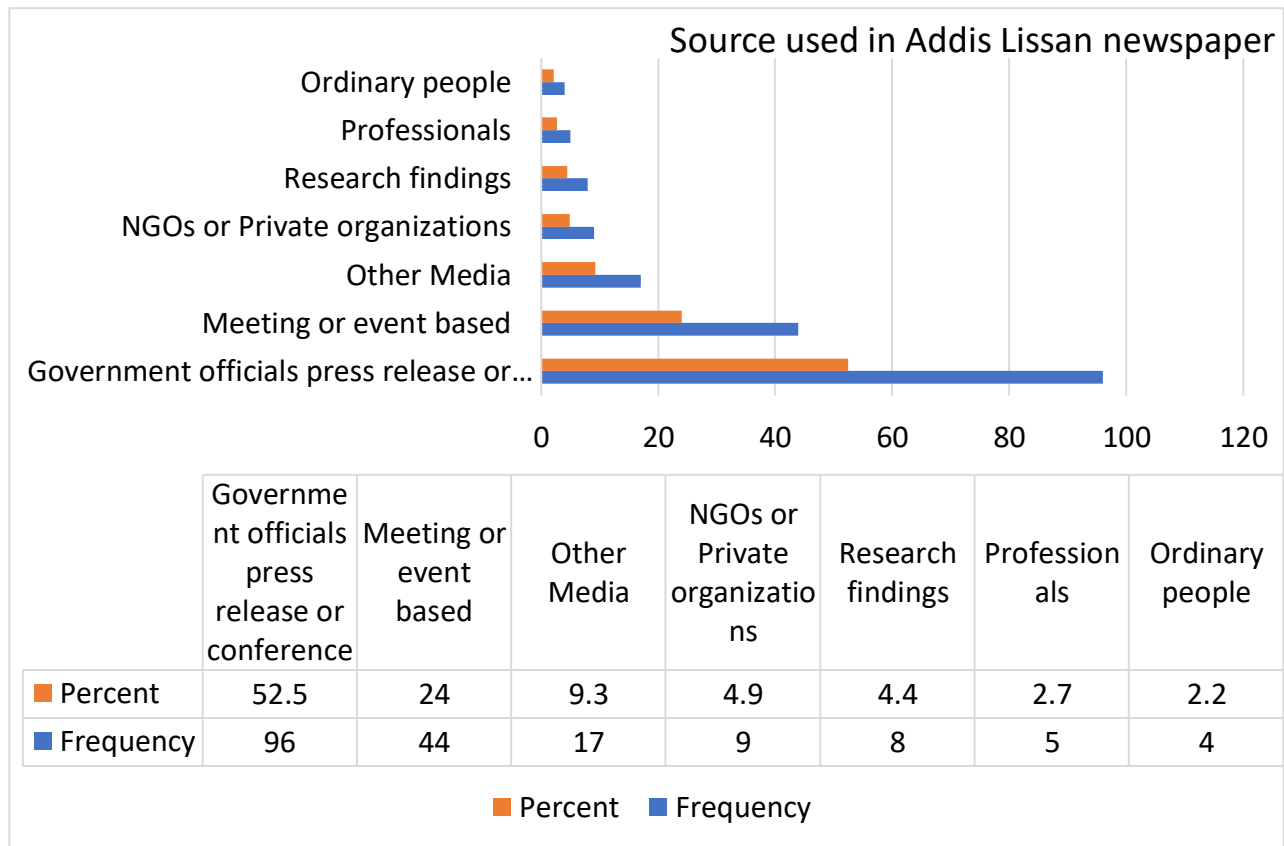
Negeri (2013:64) also agreed with this finding that with regard to the approaches used in promoting development, the study found that the major activity of the media was informing the public not only about government achievements in development but also increasing public awareness about the seriousness of underdevelopment and how to overcome the problems.

This finding indicates that Addis Lissan Newspaper gives the highest consideration for informing the society about development process of the city administration/the government issues. But according to the DJ, the medium should inform and tell current information's about the society or the ordinary people. In this case, the newspaper is informing mostly about the government issues that achieved in development cases. Though the medium is operating in a country where most of the people are information poor, it is difficult to achieve development without giving adequate information for the people (Negeri, 2013:64).

#### **4.1.7 Source Used for Addis Lissan Newspaper**

As Figure 5 shows below, most of the news of Addis Lissan was mostly depend on government officials press release and conference with 96 news (52.5%) and meeting or event based with 44 (24%) and other medias as a source 17 (9.3%) news. The medium did not give consideration for news sources of ordinary people because it relays 4 news (2.2%) among the selected 183 news stories. The rest of sources of the news were NGOs or private organizations 9 news (4.9%), research findings 8 news (4.4%) and professionals 5 news (2.7%) transmitted respectively. Generally, the two sources meaning Government officials' press release and conference and meeting or event-based covers 140 news (76.5%) in the newspaper.

**Figure -5 Frequencies and percentage of source of the news used in Addis Lissan Newspaper**



The editorial policy stated that primarily, the media should address information’s like political, social and economic issues in balance and currently reporting for the society to be a source of news for city government issues (AAMMA Editorial policy document, 2018: 18).

According to the social responsibility theory, Simiyu (2015: 16) discussed the news values of development journalism in the developing country that journalists reporting development need to focus on ordinary people because, the common people that bear the brunt of the impact of government decisions and suffer most from deprivation arising from public expenditure priorities, they also make up the largest sector of the population. Chalkley (1980: 215; in Xu, 2008: 3) also support the theory and stated that developmental journalism was designed to serve the ordinary people, not the elite. The term “ordinary people” refers to marginalized groups of the society, historically without voice in the public sphere – such as women, youth, indigenous, rural and poor population.

In this study, according to the content analysis finding, it is found that 52.5% dominant source

of the news were mainly sourced from Government officials' press release and conference.

In this case, all the respondents of interviewee agreed that the source of their news is public relations of different city administrations' agencies, institutions and bureau's'. In fact, they added that as there are other sources their news in the newspaper like different news agencies, medias and the society. Therefore, the credibility of the news of Addis Lissan Newspaper is highly transmitted on government officials either by their saying on their press release and conference or by meeting or events that the institutions planned and organized.

Therefore, according to this study, the dominant source of Addis Lissan Newspaper is Government officials' press release and conference and the next dominant is meeting or event-based sources.

Similarly, Ayele (2014:78) also found the same result in his study that the source of the news stories in his study is government officials' press release and events are dominant. The trustworthiness or the credibility of the news of Addis Lissan newspaper is in doubt because the reporters simply receive the press release and print on the newspaper. And the other reason for its credibility is sources saying that mostly the credibility of the news of the reporters is highly dependable on their sources.

As the researcher showed in the role of news discussion, most of the news had informative and advocacy role of the news respectively. Among the news which were sourced from government official's press release and conference, and event or meeting most of them were focused on informing and advocating the development process of the government. Therefore, Government official's always used Addis Lissan Newspaper to inform and advocate different issues that are planned, on working progress and achievements for the city administration people.

Similarly, Negeri (2013: 64) stated that, most of the reporting approach of the government media of Ethiopia is predominantly success oriented. This is because the information was predominantly coming from government authorities and government news agencies than directly from the public.

According to the content analysis finding, among 183 news selected for analysis, 44 news (24%) of the news of Addis Lissan Newspaper was produced mainly using meeting or event as the next dominant sources. This percentage indicates that Addis Lissan Newspaper is highly dependent on meeting or event (like panel discussions, foundational/ opening/clothing or inaugural ceremony, discussion conferences, trainings, festivals, experience sharing or visiting,

talk shows, and so on) next to Government officials' press release and conference.

The researcher questioned one of the informants of the study what is the source of news for their newspaper of which is the most. The comments are displayed below:

Informant 2: The source of news is the city administration like public relation press release of different city administration offices. Mostly, the focus of all local media outlets will be also Addis Lissan's focus. Addis Lissan Newspaper rarely creates an event for the purpose of releasing news report rather it follows already hosted governmental events because the media owns for the government (public).

From the above comment, we can understand that journalists can't do their plan for reporting on selected development issues. They simply bring a report what one of the city administrations' office public relation news release and contents. Because the media is government owned. As a result, reports and press release that sent from the public relation of the offices is credible and not need more visit by the editors that can simply goes to the print house as reported.

In the same way, other respondents and reporters stated that their news source is depending on the direction of the city government who receives instruction from the administration, and mostly these coordinators accept media coverage request from different institutions of meetings and events. Therefore, Addis Lissan Newspaper mostly transmitted day to day meetings or events related with the issue they gave them rather than create an agenda of development process for critical reporting. Simply, the reporters say what the events hosted about and the voice of the chairman/officials in the meeting.

AAMMA editorial policy also stated that providing opinions that are present from any of the part of the citizen in balanced approach, free of corrupted sensation and giving opportunities to be a voice for voiceless people (AAMMA Editorial policy document, 2018: 13).

In similar way, Xu (2009: 2) argues that development journalism as a principle, it empowers ordinary people. And Galtung and Vincent (in banda 2007: 160–161) believed that development journalism should allow people to talk. A useful approach is for journalists to sit down with people from high to low, discussing the meaning of development, thereby generating an enormous range of visions as well as how-to insights.

In practice of the above principle of DJ and the editorial policy of AAMMA, the media should

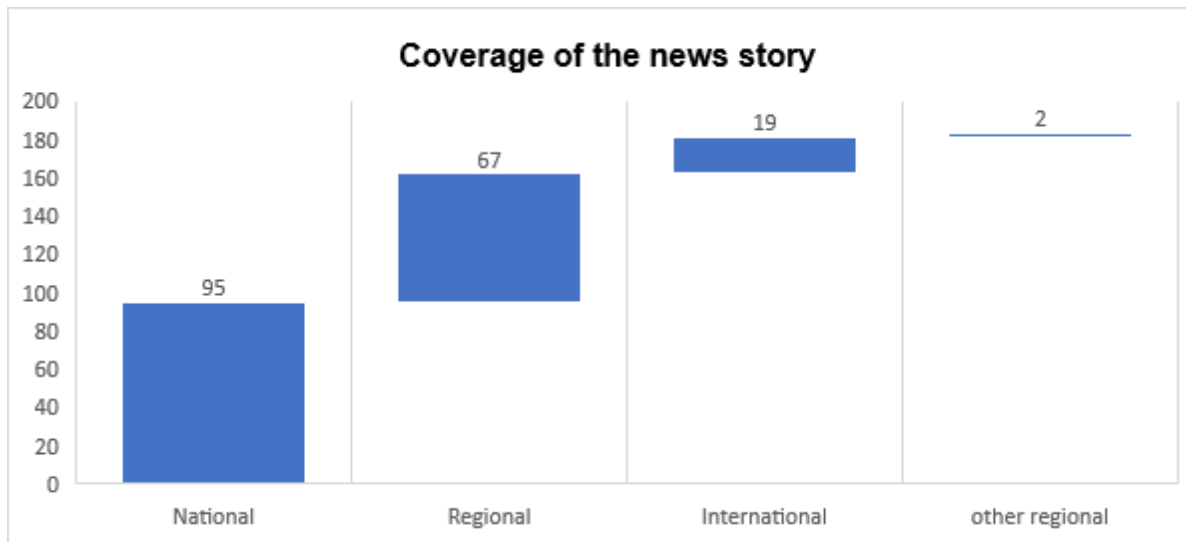
promote the participation of the society in the development of the city administration. But contrary to the above development journalism principles, among 183 news selected for this study only 4 news (2.2%) was sourced from ordinary people. This indicates that Addis Lissan Newspaper totally ignores or don't pay attention for ordinary people as a source and the participation of the development in the country/city administration for their contribution.

For summary, most informants agreed that the reasons in the behind not to implement the developmental journalism properly in using the right source is some unwritten traditions, unwillingness of different sources, political officials' intervention, political pressure of the ruling party, gatekeepers influence, non-professional heads and coordinators, the fright to confront strong criticism of the government problems, and in the newsroom restrain them from effectively reporting development related issues based on development journalism principles. In addition to that, reporters of the agency believed that the main problem of the medium in implementing development journalism is lack of skilled media leader, attitudinal problem of the governmental body in practice of DJ to implement, the journalists fear on writing the fact to the government media and a little misconception of journalist on the development Journalism concept.

#### **4.1.8 Coverage of News**

As figure 6 indicates, among 183 news 95 of the news (51.9%) were reported the national news stories. The rest 67 news (36.6%) reported as regional news stories, international news reported with 19 news (10.4%) and other regionals got 2 news (1.1%).

**Figure - 6 Frequency and percentage of the news coverage**



The editorial policy stated that majorly the media should produce the productions that can be availed by AAMMA should be related with the city administration society and its participation on the development (AAMMA Editorial policy document, 2018: 11).

The newspaper covers different issues in different placement like international, national, regional and other regional issues are identified and coded. In this regard, Informant 6 and 4 sentenced that 60% of the news focused on the metropolitan/Addis Ababa city administration issues and 30% of the news focused on national and the rest 10% of the news focused on the global/international issues. But informant 4 added that there are a wide range of gap in identifying the problems, gathering information from people, and addressing issues for the governmental bodies accurately.

Whatever, from the above informants, we can understand that the newspaper should contain 60% of the news report content issues of the city administration in a day and print of the newspaper, 30% of the news that reported in the newspaper should cover national issues meaning an issue about the federal state and related reports; and 10% covers the global and international issues according to its worthiness.

Contrary to this finding, according to the content analysis result shows that there is a big difference between what the informants told and what is true on the ground. The result is totally opposite on the newspaper reported and the respondents believe. According to the informants,

the newspaper contains 60% of the news report about the issue of the city administration; but the content analysis result tells us that among 183 selected news for analysis 67 news (36.6) reported about the cities' issues. It is a big difference of plan and report of the media. The media house put directions based on the unwritten rule to report news of the city administration about 60 percent of the city administration issues but it is reported 36.6% of the coverage. In the next category, the media house plans to report news about 30 percent of the national issues but it is reported 53% of the coverage. And also, the plan to report of international issues is 10% of the coverage and the reported news in finding also 10.4%. The mass media should give priority to information about national, cultural and language issues and encourage national autonomy. In fact, there are different Medias that can report news related to national issues. But Addis Ababa Maas Media Agency (AAMMA) established to address plans, projects and its achievements about the city administration and its residents/the society primarily. The societies who are living in the city ought to get news from the AAMMA primarily than other media outlets. Addis Lissan newspaper is the print media outlet that reports about the city's' different issues.

Approximately, the media has equivalent plan and implementation in reporting international issues that plans 10% and accomplished 10.4%. And the media ignores almost totally for other regional issues that among 183 selected news only 2 news (1.1%) reported. Therefore, the media houses' plan as a guidance for reporting news coverage and its implementation on the ground has a big gap and there is misunderstood practice. In one or another, most of the people who are living in Addis Ababa come from different regions but the newspaper doesn't give news coverage for regional issues. As a result, the newspaper forgets telling information about the most people's home city and family area what has happened. Informing about other regional issues is better than international issue in its worthiness. The finding shows us that there is a huge difference between the journalists understanding for reporting, what they are doing and the released news report on the newspaper. In general, there is no commonness in the middle of the practice and their understanding of reporting issues on the newspaper.

## CHAPTER FIVE

### SUMMARY, CONCLUSION, AND RECOMMENDATIONS

This chapter is the last part of the study which consists of the summary, conclusion, and recommendations based on the findings that presented earlier.

#### 5.1 Summary

This paper was aimed to analyze the perception and practice of making news in developmental journalism principles in accordance with Addis Ababa Mass Media Agency particularly in focus of Addis Lissan Newspaper news contents. The study also tried to answer four major research questions that were related with the Addis Lissan Newspaper news contents in making of developmental journalism principles and assumptions regarding with the editorial policy.

The researcher assessed similar topic studies, different literature works and theoretical perceptions which were also reviewed in the study. Specifically, a number of studies related with the practice of developmental journalism in news production and the total practice of the topic in local, African and international sayings had been seen and significant parts have been included in the research. The theoretical frameworks that the researcher used to be central for this study namely social responsibility, Banda's Public Service development journalism model and framing theory were deeply discussed by relating with the news making of development journalism in Addis Lissan Newspaper news contents.

The researcher applied mixed research design approach particularly qualitative and quantitative research methods applied to conduct the study. Under qualitative research method, in depth interview was undertaken to conduct the research. Purposive and Snowball sampling techniques are also used to select the population and collecting the data. The interview responses were analyzed qualitatively in descriptive way. On the other hand, quantitative content analysis was applied. For quantitative content analysis, the researcher used systematic random sampling technique to gather the data and used SPSS software to analyze the data. The data of news stories was collected for seven months from July 8<sup>th</sup>, 2017 to February 7<sup>th</sup>, 2018 (Hamle 1<sup>st</sup>,

2009 to Tir 30<sup>th</sup>, 2010 E.C) and a total of 183 news stories were selected by using systematic random sampling techniques. In relation to the sampling, 183 news items selected for content analysis in average 26 news per month and 6 news items with one copy (one print circulation) in seven months and all the selected news items are analyzed.

The researcher used descriptive statistical analysis especially frequency and percentage were applied to analyze and describe the quantitative content analysis data. A Content analysis was conducted on the stories carried by the selected newspapers to provide a description of the coverage of development issues and its implementation on the DJ particularly in the news making process at Addis Lissan Newspaper news contents.

Generally, the study tried to analyze Addis Lissan Newspaper's news contents on the making of the stories that has the impact of mobilize and made participant the society on the issues like the plans, projects, policies, problems, and related issues of the city administration. And the researcher examined how the newspaper presented the facts to educate, advocate and inform the society for national growth and wellbeing of the society using developmental journalism in accordance with the editorial policy of AAMMA.

## **5.2 Conclusions**

According to the finding, developmental journalism as a concept has been taken as a positive value to the country, the people and among the practitioners. But developmental journalism concept has not understanding similarly by the newspaper reporters, leaders and politicians. Although there are some factors that affect the DJ to practice properly, the first factor that influences them in order not to practice is governmental body and politician's interventions. Politicians and higher officials influence reporters to report achievements, success and good sides of the government using the newspaper directly.

For this case, most of the reason was self-censorship of the reporters in which they take care before the news is provided to the editorial to protect the government official complains about the reporters' that engaged in constructively criticizing of the government that is about 84% of them are under this problem.

The media is already the mouthpiece for government propaganda. Number of news were produced on uncompleted plan or unsuccessful project but those news reports were not printed

out and not availed, and addressed to the society because of the internal and external influence which are the media leaders, officials and politicians majorly.

Therefore, politicians and higher officials have direct influence on journalist not to do balanced news report and even they made a fear on journalists according to all the interviewee's discussion. Because of this, reporters can't release an uncompleted plan or unsuccessful project in the newspaper. Sometimes the reporters' life in every movement is in question if they did investigative reports. In this reason, reporters are the mouthpiece of the government body rather than having the watchdog role of the press approach of reporting system as a professional. In general, reporters are made dependent on the government's ideology to prepare news like positive and biased report.

The other influence that causes reporters to practice developmental journalism on the Addis Lissan Newspaper is lack of skill and experience on the developmental journalism as well. And also, the leaders and coordinators of the AAMMA who are working in the media agency who have lack of skill about developmental journalism. As a result, in Addis Lissan Newspaper, all reporters haven't similar skill and knowledge on developmental journalism concept and principles of reporting approach. This shows that there is a skill and knowledge gap between the reporters and the concept and principle of DJ. In fact, some reporters knew the conceptual and skill of DJ but they can't practice freely because of the government body intervention.

In conclusion, the newspaper has poor trial of reporting development news using the developmental journalism principles in order to change the society and promote development rather it covers the governments success-oriented news story and positive sides. In general, principle of development journalism is not implementing properly in Addis Lissan Newspaper.

On the other hand, AAMMA has workable editorial policy for DJ and which produced based on the constitution of the country press freedom rules. The document supported the developmental journalism reporting approach but it is a paradox as a media institution in practical way. There are good elements in the policy document but the main reason for the impossibility to practice the DJ practically is government body/politicians' interventions and unwritten traditions in the behind.

In relation to the major development issues in Addis Lissan Newspaper, the medium gave more attentions and focused dominantly on good governance and democracy that covers 43 news

items (23.5%) of 183 news stories. In fact, good governance and democracy is not an easy core issue for the development and its relevance for the people. But there are issues that should be reported and as much as in equal pattern like food, housing and basic need of the society since the people are in developing country and in poverty status of living. The reporting of news in the newspaper denies the major development issues that have more expected concerns among the society's perception like housing/shelter and the like. The newspaper did not give attention for development as a whole range of economic, political and social development which carries with it not only the idea of good governance and democracy but also the basic need of the society like shelter/housing. Reporters, coordinators, editors and a print media director set priority of news issues in terms of development housing, economic, social, political, good governance, democracy, peace and security by understanding them separately. Setting a priority for development issues reporting may be vital with its relevance of the society but basic need is the primary need that should be fill full in our life. On the other hand, reporters, coordinators, editors and a print media director believed that they give a priority for housing issue in development reporting. But in practice, contrary to the believe of reporters such as good governance and democracy which is the first issue that reported repeatedly. Therefore, it shows us that there is misunderstanding of defining development journalism as a whole in the newspaper part of the media and its implementation.

As a result, it is not bad giving coverage for good governance and democracy but other the basic needs /primary need of people/ like housing and other related issue of development news is ignored.

In relation to the role of news, in Addis Lissan newspaper, most of the news that released was informative role of news which is the good will of the government with 80 news items (43.7%). According to the finding, criticizing government is impossible rather appreciates in the success-oriented stories of reporting. This study also identifies and concludes that Addis Lissan is being busy on reporting success-oriented stories of the government of the city administration. Therefore, there is misunderstanding between informing, advocating and educating the society. As a result, the medium is not education the society and not working for a social change rather it advocates the achievements of the government.

In the case of framing, the medium almost ignores constructive criticism way of reporting and 145 news stories (79.2%) framed as non-constructive criticism of the government problem in

relation with the development process. Although these news' reported about complains of different issues of development, but it didn't mean that the reporter made investigative way of reporting for the delays of projects and uncompleted of the plans rather the government body states in the evaluation of their plan and announced for the media as press release. There was no way in Addis Lissan Newspaper to do constructive criticism way of reporting by the reporter.

In Addis Lissan Newspaper, reporters have no freedom to plan issues for critical news reporting and produce news according to the principle of DJ. This medium, mostly, is informing the ceremonials of launching of projects, success of the government, growth of democracy and good governance in the city, completeness of the plan and etc. all good sides of the city administration.

Therefore, according to the above discussion, the main challenge was not media establishment proclamation and editorial policy of the agency rather political leaders/politicians, the unwritten traditional policy of media leaders, skill gap, self-censorship problem of reporters, politicians and leaders of the city administration.

The major sources of the news were government officials press release or conference and meeting or event based that had coverage about 140 news (76.5%) among 183 news items selected for content analysis. The reliability, credibility and angling of the news depends on its source and sources quoted from government officials that affect the role of the news. The media received success-oriented development news stories from public relations rather than producing news in plan. And reporters mostly communicated their sources on different events like meetings, project launching programs, festivals, political agenda campaigns, trainings, visits and so on. Because of this, reporters did not try to investigate news issues and also did not plan to find out development news by themselves; rather they wait a call from public relations. Therefore, Addis Lissan Newspaper mostly relayed on day to day meetings or events, rather than promoting of long-term development process of the city administration. This was to the opposite of the editorial policy document guidelines and also principles of development journalism.

In addition to this, the medium did not give consideration for news sources of ordinary people because it relays 4 news items (2.2%) of 183 news items. This is against the principle of development journalism and editorial policy of the agency. The medium did not work to be a voice for the voiceless people. Since the source of the news of Addis Lissan was from government to the ordinary people rather than from two ways. It is one sided reporting

newspaper. Therefore, the medium did not act as a real bridge between the government and the people rather it acted as a channel from government to people not from people to the government or it is not from both sides.

Addis Lissan Newspaper didn't give the necessary consideration sources for research findings, professionals and private organizations. As a development journalist medium, research findings and professionals have their own vital role to educate the society. NGOs and private organizations as a development partner of the government, the newspaper didn't give attention to make them a participant in the city administration development effort.

In relation to the coverage of news, 95 items of the news (51.9%) were reported the national issues and regional (Addis Ababa) issues are reported in the second stage that covers 67 news items (36.6%) of 183. All interviewees believed that most news stories that are reported in the Addis Lissan Newspaper were about the city administrations issues. Contrary to this, the result showed that most of the development news stories that are reported in the news story focus was on the national issues. Therefore, there are a wide range of gap in identifying the problems, gathering information from people, and addressing issues for the governmental bodies and the society for which the newspaper produced accurately. As a result, reporters have a gap in working for the right people, concerned issues and addressing for the right society since the media is established to serve majorly for the city administrations' society.

Generally, reporters are dependent on the government's ideology to prepare news like positive and biased report. There are challenges and misconceptions to implement development journalism in Addis Lissan Newspaper to address information and produce development news for the society based on the principles of developmental journalism and the editorial policy. Because of these difficulties the application of development journalism in Addis Lissan Newspaper was implemented in contradiction with most commonly agreed up on principles of development journalism and the editorial policy. In conclusion, Addis Lissan Newspaper is not properly practicing development journalism specially regarding in the news making process and availing development news report in line with its principles and editorial policy document of the AAMMA.

### 5.3 Recommendations

Based on the findings and the conclusion of the study, the following recommendations are suggested.

- A. As guideline of the media, the editors, coordinators and journalists should practice the editorial policy to implement DJ in reporting news stories process and reporters should be governed by the policy law. This will prevent them not to produce news in traditional and unwritten culture.
- B. AAMMA should report news that consisted of contextual and background information about the development process, the impact of plans, projects, policies, problems, and issues with the people. The news report should include and balance development issues including political, social, economic, infrastructure, environmental, intellectual, human dignity, and security, justice, and equality aspects. And it should be reported developmental issues in their relevance for the society as a developing country like primary needs, such as food, housing/shelter, employment; secondary needs such as transportation, energy sources and electricity; and tertiary needs such as cultural diversity, recognition and dignity respectively and in balance.
- C. To have similarity on developmental journalism approach, the media house (AAMMA) should adjust conditions to give short-term training programs frequently in the area of development journalism and its principles with regard to the implementation programs for professional journalists, editors, coordinators and media managers frequently that enables to be clear about the basic principles of development journalism its implementation.
- D. The government should not influence the medium in its developmental reporting approach as developmental journalism context rather the government should make free for those professionals that can help to report facts for a social change. Reporters should be free of political influence in order to produce fair and balanced reporting news stories rather than under an influence of government or higher officials.
- E. The government shouldn't assign leaders of media in every structure with political efficiency and/or with a relationship by political ideology rather it is better to assign leaders in their journalistic effectiveness and with merit of the structure.
- F. The reporters should listen to the ordinary people and also take stories from the individual people than quoting always higher officials and government bodies. In this case, Addis Lissan Newspaper need to implement the media policy by containing constructive criticism in development way of reporting on the government's plan, the progress and its achievement in

watch dog role of the government rather than dependent on success-oriented stories.

- G. The medium should produce news contents that can teach the society and work for the wellbeing of the people life for the betterment living status rather than totally advocate and taking attention to informative the news of success stories and propagandas.
- H. The news source of the medium should not be the most meeting and events of the government's assembly in all days of the year rather it should be sourced from the different sides of view like research findings, professionals and private organizations. The media should tell about the long-term development process of the city administration.
- I. As a city Administration medium, issues which are repeatedly reported should be primarily the city administration developmental issues, secondly national developmental issues and finally both other regional and international issues according to its news relevance and importance.

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## Annexes

### Annex I

#### ለዋና አዘጋጅና ምክትል ዋና አዘጋጅ ቃለ ምልልስ የተዘጋጀ ጥያቄ

1. እንደ አዲስ ልሳን ጋዜጣ ዋና አዘጋጅ፣ በልማታዊ ጋዜጠኝነት መርህ መሠረት የዜናዎችን ይዘት ዘገባ አተገባበር በተመለከተ አስተያየትዎ ምንድን ነው? ያለዎትን ልምድ ይግለጹልኝ።
2. በአዲስ ልሳን ጋዜጣ ልማታዊ ጋዜጠኝነትን በመጠቀም ዜናዎችን ለማዘጋጀትና ለመዘገብ ኢዲቶሪያል ፖሊሲው ምን ያህል አጋኝ ነው?
3. እንደ አዲስ ልሳን ጋዜጣ ዋና አዘጋጅ፣ የልማት ጉዳዮች እንዴት ይዘገባሉ? በዘገባው የሚካተቱ ዋና ዋና ጉዳዮች ምን ምን ናቸው?
4. ልማታዊ ጋዜጠኝነት ለመንግስት፣ ለሚዲያ ተቋማት፣ ለህብረተሰቡ ያለው ጠቀሜታ ምንድን ነው?
5. በሚዲያ ተቋማችሁ ልማታዊ ጋዜጠኝነትን በአግባቡ ለመተግበር በተለይም በዜና ዘገባ ከፍተኛ የመንግስት አመራሮችና ፖለቲከኞች ምን ዓይነት ተፅዕኖዎች ይገጥሟችኋል?
6. ለእናንተ ጋዜጣ የዜና ምንጭ ማን ነው? ብዙ ጊዜ ምንጭችሁ ከማን ነው? ለምን?

### Annex II

#### In-depth interview questions for the editor in chief and deputy editor in chief

1. As an Addis Lissan newspaper editor in chief, what is your opinion on implementing the principles of development journalism in news content? Please point out and explain your experience?
2. To what extent your editorial policy supports the practice of development Journalism in writing and reporting news particularly on the Addis Lissan Newspaper?
3. As Addis Lissan Newspaper chief editor, how do you entertain developmental issues? What are the main development issues that are going to report?
4. What is your opinion on the importance of development journalism for the government, the media organization and the audience or the society?
5. What kind of challenges have you faced from officials or politicians not to properly practice development journalism in your media organization specially in news reporting?

6. What is the source of news for your newspaper? Which is most? Why?

**Annex III**

**ለዘጋቢዎችና አዘጋጅ ጋር ቃለ ምልልስ ለማድረግ የተዘጋጀ ጥያቄ**

1. እንደ አዲስ ልሳን ጋዜጣ ዘጋቢ፣ በልማታዊ ጋዜጠኝነት መርህ መሠረት የዜናዎችን ይዘት ዘገባ አተገባበር በተመለከተ አስተያየትዎ ምንድን ነው? ያለዎትን ልምድ ይግለጹልኝ።
2. እንደ አዲስ ልሳን ጋዜጣ ዘጋቢ፣ የልማት ጉዳዮች እንዴት ይዘገባሉ? በዘገባው የሚካተቱ ዋና ዋና ጉዳዮች ምን ምን ናቸው?
3. በአዲስ ልሳን ጋዜጣ ዜና ማዘጋጀትና ማሰራጨት ጠቀሜታው ምንድን ነው?
4. በእኔ እይታ፣ አብዛኛው የዜና ዘገባ ስኬት ላይ ትኩረት ያደረገ ነው። ለምን?
5. የመንግስትን አሰራሮች፣ ያልተከናወኑ ዕቅዶችና ፕሮጀክቶችን በመተቸት ይዘገባሉ? ለምን?
6. ኢኮኖሚያዊ ጉዳዮች፣ ፍትህ፣ ዲሞክራሲ፣ ማህበራዊ ጉዳዮች፣ ሰላምና ደህንነት፣ መሰረተ ልማትና የፖለቲካ ጉዳዮችን በእኩል የመዘገብ ጉዳይ ላይ ያለዎት አስተያየት ምንድን ነው? ለየትኛው ጉዳይ ቅድሚያ ይሰጣሉ? ለምን?
7. ለእናንተ ጋዜጣ የዜና ምንጭ ማን ነው? ብዙ ጊዜ ምንጮችሁ ማን ነው? ለምን?
8. በአዲስ ልሳን ጋዜጣ ዜና ዝግጅት ልማታዊ ጋዜጠኝነትን ለመተግበር ያጋጠሙ ችግሮችን ይግለጹልኝ።

**Annex IV**

**In-depth interview questions for the reporters**

1. As an Addis Lissan newspaper reporter, what is your opinion on implementing the principles of development journalism in news content? Please point out and explain your experience?
2. As Addis Lissan Newspaper reporter, how do you entertain developmental issues? What are the main development issues that are going to report?
3. What is the importance of producing and addressing news to the society in Addis Lissan Newspaper?
4. In my observation, most of the news stories are focused on success stories. Why?

5. Do you report by constructively criticizing government or in the areas of unimplemented plans or projects? If so or not why?
6. What do you think reporting issues like economic elements, justice, democracy, equality, peace and security equally? For which issue, do you give more attention? Why?
7. What is the source of news for your newspaper? Which is most? Why?
8. What kind of challenges you face while practicing development Journalism in reporting news particularly in Addis Lissan Newspaper? Please explain those problems?

### **Annex V Coding sheet**

| <b>No.</b> | <b>Main Category</b>             | <b>Category No.</b> | <b>Sub categories for coding</b>  | <b>Coding No.</b> |
|------------|----------------------------------|---------------------|-----------------------------------|-------------------|
| 1          | The major development news issue | Cat1                | Housing                           | 1                 |
|            |                                  |                     | Education                         | 2                 |
|            |                                  |                     | Health                            | 3                 |
|            |                                  |                     | Micro and small-scale enterprises | 4                 |
|            |                                  |                     | Environmental issues              | 5                 |
|            |                                  |                     | Industry                          | 6                 |
|            |                                  |                     | Trade and investment              | 7                 |
|            |                                  |                     | Justice                           | 8                 |
|            |                                  |                     | Peace and security                | 9                 |
|            |                                  |                     | Good Governance and Democracy     | 10                |
|            |                                  |                     | Women's and children's            | 11                |
|            |                                  |                     | Infrastructure                    | 12                |
|            |                                  |                     | Economic issues                   | 13                |
|            |                                  |                     | Development news - Others         | 14                |
| 2          | The Way news framed              | Cat2                | Constructive criticism            | 1                 |
|            |                                  |                     | Non constructive criticism        | 2                 |
|            | Success Vs failure               |                     | Success news story                | 1                 |
|            |                                  |                     | Failure news story                | 2                 |

|   |                  |      |  |   |
|---|------------------|------|--|---|
| 3 | news story       | Cat3 | Others   | 3 |
| 4 | Role of the news | Cat4 | Educative  | 1 |
|   |                  |      | Advocacy   | 2 |
|   |                  |      | Informative                                      | 3 |
|   |                  |      | Others   | 4 |
| 5 | Sources of News  | Cat5 | Government officials press release or conference | 1 |
|   |                  |      | Meeting or event based                           | 2 |
|   |                  |      | Professionals                                    | 3 |
|   |                  |      | Ordinary people                                  | 4 |
|   |                  |      | Research findings                                | 5 |
|   |                  |      | NGOs or private organizations                    | 6 |
|   |                  |      | Media  | 7 |
|   |                  |      | Source – Others                                  | 8 |
| 6 | Coverage of news | Cat6 | Regional issues                                  | 1 |
|   |                  |      | National issues                                  | 2 |
|   |                  |      | International issues                             | 3 |
|   |                  |      | Other regional issues                            | 4 |

### **Annex VI Code and titles of the in-depth-interviewees**

| <b>No.</b> | <b>Code</b> | <b>Title of the Interviewee</b> |
|------------|-------------|---------------------------------|
| 1          | Informant 1 | Journalist                      |
| 2          | Informant 2 | Journalist                      |
| 3          | Informant 3 | Journalist                      |
| 4          | Informant 4 | Dumpty Editor in Chief          |
| 5          | Informant 5 | Editor in Chief                 |
| 6          | Informant 6 | Print Production Manager        |

## Annex VII Research methodology matrix of the final analysis and their category

| No. | Code  | Design of the Research       | Instrument of Data Gathering   | Participants                |
|-----|---|------------------------------|--------------------------------|-----------------------------|
| 1   | Implementing principles of developmental journalism | Qualitative                  | Interview                      | 6 interviewees              |
| 2   | AAMMA editorial policy and developmental journalism | Qualitative                  | Interview                      | 6 interviewees              |
| 3   | The major development news issue                    | Qualitative and quantitative | Interview and content Analysis | 6 interviewees and 183 news |
| 4   | The way news framed                                 | Qualitative and quantitative | Interview and content Analysis | 6 interviewees and 183 news |
| 5   | Success Vs failure news story                       | Qualitative and quantitative | Interview and content Analysis | 6 interviewees and 183 news |
| 6   | Role of the news                                    | Qualitative and quantitative | Interview and content Analysis | 6 interviewees and 183 news |
| 7   | Sources of news                                     | Qualitative and quantitative | Interview and content Analysis | 6 interviewees and 183 news |
| 8   | Coverage of news                                    | Qualitative and quantitative | Interview and content Analysis | 3 interviewees and 183 news |

## Annex VIII Selected sample dates of the study in each month

|              | Months and Dates |                |           |         |          |          |         |
|--------------|------------------|----------------|-----------|---------|----------|----------|---------|
|              | July             | august         | September | October | November | December | January |
| <b>Dates</b> | 6                | 4              | 4         | 2       | 7        | 5        | 3       |
|              | 13               | 11             | 11        | 9       | 14       | 12       | 10      |
|              | 20               | 18             | 18        | 16      | 21       | 19       | 17      |
|              | 27               | 25             | 25        | 23      | 28       | 26       | 24      |
|              |                  | 'Pagumen'<br>2 |           | 30      |          |          |         |

**Description:** - The above table indicates based on Ethiopian calendar for months and dates for its clarity.

**Annex: IX Leads of selected news stories, categories of among selected leads of news stories that were avail by Addis Lissan newspaper sample attachment.**

| NO  | Lead of the News                                      | Date of availability in Ethiopian Calendar | Major Dev.'s news Issues | The Way news framed | Success Vs. failure news story | Role of the news | Source of news | Coverage of news story |
|-----|---|--|--------------------------|---------------------|--------------------------------|------------------|----------------|------------------------|
| 1.  | በመዲናዋ ፍርድ ቤቶች ግልጽ ችሎት ሊካሄድ ነው                         | 06-11-09                                   | 8                        | 2                   | 3                              | 3                | 1              | 1                      |
| 2.  | አዲስ አበባ ዩኒቨርሲቲ በምህንድስና ጤና ዘርፍ ትብብራን ማላቅ እፈልጋለሁ አለ     |  | 2                        | 2                   | 1                              | 2                | 1              | 2                      |
| 3.  | እንጦጦ ለመሬት መንሸራተት ችግር ሊጋለጥ ይችላል                        |  | 5                        | 2                   | 3                              | 1                | 3              | 1                      |
| 4.  | ባለስልጣኑ ኮንትራታቸውን ካቋረጡ ተቋራጮች ላይ ከ49 ሚሊዮን ብር በላይ አልሰበሰቡም |  | 4                        | 1                   | 2                              | 3                | 2              | 2                      |
| 5.  | ዛሬ በመዲናዋ በአፋን ኦሮሞ የሚያስተምሩ አራት ትምህርት ቤቶች ይመረቃሉ         | 13-11-09                                   | 2                        | 2                   | 1                              | 3                | 2              | 1                      |
| 6.  | የመዲናዋን ደረቅ ቆሻሻ በጋራ መሰብሰብ ሊቀር ነው                       |  | 5                        | 2                   | 1                              | 3                | 1              | 1                      |
| 7.  | ማህበሩ ዜጎችን በማስመለስ ስራው ላይ የሚያደርገውን ድጋፍ አጠናክሮ ይቀጥላል      |  | 11                       | 2                   | 3                              | 3                | 6              | 2                      |
| 8.  | ድርጅቱ የነበረኝን አገልግሎት አሰጣጥ ችግሮች ማሻሻል ላይ አተኩራለሁ አለ        |  | 10                       | 1                   | 2                              | 2                | 1              | 1                      |
| 9.  | ጣሊያን ለኢትዮጵያ 2 ነጥብ 5 ሚሊዮን ዩሮ ድጋፍ አደረገች                 |  | 13                       | 2                   | 3                              | 3                | 1              | 3                      |
| 10. | በበጀት ዓመቱ 158 ኢንተርፕራይዞች ተሸጋግረዋል                        |  | 4                        | 2                   | 1                              | 2                | 2              | 1                      |
| 11. | የማህበራዊ ጤና መድሀን አዋጁን ማሻሻል የሚያስችል ጥናት ተጀምሯል             |  | 3                        | 2                   | 3                              | 3                | 2              | 2                      |
| 12. | የ40/60 ቤቶች ከተላለፉ በኋላ እያወዛገቡ ነው                        | 20-11-09                                   | 1                        | 1                   | 2                              | 3                | 4              | 1                      |
| 13. | በመዲናዋ ጠቅላይ ሚኒስትሩ የሚሰጥበት ወርሃዊ የጽዳት ዘመቻ ሊጀመር ነው         |  | 5                        | 2                   | 1                              | 1                | 1              | 1                      |
| 14. | በቁጥጥር ስር የሚውሉ ከፍተኛ የስራ ኃላፊዎች ቁጥር ይጨምራል                |  | 10                       | 1                   | 2                              | 1                | 1              | 1                      |
| 15. | 37 ከፍተኛ የስራ ሃላፊዎችን ባለሀብቶች ተይዘዋል                       |  | 8                        | 1                   | 2                              | 1                | 1              | 2                      |
| 16. | አሽከርካሪዎች የቦሎ አሰጣጥ ሂደቱን እያንጓተቱ ነው ተባለ                  |  | 10                       | 1                   | 2                              | 1                | 2              | 1                      |
| 17. | አዳዲስ የጋራ መኖሪያ ቤቶች ግንባታ ይጀምራል                          | 27-11-09                                   | 1                        | 1                   | 1                              | 2                | 1              | 1                      |
| 18. | ፓርቲዎች የ90 ቀናት የድርድር ቆይታቸውን ጀመሩ                        |  | 10                       | 2                   | 3                              | 3                | 2              | 2                      |
| 19. | ጥራት የጎደላቸው መድሀኒቶች የአፍሪካ ቀንድ ቀጠናን ያሰጉታል                |  | 3                        | 2                   | 3                              | 1                | 5              | 3                      |
| 20. | በግድቡ ላይ የተገደፈደፈ ስራ ሊኖር አይገባም                          |  | 6                        | 1                   | 2                              | 3                | 2              | 2                      |
| 21. | በመዲናዋ የአተት በሽታን ለመከላከል የቅድመ ጥንቃቄ ሥራዎች ተጠናክረው ቀጥለዋል    |  | 3                        | 2                   | 1                              | 1                | 1              | 1                      |
| 22. | የማጠናከሪያ ትምህርቱን ከፍለን መማር ለማንችል ተማሪዎች ጥሩ ዕድል ነው         |  | 2                        | 2                   | 1                              | 2                | 4              | 1                      |
| 23. | ጥናቶች የዕድላችን ብሶት የበዛ መሆኑን አመለከተ                        |  | 1                        | 1                   | 2                              | 3                | 5              | 1                      |
| 24. | በኢትዮጵያ የአካል ጉዳተኞች ቁጥር አይታወቅም                          |  | 3                        | 2                   | 2                              | 3                | 2              | 2                      |
| 25. | ነዋሪዎች የቤቶች አስተዳደር እየዋሸን ነው አሉ                         |  | 1                        | 1                   | 2                              | 3                | 2              | 1                      |
| 26. | ነዋሪዎቹ ባልተቀናጀ የመንገድ ግንባታ ለጎርፍ መዳረጋቸውን                  |  | 5                        | 1                   | 2                              | 1                | 4              | 1                      |

|     |  |          |    |   |   |   |   |   |
|-----|--|----------|----|---|---|---|---|---|
|     | ገለጹ  | 04/12/09 |    |   |   |   |   |   |
| 27. | በሰላም የተጀመረው የኬንያ ምርጫ መጨረሻው አስጊ ሆኗል                                     |          | 10 | 1 | 2 | 3 | 7 | 3 |
| 28. | ፖርቱጋል በአጀንዳዎቻቸው ዙሪያ የሚያደርጉትን ድርድር ከሶስት ወር በፊት እናጠቃልላለን አሉ              |          | 10 | 2 | 1 | 2 | 2 | 2 |
| 29. | በሁለተኛው የአድገትና ትራንስፎርሜሽን ዘመን ከተያዘው የስራ ዕድል ፈጠራ ውጤት ከ46 በመቶ በላይ ተፈጻሚ ተባለ |          | 4  | 2 | 1 | 2 | 1 | 2 |
| 30. | መቀናጀት የተሳናቸውን ተቋማት የሚያቀናጅ ባለስልጣን ወደ ሥራ ሊገባ ነው                          |          | 10 | 1 | 2 | 2 | 1 | 2 |
| 31. | ኢትዮጵያዊያን ባሎች ሚስቶቻቸውን በማጥቃት ቀዳሚ ናቸው                                     |          | 11 | 1 | 2 | 1 | 5 | 2 |
| 32. | ከታላቁ ህዳሴ ግድብ ቶምቦላ ሎተሪ ከ60 ሚሊዮን ብር በላይ ሰበሰበ                             |          | 13 | 2 | 1 | 3 | 1 | 2 |
| 33. | ኢትዮጵያና ሱዳን በአካባቢያዊ ጉዳይ መከሩ   | 11/12/09 | 9  | 2 | 1 | 3 | 1 | 3 |
| 34. | የኢትዮጵያ 50 በመቶ የውጭ ምርት በሱዳን ይገባል  |          | 13 | 2 | 1 | 3 | 1 | 2 |
| 35. | በተራዘሙት ቀናት ከአስር ሺህ በላይ የደረጃ ሐ ግብር ከፋዮች ግብር ከፈሉ                         |          | 13 | 2 | 1 | 1 | 1 | 1 |
| 36. | ከፍተኛ ምክር ቤቱ አዲስ ፕሬዝዳንት ሾሙ  |          | 8  | 2 | 3 | 3 | 1 | 2 |
| 37. | 84 በመቶ ባለ ዶክተራት ዲግሪ ኢትዮጵያዊያን በስራቸው ደስተኛ አይደሉም                          |          | 10 | 1 | 2 | 3 | 5 | 2 |
| 38. | በስርዓተ ፆታና የሴቶች ተጠቃሚነት ሁለት ሚኒስቴር መስሪያ ቤቶች አልተሰጡባቸውም                     |          | 11 | 1 | 2 | 1 | 5 | 2 |
| 39. | ቢሮው ያዘጋጀውን የዴሊቨሪ ዩኒት ዕቅድ ለክፍለ ከተሞች አስረከበ                               |          | 10 | 2 | 3 | 3 | 1 | 1 |
| 40. | ክልሉ በዓሉን ለማክበር ድጋፍ እሻለሁ አለ   | 18/12/09 | 14 | 2 | 2 | 3 | 1 | 4 |
| 41. | የቀኑ መክበር ፖሊስ ለሃገሪቱ ያለውን ሁለንተናዊ አበርክቶ ሊያስተዋውቅ እንደሚረዳ ተገለጸ               |          | 9  | 2 | 3 | 1 | 3 | 2 |
| 42. | ሃገራዊው የሥራ ሁኔታ ቁጥጥር አገልግሎት ተግዳሮቶች እንዳሉበት ተገለጸ                           |          | 10 | 1 | 2 | 3 | 1 | 2 |
| 43. | ተቋማት ጥናታዊ ጽሁፎችን በግብዓትነት ሊጠቀሙባቸው ይገባል ተባለ                               |          | 2  | 1 | 2 | 1 | 2 | 2 |
| 44. | የመኝታ አገልግሎት የሚሰጡ ተቋማት ኮንዶም ኔሽን ሆሎ አሉ                                   |          | 3  | 1 | 2 | 1 | 1 | 1 |
| 45. | ማህበሩ ኢትዮጵያ ከእንስሳት ሃብቷ እንድትጠቀም እውቀት ሽግግር ላይ አተኩራ እሰራለሁ አለ               |          | 10 | 2 | 3 | 2 | 6 | 2 |
| 46. | አስርቱ ቀናት በልዩ ሁኔታ ከነገ ጀምሮ መክበር ይጀምራሉ                                    |          | 14 | 2 | 3 | 3 | 1 | 2 |
| 47. | ሚኒስትሩ ካርታው በስህተት የወጣ ነው አሉ   |          | 10 | 2 | 2 | 3 | 1 | 2 |

|     |  |          |    |   |   |   |   |   |
|-----|--|----------|----|---|---|---|---|---|
| 48. | በበዓሉ ያላቸው ሲደሰቱ ያጡ እንዳይከፉ ተጠየቀ  | 25-12-09 | 14 | 2 | 3 | 1 | 1 | 2 |
| 49. | በ2009 የትምህርት ዘመን 5 ሺህ 112 ተማሪዎች ትምህርት አቋርጠዋል፤ 9 ሺህ 817 ተማሪዎች ባሉበት ክፍል ደግመዋል          |          | 2  | 1 | 2 | 3 | 1 | 1 |
| 50. | ባለስልጣኑ ከ750 ሚሊዮን ብር በላይ የመንገድ ግንባታ ውል አሰረ  |          | 12 | 2 | 1 | 3 | 1 | 1 |
| 51. | የቤት ለቤት ዘመቻው ተጀምሯል   |          | 3  | 2 | 3 | 3 | 1 | 1 |
| 52. | የማታ ትምህርት ብክነት ሆኗል   |          | 2  | 1 | 2 | 1 | 1 | 1 |
| 53. | የእንስሳት መድሐኒት ፋብሪካ እተገነባ ነው   |          | 6  | 2 | 1 | 3 | 1 | 2 |
| 54. | በአዲስ - አዳማ የፍጥነት መንገድ የተለያዩ ተቋማት ሊገነቡ ነው   |          | 12 | 2 | 1 | 2 | 1 | 2 |
| 55. | የተመዘበረው 170 ሚሊዮን ብር የመንግስት ድጎማ እየጠበቀ ሆኖ 2 ሺህ 417 የ10/90 ቤቶች ጠቅላላ ዋጋ ይሸፍናል            | 2/13/09  | 1  | 2 | 1 | 2 | 1 | 1 |
| 56. | ገለልተኛ ባንሆን እንደዚህ አይነት ሪፖርት አናቀርብም ነበር፤ ኮሚሽኑ በ2009 ከቀረቡለት አቤቱታዎች እየመረመረ ያለው ሩቡን ብቻ ነው |          | 8  | 1 | 3 | 3 | 2 | 2 |
| 57. | የመንገድ አገነባብ ሥህተቶች ለትራፊክ አደጋ መባባስ መንስኤ ሆነዋል   |          | 12 | 2 | 2 | 1 | 2 | 1 |
| 58. | መዲናዋ 18 ሺህ አዛውንቶችን እየጠረፈች ነው   |          | 14 | 2 | 1 | 2 | 1 | 1 |
| 59. | ባለስልጣኑ 90 አዳዲስ የፈሰሽ ማንሻ መኪኖችን ስራ ላይ ሊያውል ነው  |          | 5  | 2 | 1 | 3 | 1 | 1 |
| 60. | ከተማ አስተዳደሩ ለ10 ሺህ ተማሪዎች ተጨማሪ ድጋፍ ሊያደርግ ነው  |          | 2  | 2 | 1 | 2 | 1 | 1 |
| 61. | ድርጅቱ ተቋማዊ አቅሙ እያደገ መምጣቱን ገለጸ   |          | 10 | 2 | 3 | 2 | 1 | 1 |
| 62. | ስለምን 460 ሚሊዮን አፍሪካውያን ለስቃይ ተዳረጉ  | 04-01-10 | 14 | 1 | 2 | 1 | 7 | 3 |
| 63. | ፍርድ ቤቱ በሙስና ወንጀል ተጠርጣሪዎች ላይ ውሳኔ አሳለፈ   |          | 8  | 1 | 3 | 1 | 2 | 2 |
| 64. | የሀገሪቱ የኢኮኖሚያዊ ዲፕሎማሲ አቅጣጫ አይቀለበስም ተባለ   |          | 7  | 2 | 1 | 2 | 1 | 2 |
| 65. | አዲሱ የናይሮቢ ከንቲባ ተወዳጅነት አትርፈዋል   |          | 14 | 2 | 1 | 2 | 7 | 3 |
| 66. | መዲናዋ ባለፉት 10 ዓመታት 3 ሺህ 719 ኪሜ መንገዶች ተገንብተዋል  |          | 12 | 2 | 1 | 2 | 1 | 1 |
| 67. | የአፍሪካ ልማት ባንክ የኢትዮጵያን የብድር አጠቃቀምን አደነቀ   |          | 13 | 2 | 1 | 2 | 1 | 3 |
| 68. | የኮንስትራክሽንና ኢንዱስትሪ አብዮት ከሚፈጸምባቸው አምስት አገሮች መካከል ኢትዮጵያ አንዷ ናት                          | 11-01-10 | 6  | 2 | 1 | 2 | 1 | 2 |
| 69. | ግጭት ከመከሰቱ በፊት መከላከል ላይ ማተኮር ይገባል   |          | 9  | 2 | 3 | 1 | 1 | 2 |
| 70. | አዲስ አበባ ለአዲስ አበቤዎች ልትተዋወቅ ነው   |          | 14 | 2 | 1 | 2 | 1 | 1 |
| 71. | ግጭት ቀስቃሽ ዘገባዎችን የማሰራጨት አዝማሚያ እየታየ ነው   |          | 9  | 2 | 2 | 1 | 2 | 2 |
| 72. | በሜክሲኮ በደረሰ የመሬት መንቀጥቀጥ የሚችሉት 215 ደረሰ   |          | 5  | 2 | 3 | 3 | 7 | 3 |
| 73. | ብዝሃነትን መቀበልና ማክበር የሚያስችል ፖሊሲ መዘጋጀቱ ተገለጸ  |          | 10 | 2 | 1 | 2 | 1 | 2 |
| 74. | የትራንፕ ንግግር አልተወደደም   |          | 14 | 1 | 2 | 3 | 7 | 3 |
| 75. | የቋሚ ኮሚቴው አደረጃጀት በሰው ሀይል ሊጠናከር ይገባል   |          | 10 | 2 | 3 | 3 | 2 | 2 |
| 76. | የአዲስ አበባ ልዩ ትምህርት ቤት የመጀመሪያ ዙር ውጤቱ አስገራሚ ሆኗል   | 18-01-10 | 2  | 2 | 1 | 2 | 1 | 1 |
| 77. | በዓሉ የሀገሪቱን ገፅታ ለመገንባት ከፍተኛ ሚና እያበረከተ ነው  |          | 14 | 2 | 1 | 2 | 2 | 2 |
| 78. | የቅርሶቹ ጥገና በሁለተኛው ሩብ ዓመት ይከናወናል   |          | 14 | 2 | 2 | 3 | 1 | 1 |

|      |   |          |    |   |   |   |   |   |
|------|---|----------|----|---|---|---|---|---|
| 79.  | የአሜሪካና ሰሜን ኮሪያ ውጤት ተባብሷል  |          | 9  | 1 | 3 | 3 | 7 | 3 |
| 80.  | ከተቤ ሜትሮፖሊታን ዩኒቨርሲቲ የሰርትፊኬት ስልጠና ሊያቆም ነው                                 |          | 2  | 2 | 1 | 2 | 1 | 1 |
| 81.  | ቢሮው የመዲናዋን ገፅታ ከመገንባት አኳያ ውስንነቶች ነበሩባት ክለ                               |          | 10 | 1 | 2 | 3 | 2 | 1 |
| 82.  | በስራ ቅጥር ላይ ቅድሚያ ለኢትዮጵያውያን ይሰጥ ተባለ                                       | 25-01-10 | 10 | 2 | 1 | 3 | 1 | 2 |
| 83.  | የላስቪጋሱ ጥቃት አረጋው ቁስል እንዲያመረቅ አድርጓል                                       |          | 9  | 1 | 2 | 3 | 7 | 3 |
| 84.  | የተጠናቀቀው በጀት ዓመት “አይነኬ” ተቋማት የተፈተሽበት ነው                                  |          | 10 | 2 | 1 | 2 | 2 | 2 |
| 85.  | የሰንደቅ ዓላማ ቀን በየአካባቢው ለሚከሰቱ እንቅፋቶች መፍቻነት ይውላል                            |          | 10 | 2 | 1 | 1 | 2 | 2 |
| 86.  | የኤም ዲ አር ህክምናን ለማሻሻል ጥናት እየተሰራ ነው                                       |          | 3  | 2 | 1 | 3 | 5 | 2 |
| 87.  | ማህበሩ ተማሪዎች ስነ ምግባር ላይ በትኩረት እየሰራሁ ነው                                    |          | 2  | 2 | 1 | 2 | 2 | 1 |
| 88.  | ድህነት ቀንሷል፤ የሀብት ልዩነት ሰፍቷል   |          | 13 | 2 | 2 | 3 | 5 | 2 |
| 89.  | በቁጥር አናሳ የሆኑ ህዝቦች መብት ኤያያዝ መሻሻል አለበት ተባለ                                |          | 10 | 2 | 2 | 1 | 1 | 2 |
| 90.  | የአዲስ አበባ ውሃና ፍሳሽ ባለስልጣን የኤሌክትሪክ ሃይል አገልግሎት ድርጅትን ወቀሰ                    | 02/02/10 | 12 | 1 | 2 | 3 | 1 | 1 |
| 91.  | የውጭ ምንዛሬ ተመን ማስተካከያው በረዥም ጊዜ የሚገኝ ጥቅምን ሰንቋል                             |          | 13 | 2 | 3 | 3 | 3 | 2 |
| 92.  | ምክር ቤቱ የህዝብ ውሳኔውን ውጤት አፀደቀ  |          | 8  | 2 | 1 | 3 | 2 | 2 |
| 93.  | በህዳሴው ግድብ ዙሪያ ያሉ ብዥታዎችን ለማጥራት አስፈላጊውን መረጃ በተገቢው ጊዜ እንሰጣልን               |          | 10 | 2 | 1 | 3 | 1 | 2 |
| 94.  | በክልሎች አዋሳኝ የተከሰተው ግጭት በ26 ዓመታት ውስጥ ከተስተዋለው የከፋ ነው ተባለ                   |          | 9  | 1 | 2 | 3 | 1 | 2 |
| 95.  | መሪው ፓርቲ በጣም ጤናማ ነው  | 09/02/10 | 10 | 2 | 1 | 2 | 1 | 2 |
| 96.  | ሰስት ነጥብ አምስት ቢሊዮን ብር የተመደበለት ቆጠራ ለተጨማሪ 3 ወራት ተራዘመ                       |          | 10 | 2 | 3 | 3 | 1 | 2 |
| 97.  | የኢትዮ ሰማሌና የኦሮሚያ ክልል የዩኒቨርሲቲ ተማሪዎች ስጋት ሊገባቸው አይገባም ተባለ                   |          | 9  | 2 | 3 | 1 | 1 | 2 |
| 98.  | ደቡብ ኮሪያ ኢትዮጵያን በቤት ልማት ዘርፍ አግዛለሁ አለች                                    |          | 1  | 2 | 1 | 2 | 2 | 2 |
| 99.  | ትርጉሞች የንግድ ትስስሩን እያገለበቱ ነው ተባለ  |          | 7  | 2 | 3 | 3 | 2 | 1 |
| 100. | ተገዝተው ተሰጡ የተባሉት የጽዳት ተሽከርካሪዎች እስካሁን ለማህበራቱ አልደረሱም                       | 16-02-10 | 5  | 1 | 2 | 3 | 6 | 1 |
| 101. | ፓርቲው ለመጪው እሁድ ስብሰባ ጠራ   |          | 10 | 2 | 3 | 2 | 6 | 2 |
| 102. | ባለስልጣኑ በድጋሚ ሚዲያዎችን አሳሰብ   |          | 9  | 2 | 1 | 3 | 1 | 2 |
| 103. | የአሰሪና ሰራተኛ አዋጅ የማሻሻያ ረቂቅ ግልፅኝነት የጎደላቸውና የሰራተኛውን መብት የሚጋፉ አንፃሮችን ያካተተ ነው |          | 10 | 2 | 1 | 1 | 2 | 2 |
| 104. | ኢትዮጵያ ውስጥ የሲጋራ ዋጋ ከባዶ ዋጋ በታች ነው   | 23-02-10 | 7  | 2 | 3 | 3 | 5 | 2 |
| 105. | ቤተክርስቲያኗ የጠራችው የፀሎት መርሃግብር የፊታችን ሰኞ ይጀምራል                               |          | 14 | 2 | 3 | 3 | 6 | 2 |

|      |  |          |    |   |   |   |   |   |
|------|--|----------|----|---|---|---|---|---|
| 106. | HR 128 በኢትዮጵያ ላይ የሚያመጣው ተፅዕኖ የለም ተባለ   |          | 10 | 2 | 1 | 2 | 1 | 2 |
| 107. | የአገልግሎት አሰጣጡን ለማሻሻል ህብረተሰቡን ማሳተፍ ይገባል ተባለ  |          | 10 | 2 | 1 | 3 | 2 | 2 |
| 108. | ከ6 ሚሊዮን በላይ ኢትዮጵያውያን ለደባል አጫሽነት ተጋልጠዋል ተባለ                                       |          | 3  | 1 | 2 | 1 | 3 | 2 |
| 109. | የጋራ መኖሪያ ቤቶች አካባቢ የስፖርት ማዘውተሪያ ሥፍራዎች እየተገነቡ ነው                                   |          | 1  | 2 | 1 | 2 | 1 | 1 |
| 110. | የሚኒስትሩ ዓመታዊ ዕቅድ የተግባር ቅደም ተከተል ስህተት አለበት ተባለ                                     | 30/02/10 | 10 | 2 | 2 | 3 | 2 | 2 |
| 111. | ሁከት የበረከተበት የእግር ኳስ ፌዴሬሽን ጠቅላላ ጉባዔውን ዛሬ ይጀምራል                                    |          | 14 | 2 | 2 | 3 | 1 | 2 |
| 112. | የሰራተኞች ትራንስፖርት አገልግሎት ድርጅት በአገልግሎት አሰጣጥ ላይ ችግር ገጥሞኛል አለ                          |          | 10 | 1 | 2 | 3 | 1 | 2 |
| 113. | አምባሳደሮች በኢንተርኔት መቆራረጥ ስራ መስራት እንዳልቻሉ ገለፁ   |          | 12 | 2 | 2 | 3 | 1 | 2 |
| 114. | በመረጃ አጠቃቀም በኩል የሚታዩ ችግሮች የጤናው ዘርፍ ዋነኛ ማነቆ መሆናቸው ተጠቆመ                             |          | 3  | 1 | 1 | 3 | 1 | 1 |
| 115. | የአዲስ አበባ ጤና ቢሮ የላቀ ተሸላሚ ሆነ   |          | 3  | 2 | 1 | 2 | 2 | 1 |
| 116. | ኃላፊነታቸውን ወደ ጎን ትተው የግል ጥቅማቸውን የሚያሳድዱ የትራንስፖርት አገልግሎት ሰጪዎች የቀረጡ ነፃ ዕድላቸውን ሊነፈጉ ነው | 07-03-10 | 12 | 2 | 1 | 1 | 1 | 2 |
| 117. | የአዲስ አበባ ዘመናዊ የተሻከረከሪዎች ማቆሚያ ግንባታ ‘‘በኤል ሲ’’ ምክንያት እየተጓተተ መሆኑ ተገለጸ                |          | 12 | 2 | 2 | 3 | 1 | 1 |
| 118. | በዚምባብዌ መፈንቅለ መንግስት እየተካሄደ ይመስላል  |          | 10 | 2 | 3 | 3 | 7 | 3 |
| 119. | ለጋሾች የመንግስትን የገንዘብ አጠቃቀም ቢያሞግሱም መንግስት የራሱን የበጀት አጠቃቀም ይተቻል                       |          | 13 | 2 | 1 | 2 | 1 | 2 |
| 120. | በንፅፅር ካርታ የሚተዳደር መሬት ወደ አንድ አካል ሊጠቃለል መሆኑ ተነገረ                                   | 14-03-10 | 10 | 2 | 1 | 3 | 1 | 1 |
| 121. | ፕሬዘዳንቱ የውጭ ምንዛሬ ያስገኙ ባለሀብቶችን ሸለመ   |          | 7  | 2 | 1 | 2 | 2 | 2 |
| 122. | በአየር ንብረት ለውጥ ድርድር መሻሻሎች መታየታቸው ተገለጸ   |          | 5  | 2 | 1 | 3 | 7 | 3 |
| 123. | ለአፍሪካ ዘላቂ እድገት የጂኦስፓሻል መረጃ ፋይዳው የላቀ ነው   |          | 13 | 2 | 1 | 3 | 7 | 3 |
| 124. | የክፍለ ከተማው የአራት ወራት ገቢ ከአምናው ተመሳሳይ ወቅት ሲነፃጸር ብልጫ አሳይቷል                            |          | 13 | 2 | 1 | 2 | 1 | 1 |
| 125. | ለፍትህና ፀጥታ ዘርፍ የሚሰጠው ስልጠና የመዲናዋን ፍትህ ለማስፈን የሚያግዝ መሆኑ ተገለፀ                         |          | 8  | 2 | 1 | 2 | 2 | 1 |
| 126. | ‘‘መውሊድ ያለፈውን ትውልድ ውርሶችና ቅርሶች ለአዲሱ ትውልድ የማስተላለፍ ሚናው እጅጉን የላቀ ነው’’                 | 21-03-10 | 14 | 2 | 1 | 3 | 1 | 2 |
| 127. | ‘‘የግዳና ላይ ንግድና የመሬት ወረራ ከአቅሜ በላይ ሆኖብኛል’’   |          | 7  | 2 | 2 | 3 | 1 | 1 |
| 128. | የኢትዮ ኩባ ወዳጅነት ፓርክ ግንባታ የዘገየው በውጭ ምንዛሬ እጥረት ነው ተባለ                                |          | 13 | 2 | 2 | 3 | 1 | 1 |
| 129. | 850 አዳዲስ አውቶቡሶች የመዲናዋን ጎዳና ሊቀላቀሉ ነው  |          | 12 | 2 | 1 | 2 | 1 | 1 |
| 130. | ኢትዮጵ ለስደተኞች ስራ ዕድል የሚፈጥሩ ሶስት የኢንደስትሪ ፓርኮችን ልትገነባ ነው                              |          | 5  | 2 | 1 | 2 | 1 | 2 |
| 131. | ‘‘የሲቪል ማህበራት ሚናቸውን እንዲወጡ መንግስት ከህግ ማዕቀፍ ጀምሮ የተለያዩ ማሻሻያዎችን ሊያደርግ ይገባል’’           |          | 10 | 2 | 1 | 3 | 2 | 1 |
| 132. | የኦሮሚያ እና የቤንሻንጉል ጉሙዝ ክልል ህዝቦች የምክክር ጉባኤ ዛሬ ይካሄዳል                                 | 28-03-10 | 10 | 2 | 1 | 2 | 1 | 4 |
| 133. | የ11ዱ የፖለቲካ ፓርቲዎች ስብሰብ በፀረ ሽብር አዋጁ ላይ ለመደራደር በቂ ዝግጅት ማድረጉን አስታወቀ                  |          | 10 | 2 | 1 | 2 | 1 | 2 |

|      |  |          |    |   |   |   |   |   |
|------|--|----------|----|---|---|---|---|---|
| 134. | የመንግስት ሰራተኞች የወሊድ ፍቃድ ወደ አራት ወር አደገ  |          | 11 | 2 | 1 | 2 | 2 | 2 |
| 135. | “ህገ መንግስታዊ አስተምህሮው ተጠናክሮ ሊቀጥል ይገባል”  |          | 10 | 2 | 1 | 2 | 2 | 1 |
| 136. | “በደረቅ ቆሻሻ አያያዝና አወጋገድ ላይ የነቀሪዎች አስተሳሰብና አመለካከት እንዲለወጥ የተሰራው ሥራ ውሱንነት አለበት” |          | 5  | 2 | 1 | 1 | 2 | 1 |
| 137. | ከስደት ተመላሾች በሚገባ ተጠቃሚ አልሆኑም ተባለ   |          | 10 | 2 | 2 | 3 | 1 | 1 |
| 138. | ነባር ብሔራዊ ፓርቲዎች አደጋ ተጋርጦባቸዋል  |          | 5  | 2 | 1 | 3 | 1 | 2 |
| 139. | ሃገር አቀፍ የህዝብና ቤት ቆጠራ የካቲት 4 ቀን 2010 ዓ.ም ይጀመራል                              | 05-04-10 | 14 | 2 | 1 | 2 | 1 | 2 |
| 140. | “የስኳር ፕሮጀክቶች እየተጓተቱብኝ ነው”፤“ለክዋኔ ኦዲት ችግሮች ተጠያቂው ከረገገኩ ነው”                   |          | 10 | 2 | 2 | 3 | 2 | 2 |
| 141. | “የአልጋ እጥረት መኖሩ አገልግሎቱን በአግባቡ እንዳናገኝ አድርጎናል”                                |          | 3  | 2 | 2 | 3 | 4 | 1 |
| 142. | ፊስቲቫ ማህበረሰቡን እየበታተነ ነው   |          | 9  | 2 | 3 | 2 | 7 | 3 |
| 143. | “በሃገሪቱ የተከሰተው ችግር ከባህላችንና ከኢትዮጵያዊ ማንነታችን ጋር የሚቃረን ነው”                      |          | 9  | 2 | 3 | 1 | 6 | 2 |
| 144. | ከ356 ሚሊዮን ብር በላይ የሚያወጡ የኮንትራኮንድ ዕቃዎች ተያዙ                                   | 12-04-10 | 7  | 2 | 3 | 1 | 1 | 2 |
| 145. | ወጣቶች ጥያቄያቸውን በሰከነ መንገድ እንዲያቀርቡ ተጠየቀ  |          | 10 | 2 | 1 | 1 | 6 | 1 |
| 146. | አሜሪካ ከሶስት አስርት ዓመታት በላይ በዘለቀው የታክስ ስርዓቷ ላይ ማሻሻያ አደረገች                      |          | 10 | 2 | 3 | 3 | 7 | 3 |
| 147. | መዲናዋ የራሷን ገቢ የሚሰበስብ መስሪ ቤት አዋቀረች   |          | 13 | 2 | 1 | 2 | 1 | 1 |
| 148. | ኢትዮጵያ ለግብፃዊያን ባለሀብቶች ሁነኛ ሴስፋ ቦታ ትሆናለች                                      | 19-04-10 | 13 | 2 | 1 | 2 | 7 | 3 |
| 149. | ሰአዲስ አበባ ዩኒቨርሲቲን ለመምራት 22 እጩዎች ማመልከቻችን አቅርበዋል                              |          | 2  | 2 | 1 | 2 | 1 | 2 |
| 150. | የጀሶ እንጀራ ሲሸጡ የነበሩት በ13 ዓመት እስር ተቀጡ   |          | 8  | 2 | 1 | 1 | 1 | 1 |
| 151. | ለዘላቂና አስተማማኝ ሰላም የህዝብ ክንፍ አካላት ጠንካራ ተሳትፎ ሊያደርጉ ይገባል                        |          | 10 | 2 | 1 | 2 | 1 | 2 |
| 152. | መንግስት የፖለቲካ እስረኞችን ሊፈታ ወሰነ፤ በተለምዶ ማዕከላዊ የሚባለው የምርመራ ምዕከልም እንዲዘጋ ተወስኗል      | 26-04-10 | 8  | 2 | 1 | 2 | 1 | 2 |
| 153. | በ2018 ኢትዮጵያ ከቻይናም የበለጠ እድገት ታስመዘግባለች ተባለ                                   |          | 1  | 2 | 1 | 2 | 7 | 2 |
| 154. | ተቋማቱ ለሚያጋጥሙ ድንገተኛ አደጋዎች ፈጣን ህክምና ሊሰጡ ነው                                    |          | 3  | 2 | 1 | 1 | 3 | 1 |
| 155. | አዳዲስ የካርድ አሰራሮች ይፋ ተደረጉ  |          | 12 | 2 | 1 | 2 | 6 | 2 |
| 156. | በከተማዋ 650 ሼዶች ተዘጋጅተዋል፤ ከ12 ሺህ በላይ ወጣቶች ይጠቀሙባቸዋል፤ ከ300 በላይ ሼዶች ተለቀዋል        |          | 4  | 2 | 1 | 2 | 2 | 1 |
| 157. | የህግ የበላይነትን የማስጠበቅ ስራ ያለምንም ቅድመ ሁኔታ ይቀጥላል                                  | 03-05-10 | 8  | 2 | 1 | 2 | 1 | 2 |
| 158. | ፕሮግራሙ የሥራ ባህልን በማሳደግ ረገድ የላቀ አስተዋፅኦ እያበረከተ ነው ተባለ                          |          | 4  | 2 | 1 | 2 | 1 | 1 |
| 159. | በመዲናዋ 165 ዘመናዊ የስጋ መሸጫ ማዕከላት ሊገነቡ ነው                                       |          | 7  | 2 | 1 | 2 | 1 | 1 |
| 160. | ኢትዮጵያ በአውሮፓውያን 2018 ፈጣን ዕድገት ታስመዘግባለች                                      |          | 13 | 2 | 1 | 2 | 7 | 2 |
| 161. | የተጎዱ ቅርሶችን የሚታደግ ቴክኖሎጂ ይፋ ሆነ   |          | 2  | 2 | 1 | 3 | 7 | 3 |
| 162. | ዶክተር ደብረጅዮን ምክትል ርዕሰ መስተዳድር ሆኑ   |          | 14 | 2 | 1 | 2 | 1 | 2 |
| 163. | ከምንዛሪ ተመን ጋር በተያያዘ ከሚናፈሰው ሀሰተኛ መረጃ ህብረተሰቡ እንዲጠነቀቅ ተጠየቀ                     |          | 13 | 2 | 3 | 1 | 1 | 2 |

|      |  |          |    |   |   |   |   |   |
|------|--|----------|----|---|---|---|---|---|
| 164. | በመጀመሪያ ዙር ክሳቸው የተቋረጠላቸው ተጠርጣሪዎች ትናንት ከእስር ተፈቱ                            | 10-05-10 | 8  | 2 | 1 | 2 | 1 | 2 |
| 165. | አሁን ላይ የተግባር እርምጃ መጀመሩን መንግስት እያሰደቀ ይገኛል                                 |          | 10 | 2 | 1 | 3 | 1 | 2 |
| 166. | ህፃናት ባህላቸውን ጠብቀው እንዲያድጉ ሁሉም አካላት ሊረባረቡ ይገባል ተባለ                          |          | 11 | 2 | 1 | 2 | 2 | 2 |
| 167. | ከድህነት ብቻ ሳይሆን ከቴክኖሎጂ ጥገኝነትም እየወጣን ነው                                     |          | 4  | 2 | 1 | 2 | 2 | 2 |
| 168. | በከተማ ግብርና ዘርፍ በርካታ ነዋሪዎች ተሳታፊና ተጠቃሚ መሆናቸው ተገለጸ                           |          | 14 | 2 | 1 | 2 | 1 | 1 |
| 169. | ኮሌጁ ልጅ መውለድ ያለመቻል(መካንነት) ህክምና ለማስጀመር እየሰራ ነው                             |          | 3  | 2 | 1 | 2 | 1 | 2 |
| 170. | ኢትዮጵያ ሰማሌላንድ የኢኮኖሚ ትስስራቸውን የበለጠ ለማጠናከር ተስማሙ                              |          | 9  | 2 | 1 | 3 | 2 | 3 |
| 171. | የውጭ ጉዳይ ሚኒስትሩ ከግብፅ ጋር በተያያዘ የግጭት ስጋት የለብንም ብለዋል                          | 17-05-10 | 9  | 2 | 1 | 3 | 1 | 2 |
| 172. | የጋራ መኖሪያ ቤቶች ግንባታ በተፈለገው ፍጥነት እየሄደ አይደለም ተባለ                             |          | 1  | 1 | 2 | 3 | 2 | 1 |
| 173. | ኢህአዴግ ከፀረ ሽብር አዋጁ የተወሰኑ አንቀጾችን መልሼ አጤናለሁ አለ                              |          | 10 | 2 | 3 | 3 | 2 | 2 |
| 174. | ኢንስቲትዩቱ በሚፈለገው ደረጃ እየሰራ አይደለም  |          | 1  | 1 | 2 | 3 | 2 | 2 |
| 175. | ማህበሩ ያለ ስትራቴጂያዊ ዕቅድ በመጓዣ ለኮንስትራክሽን ዘርፍ ለውጥ ተፈላጊውን ድርሻ እንዳላበረከት አድርጎኛል አለ |          | 7  | 1 | 2 | 3 | 6 | 2 |
| 176. | በከተማዋ የተለዩ ቦታዎች የኮንዶሚኒየም ስርጭት ሊደረግ ነው                                    |          | 3  | 2 | 1 | 2 | 1 | 1 |
| 177. | ቢሮው ሀብረተሰቡ ሃሰተኛ ማስረጃ ተጠቃሚዎችን እንዲያጋልጥ ጥሪ አቀረበ                             |          | 10 | 2 | 2 | 3 | 1 | 1 |
| 178. | በውጭ ሀገራት የሥራ ስምሪት ላይ ተጥሎ የነበረው እገዳ ተነሳ                                   | 24-05-10 | 4  | 2 | 1 | 2 | 7 | 2 |
| 179. | የፍርድ ቤቶች አሰራር በቴክኖሎጂ በመታገዝ አመርቂ ውጤት ተገኝ ተባለ                              |          | 8  | 2 | 1 | 2 | 2 | 1 |
| 180. | ይቅርታ የሚደረግላቸው ታራሚዎች ቁጥር እየጨመረ ነው   |          | 8  | 2 | 1 | 2 | 1 | 2 |
| 181. | ያልተገባ የዋጋ ጭማሪ ባደረጉ ነጋዴዎች ላይ እርምጃ ተወሰደ                                    |          | 8  | 2 | 1 | 1 | 1 | 2 |
| 182. | የባለስልጣኑ የግማሽ ዓመት አፈፃፀም በዝቅተኛነት ተመዝግቧል                                    |          | 13 | 1 | 2 | 3 | 2 | 2 |
| 183. | ባለፉት 6 ወራት ከ18 ቢሊዮን ብር በላይ ገቢ መሰብሰቡ ተገለጸ                                 |          | 13 | 2 | 1 | 2 | 1 | 1 |