

**A Study on Development News Reporting in Ethiopian Broad Casting
Corporate Amharic Prime Time News**

Enkutatash Haile

**A Thesis Presented to the School of Journalism and
Communication**

**Presented in Partial Fulfillment of the Requirements for the Degree
of Master of Arts in Journalism and Communication**

Addis Ababa University

Addis Ababa, Ethiopia

December, 2014

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School of Graduate Studies

This is to Certify that the thesis prepared by Enkutatash Haile, entailed *A Study on Development News Reporting in Ethiopian Broad Casting Corporate Amharic Prime Time News* 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 notes the accepted standards with respect to originality and quality.

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Table of Contents

Contents	Pages
Acknowledgment.....	i
Table of contents	ii
List of tables	iv
Acronyms	v
Abstract	vi
Chapter One: Introduction.....	1
1.1 Background of the Study.....	1
1.2 Statement of the problem.....	3
1.3 Objective of the Study.....	6
1.3.1. General Objective:.....	6
1.3.2 Specific Objectives.....	6
1.4. Research Questions	6
1.5 Scope of the study	7
1.6. Limitations of the Study.....	7
Chapter Two: Review of Related Literature.....	8
2.1 Television News for development	8
2.2 Theoretical Framework of the Study.....	12
2.2.1 Development and communication.....	12
2.2.2 Understanding Development.....	15
2.2.2.1 Dimensions of development.....	17
2.2.3 Participatory Theory.....	22
2.2.4 Social Responsibility Theory	23
2.3 Development Journalism Model	25
2.3.1 News in Development Journalism Model	30
Chapter Three: Research Methodology	36
Introduction.....	36
3.1. Research Design and Methods of the Study.....	36

3.1.1 Qualitative Research	37
3.1.2 Quantitative Research	38
3.2 Data Sources.....	38
3.3 Sampling Techniques and Procedures.....	39
3.4 Data Collection Tools.....	39
3.4.1 Qualitative Content Analysis	40
3.4.2 Quantitative Content Analysis	41
3.4.3 In-depth Interview	42
3.5 Methods of Data Organization and Analysis	43
3.6 Coding process	45
3.7 Reliability and Validity of the Instrument.....	45
Chapter Four: Data Analysis and Presentation.....	47
4.1 Participatory and balanced news	47
4.2 In-Depth reporting.....	53
4.3 Journalist’s Way of reporting development information	57
4.4 The journalist’s way of addressing the audience	61
4.4 The extent EBC news cover development issues, the content of the development issues, and its focus on diverse development issues.....	63
4.6 The focus of the news on development process and events.....	64
Chapter Five: Discussion of Findings.....	65
Chapter Six: Conclusion and Recommendations	83
6.1 Conclusion.....	83
6.2 Recommendations	86
References.....	89
Appendix A.....	96
Appendix B.....	99

List of Tables

Table 1: Balanced source selection and public's participation.....	47
Table 2: The percentage of government source that is used in the news.....	47
Table 3: Percentage of public's voice in the news.....	48
Table 4: Percentage of news stories that give the public a chance to take part in the communication process	49
Table 5: Percentage of news that uses different sources to explain a story from different angle.....	50
Table 6: Percentage of news stories that serve as a bridge between the public and government.....	51
Table 7: percentage of news that shows in- depth reporting	53
Table 8: Proportion between positive and negative news in percentage	59
Table 9: Journalist's explanation and interpretation of development information.....	59
Table 10: Public reference in the news in percentage	61
Table 11: percentage of news on diverse development issues	64
Table 12: The comparison of the news focus on development events and process in percentage	64

List of Acronyms

CEE - Centre for Environment Education

EBC - Ethiopian Broadcasting Corporate

FDRE - Federal democratic Republic of Ethiopia

GTP - Growth and Transformation Plan

MoFED - Ministry Of Finance and Economic Development

Abstract

A study on Development News Reporting in Ethiopian Broadcasting Corporate prime time news

Enkutatash Haile

Addis Ababa University, 2014

The Ethiopian state media have recently made development journalism a key concept in official policy documents to accelerate the implementation of the nation's development plan. The only television station, Ethiopian Broadcasting Corporate, has the broadest coverage of population and geographical area; it is also one of these media that has adopted development journalism.

The purpose of this study was to analyze EBC's prime time Amharic news to see whether the news contents had the characteristics of development journalism and to see if there were any gaps on the news presentation. To do so, this study employed both quantitative and qualitative methods (mixed method). And quantitative and qualitative content analyses and interview were used as a data collection tools.

Based on the availability of the data, news that was broadcasted within six months of time frame was gathered. Accordingly, a total of one hundred and twenty news stories were selected by using systematic random sampling method. Similarly based on their frequent involvement on reporting development news, five senior reporters and two editors were interviewed.

The data were analyzed based on the categories (unit of analysis) that were derived from the principle of development journalism news and development journalism model, and characteristics of television news presentation. Both quantitative and qualitative content analysis methods were used to analyze the data.

The finding of the research shows, EBC's prime time Amharic news program gives high emphasis to development issues. However, these stories are limited to economic developments whereas, other development issues have not been given enough attention and negative stories are hardly covered. Since the news station only focuses on informing people about the development issues, investigation and depth reporting have been neglected. In addition, the research finding

shows EBC's prime time Amharic news does not have balanced source selection, and it is not public centered, therefore, it has a very high chance to be used for certain group's propaganda tool. Additionally, the journalists did not take the advantage of television to explain and present the information in an easy and interesting way.

This study therefore concluded that, even though ETV's prime time news focuses on development issues, it is hard to say they fully practiced development journalism.

Chapter One: Introduction

The introduction part under chapter one contains the background which provides a brief overview of what the study is about. The statement of the problem describes the knowledge gap the research fills, and the research questions deal with specific questions the study addresses. Moreover, objectives of the research, scope and limitation of the study are also discussed in this chapter.

1.1 Background of the Study

Despite the fact Ethiopia has been on a bumping social, economic, and political road, the nation is trying to make this road smoother. Now Ethiopia has the fastest growing economy in Africa with a growth rate that is higher than the average. Though the country has registered a high level of economic growth, it is facing challenges channeling the economic growth towards meeting its development needs (Barrow & Mwanakatwe, 2010).

It is known that the FDRE government has adopted a democratic developmental state model of governance. The country's main agenda is reducing poverty as it is indicated in the Growth and Transformation Plan (GTP) document for 2010/11-2014/15, which is the ground for the country's development policies and strategies (Ministry of Finance and Economy, 2010).

In the GTP document, it is clearly stated that huge resources and commitments are required for the implementation of the plan. In order to achieve these requirements, effective public participation in implementing and monitoring the plan as well as effective usage of the public's and private sectors' available capacities is vital. Acquiring the public's awareness and participation is thus considered essential. "It is only when every citizen makes a concerted effort with commitment, and sense of urgency to discharge his/ her own responsibility, that the effective implementation of GTP can be realized" (Ministry of Finance and Economy, 2010, p. Vii).

Informing the public at large (Private sector, non-government organization and the general public) about the plan and the process of development projects as well as motivating them to take an active role in the development process has also been pointed out as vital for the implementation and effectiveness of the GTP.

In order to achieve participation and motivation of the public at large, the government has indicated a communication strategic plan in the GTP which is mainly concerned with conducting an effective communication work.

In addition, current information will be effectively communicated to the public such that the public in turn becomes even more motivated for greater participation and engagement in the development and governance process envisaged in GTP... The strategic direction focus therefore on building national consensus and thereby also on strengthening public participation in the development and governance process, and on improving the image of the country (Ministry of Finance and Economy, 2010, p. 108).

Moreover, ensuring renaissance of Ethiopia and facilitating an environment that will enable the public to actively participate and to be aware of the vision of the country are part of the plans of the GTP, and people's involvement is considered very essential for the above strategy to be implemented.

In addition to this, the contemporary Ethiopian government media institutions have also adopted development journalism model to help the implementation of the development plan. Skjerdal (2011) affirms this by saying "The Ethiopian state media have recently made development journalism a key concept in official policy documents".

At a time when media effect has grown to a greater extent than ever before, mass communication has increasingly become central in every aspect of human life. The power of the electronic media supported by advanced computer and satellite technologies has given the media a crucial place in the political, economic and socio-cultural activities of society. Especially in the developing world where the majority of the citizens face socioeconomic hardships, the media has long been recognized as the catalysts and initiator of change. Nonetheless this could be appropriately applicable in a democratic political setting where government power emanates from the people (Negeri, 2012).

Researchers who have examined development journalism in Ethiopia, namely Skjerdal (2011), Negeri (2012) and Deressa (2012) assert that even though development journalism practice is good for the present Ethiopia, it has unfortunately only been crafted at the policy document level

and not practiced properly. Therefore, the researcher believes that more research should be done on how media can help the development process in the Ethiopian political, economic and social context. The content of the programs should also be studied in order to make sure it is presented as it should be and include what it takes to make the program fruitful. On this basis, this study will analyze how Ethiopian Broadcasting Corporate (EBC) reports development news in its prime time Amharic news.

1.2 Statement of the problem

Ethiopia is now in development revival era. This has not gone unnoticed by the World Bank (2014), which points out that Ethiopia's GDP has remained high, and its growth and transformation plan has achieved a high single-digit growth rate through government-led infrastructure expansion and commercial agriculture development.

Moreover, the country's sustainable development has also noticeably improved, which could be proven by the implementation of successive plans over the years. The necessity of primarily focusing on social and economic development and improving integration of the environment has also been underlined as the economy began to grow faster (EPA 2012). However there is a lot to be done of many issues like improving the country's per capita income which is one of the lowest in the world according to the World Bank (2014).

The GTP document recognizes that sustainable development in Ethiopia can only be achieved if development is pursued in social, economic and environmental areas. The Ethiopian government believes the involvement of society is vital for the success of the development plans. In order to facilitate the involvement of society, one of the tools the country uses is its media. Accordingly, the country adopted development journalism to promote development, good governance and democracy.

The Ethiopian policy document EPA (2008) is very detailed. And the main frame work for Ethiopian development journalism policy is economic poverty. Also in order to extricate the people and the nation from backwardness and poverty and to convey positive values of development and democracy, the Ethiopian policy document empowers the public's participation through media; and encourages the journalist to be a more explanatory reporter rather than just an echo of development plans.

In the discussion that was held between the former Ministry of Information and Communication, Bereket Simion (2013) and AAU's School of Journalism and Communication graduate students and instructors, the minister said that although there might be few problems associated with the newness of development journalism, government media is practicing it in accordance to the social, political and economic scenario of the country.

Banda (2006) also states that development journalism is journalism in which a journalist is an independent and critical examiner of development policies, plans and works and their applicability in the social, economic and political scenario of the nation, based on reasonable and independent criteria. Motivating the public to actively participate in the development processes and securing the public's interest are the main tasks of development journalism. Furthermore, the credibility of the media, freedom of expression and the interest of the people on the media are also important to the success of development journalism.

However, in his work entitled 'Development Journalism Revived in the Case of Ethiopia', Skjerdal (2011) employed in-depth interview with reporters and editors from three state media institutions: EBC, The Ethiopian Herald (English-language daily), and Ethiopian News Agency (ENA), and analyzed the Ethiopian media policy document on development journalism in light of development model. His findings show even though all the journalists that were interviewed in the research were well aware of the meaning and the importance of development journalism and its framework, they do not use the principle of development journalism in their report. He concluded that although there is a good policy document on development journalism in Ethiopia it is not yet practiced as it is supposed to be due to ambiguity of its concept and practice, political inclination of the state media; and lack of participation by the public.

In his other work, Skjerdal (2010) added that there is self-censorship in Ethiopian government media, and the response of the journalists for restricting themselves in reporting is fear of losing their job or other types of punishment, but none of the journalist have experienced direct threat from the government so far.

Based on information obtained through various data collection tools from different journalists in both private and government media institutions, Negeri's (2012) study also indicates that journalists in Ethiopia experience government influence. In his study, most journalists especially

those from government media said they never covered stories critical of government policies actions and leaders because of the pressure from the government. On the basis of his findings, Negeri concluded that the influence of government on journalists and poor economy may become a big obstacle for using the media for facilitating development and democracy in the country.

The common theme of these researches shows that development journalism is suitable for a country like Ethiopia, but that it is not practiced the way it should be mainly because of political pressure; and they focus on the limitation that can affect its practice (development journalism reporting).

However, the methods Negeri (2012) and Skjerdal (2011) used are mainly questionnaires, interview and assessment of official documents. The focus of their studies is not finding the gaps in any of the programs; rather it is on the gaps in the process of practicing development journalism. They studied the issue mainly from the point of view of the journalists and official documents. They have not analyzed what the last output of the reporting (the last material) looks like when they conclude that development journalism is not practiced in the country.

In addition to the above studies, Deressa (2012) examined how the formal Ethiopian Television, now Ethiopian Broadcasting Corporate, Amharic news framed rural development issues. In his thesis entitled 'Framing of Development Issues in the Ethiopian Television', he used framing theory mainly as a theoretical framework and content analysis as a principal method to analyze his data.

The researcher believes though studying the process in the implementation of development journalism from the journalist's perspective has undisputable use to see its practice, the media content should also be studied to see how the last output of the process looks like, i.e., whether the programs' content have the characteristics of the kind of journalism model the media organization claims to practice as well as the gaps on the news presentation.

The researcher also believes that studying the news frame on a single development issue is not enough to understand the end result of the general development reporting and practice.

Therefore, through content analysis, this study attempts to examine the last output of the reporting process- the news in Ethiopian Broadcasting Corporate prime time Amharic news program.

This station is intentionally selected because Ethiopian Broadcasting Corporate is the only television station with a broader coverage of population and geographical area. Even though television is the youngest mass media in Ethiopia, its popularity is growing higher. Moreover, EBC claims to practice development journalism. Other television stations are city or regional and are not comparable to EBC of their coverage and other operational system they follow.

1.3 Objective of the Study

1.3.1. General Objective:

The general objective of this study is to analyze EBC's prime time development news and if it is found necessary to suggest possible ways to improve development news reporting and presentation.

1.3.2 Specific Objectives

The specific objectives of the study are to:

- Study the content of the news and find out whether the news are development news or not in view of development journalism principles
- Find out the approach EBC uses in reporting development news
- Assess the limitation of development news reporting and presentation

1.4. Research Questions

To meet the set objectives, the study intends to answer the following basic questions

- How is EBC's development news described in view of the principle of development journalism?
- What kind of approach does EBC use in reporting development news?
- What are the limitations of EBC's development news reporting?

1.5 Scope of the study

This study focused only on analyzing EBC's Amharic prime time news regarding development issues during the time period of November 13th, 2013 up to April 10th, 2014. The study assessed the news only to see if they are development news or not, the approach EBC uses in reporting development news and the limitations of development news reporting in light of development journalism principles. In addition to this, the study was confined to study only the last process of the news, other factors that may affect the news are not included.

1.6. Limitations of the Study

Due to time constraint, the research area of the study was limited to only Ethiopian Broadcasting Corporate news. Particularly, had it not been for time constraint, the research would have covered other segments such as programs and documentaries in relation to developments issues and see how the media practice development journalism by its other formats.

Also it was difficult to access the data that was aired for a long period of time because the Ethiopian Broadcast Agency keeps data only for maximum of six month. Thus because of these constraints, the study is confined to six months of news.

Chapter Two: Review of Related Literature

This part deals with a presentation of different theoretical frameworks and a conceptual framework, different scholar's discussion on development journalism evolution, development journalism and development journalism news characteristics, development in general and Ethiopia's development notion, and television news for development. The major concepts and characteristics of development journalism on which this research is based have been discussed below.

2.1 Television News for development

Journalism is a broad phenomenon that has the general objectives of informing, entertaining, educating, and mobilizing people, and it uses many ways to accomplish these goals. Among these many ways, news is one of its early and paramount feature that is used to inform, to frame and to set up the most important issues. As Kovach and Rosenstiel (2007) say, news journalism is a matter of intellectual endeavor, scholarship and critique, and fidelity to a truth demanding science. It narrates the social, cultural and economic story of the present. For Gans (2003), news is capturing a human interest story, finding its detail, summarizing it and transmitting it to the audience in a way that can be easily captured. Preston (2008) says that beginning from the time when there was a small and simple societal structure and issues until this complex and larger society, news has been playing a vital role in maintaining and sustaining community's life.

According to Patricia (2000), the current era is the era of television. For most urban people it is the closest media of all and, it is a technology that entertains as well as serves as a very important channel of delivering news and information.

When Chapman and Kinsey (2008) explain about the power television news has over people, they say life has a huge before and after difference within the society after the television was invented. The information people receive make them to see and understand their environment in a different and better way. And when they back up their argument with example, they say the American civil rights movement would not have existed without television coverage.

Television is all media at once. As Bryant and Zillmann (2002) say, it is different from other mass media except web media because it is designed for all kinds of people. Since it is a combination of picture and sound i.e. audio visual, with more sophisticated futures, it has the benefit of being a more appropriate channel of receiving the news for the larger mass of the society. In other words, physical disability or literacy level does not hold back people to understand the news message. Therefore, though worldwide things are changing rapidly, television is the most popular and highly used news channel among urban people so far.

Eyoh (1987) also confirms that the power of television news is unquestionable. In the third world, it can be used to accelerate the development process, contribute to the integration of society and provide means of preserving traditions and cultures. However, in the third world television is not as highly used in its full potential for development as in developed countries due to social, and most importantly political and economic constraints.

Bryant and Zillmann (2002) also confirm the power television news has on people. They say, when compared to other programs, news is most likely less commercialized, more important to people's daily life and not definitely a fiction, which in turn makes it more believable by the audience. Many researches in different time and places proved that people understand the importance of an issue based on how the news media emphasize on the issue. The news media may not directly influence what people think, but it is stunningly successful in telling them what to think about. Cohen (1963) also confirms this by pointing out that news has a higher tendency to set the agenda for public thought and discussion. Thus development stories in the news will get more attention and get people to converse on an issue, and give them the privilege of knowledge on development issues which will create a sense of belongingness as well as responsibility.

According to Thompson (2005), television news makes enormous impact because of its unique and additional features of telling story with images and pictures. One of television's powers come from its high advantage of delivering the news clearly than any other media. These are: Graphics, charts, the anchor's voice and way of expression, animations and of course a video image (Fang, 1991).

In addition to this, Chapman and Kinsey (2008) said its ease, and lively way of telling a story together with its features has an immediate impact that is temporal and specific on people, therefore these give television news an extra power. In a news agency where they adopt development journalism, the information can be understood easily and profoundly. Because the public do not only hear or read about the development event, project process and a detail development report but also see and be assured by the information from the source.

However, to achieve this, television news should be written differently, harmonized with words and its other actualities. Boyd (2001) said that while writing for broadcast, a journalist should picture him/herself as if he/she is on a bar telling the same story to a friend. Television news should be presented in a way that seems a conversation. Simple conversational languages that would be inappropriate in written news can be used, because in television they can make sure they sound as they want the words sound because the anchors have voice, tone, and pictures to back up their expression to have the intended meaning. This will help to gain the audience's attention, and to communicate better. Also the anchor's tone and the visual effect (graphics) can add extra color and help the journalist to present the news in a more interesting, easily comprehensible and sophisticated way. To create a friendly conversation that is backed up by graphics, images, and voice to mobilize the public to participate is more effective and clear.

Development television news can show the audience the process and the event which in turn makes them as if they are part of it. Thompson (2005) therefore, noted television is the most powerful media, and this power comes from the effective combination of its audio and visual power.

However, television happens to have its own drawbacks as well. According to Boyd (2001), the drawback of television news is, unlike newspaper reader, the audience of broad cast cannot re-read the news as much as he/she wants to, and have a short attention span so the journalist has one chance to deliver the news and to make sure the audience got the bigger picture. The television audiences do not have the access to rewind the news and watch again, so it seeks more attention of people and time specific presence. This creates some difficulties especially in most development stories where there can be jargons, numerical data and the story has to do with more than just to inform. However, journalists can overcome this by writing the story easily so

that all class of people can understand it. They can use examples, metaphors, and all kinds of its graphic features to simplify the story and deliver the intended meaning without making the audience wonder about the meaning of any sentence or any word or the news in general. All the words in the news must be clear and understandable right away by all kind of audiences. In development stories, the journalist must break down the information in to a clear and engaging message.

Boyd also gave emphasis on how much cliché can affect the news power to be interesting and to succeed giving the bigger picture of the news and make the most significant item sound trite. Things that need emphasis should be presented interestingly to avoid this. Matters that need expert's insight needs to be explained in a simple way without the jargons so that an ordinary audience can understand it.

Boyd also added that expressing an event or a story using words, events or objects that are already familiar and easy by the people can help to make the jargon, statistical data easily understood and give the exact or the approximate intended message of the story easily and clearly as well as make the story interesting. Therefore, since the objective of development news is to inform the public and help the government to bring development and mobilize the public to participate in the process, they have to make sure all the stories, words, images and other actualities have clear meaning and can be understood by all.

2.2 Theoretical Framework of the Study

In this part the theoretical frameworks of the study are discussed. But before going to the theoretical frameworks the conceptual frameworks of the study which is development and communication and the notion of development in general and in the country's perspective is discussed.

2.2.1 Development and communication

Using communication for 'development' started after World War II and during the cold war. During this time, the US and other industrialized nations like Canada, France, Germany, Great Britain, Japan, and the Nordic countries were trying to fight for inducing democracy and against communism in the name of helping the third world to develop. The main agenda they portrayed was helping the underdeveloped to grow through their advanced technology and developed industrial system and they use communication (mass media) primarily radio in order to immerse this idea in to the third world Mcphail (2009).

During this time, development was measured on the scale of those developed countries. Scholars called this notion of development the 'dominant paradigm'. According to (Melkote 1991, p.38 cited in Banda 2010), the notion of development was taken as fulfilled only when these under developed countries bear a resemblance to Western industrial nation of political and economic behavior and institutional attitudes towards technology and innovation, and social and psychic mobility.

The communication practice that accompanied the development efforts reflected the general orientation which was: economic modernization was defined by having a technology that was used by the developed nations, how much those developed countries' material are owned and used by underdeveloped nations, and political stability including the kind of politics the developed countries follow. And mass media was used to attempt and persuade the people in the third world to adopt the modern attitudes, and technologies; in general the above criteria's of development were what were delivered to the Third World as a solution to poverty (Gomez, 2009). Also as it is noted by Banda, (Melkote1991, p.24-29), the assumption was interaction between literacy and mass media can make people in Third World countries break out of the

bonds of traditionalism and adopt modernizing values and practices .and the medias job was to create an interest and persuade the people to follow the advanced ideas by developed countries and the anticipation on the medias influential power at this period was full.

Criticisms started to appear on this notion of development and communication. The first criticism is on how this approach is one-way modernization approach. Which means the flow of information is only from developed countries to the third world, and this idea of convincing the public to follow the exact replica of the developed countries road did not consider the indigenous knowledge and the nation's situation as well as historical, social and political background. The other criticism was on how it is a cultural imperialism rather than a development plan; this cultural expansion of those developed countries seems to benefit themselves rather than those who were supposed to be helped. Thus, this made the third world countries to be afraid of losing their identity and be suspicious of the applicability of the process. These critics lead to paradigm shift in development and communication theory Gomez (2009) and Mcphail (2009).

Based of the above criticism, dependency paradigm came from the newly independent nations of the Third world. This paradigm has the idea of independent and self-determination ideology of economy, politics, and culture for development. And they also argue on the role of the media to be independent from the developed country's value and culture (Banda, 2010). According to Murthy (2006), and Servaes (1996), the most difficult obstacles for development come from external nations, thus it is necessary for a particular country to dissociate itself from the world market and strive for self-reliance and this is basically what the notion of dependency paradigm is about. Also as Dos Santos (1970) cited in Malikhao & Servaes, (2002) says when countries are dependent on each other, the one development is indispensable for the other development, and these could affect the countries negatively or positively. And in the case where the developed country's economy was expanding, and where they are highly advanced in technology, the independency of the two worlds causes the developing countries to be both backward and exploited. Thus 'countries should determine their own development' was the notion of this paradigm.

However, this paradigm turns out to be hard to be practiced since it is difficult to be disassociated from the world market and achieve self-reliance both economically and culturally at this time where the interdependency of the nation is highly growing (Malikhao & Servaes,

2002). Also as Servaes (2002) states no country or community can function completely autonomously and can be completely self-sufficient, nor are there any nations whose development is exclusively determined by external factors. Every society is dependent in one way or another.

From the criticism of the two paradigms, particularly that of the dependency approach, a new viewpoint on development and social change has come to the forefront, that is, multiplicity paradigm, where the local's indigenous knowledge, the applicability of the plan in that society, and situation started to be taken into consideration while adopting a new development idea from outside source. The main notion of this paradigm is-there is no such thing as a single development goal. Development is different for each society and interdependent and in order to develop, a country should work on multi-dimensional issues in accordance with the society's needs of that particular country. This idea is contrary to the modernization theory's idea of a single concept of development which is economic development, and from independency paradigm's idea of avoiding any outside notion.

The participatory paradigm that incorporates the concepts in the emerging framework of multiplicity/another development; that stresses the importance of indigenous knowledge of the locals and democratization and participation at all levels came (Servaes, 2007). As (World Bank, 1973 cited in Gomez, 2009, p.6), when the president of the World Bank delivered a speech in Nairobi in 1973, he argued that problems cannot be treated out of their context. Thus following multidisciplinary and participatory approach is vital in order to attain a holistic development through communication.

After studying theories in political science, socio cultural sciences, communication, development and development communication, scholars conclude for development communication to be audience oriented (Gomez, 2009). Thus the media should plan its development communication strategy according to the people, because their identity, background knowledge affects the media effect and more importantly media must be audience oriented and participatory. As Banda (2010), (cited Habermas 1974), in development communication, dialogue should be more receiver-centered and more conscious of social structure. The receiver's background knowledge, attitude and judgment on what have been served to him/ her has a great impact on the applicability of the information given. Inducing the world view of the elites and then perceiving

their problems and needs of the elite-dominated rationality could not bring any yield that can bring development change. So a new dialogical pedagogy in which the receiver would be liberated from the pressure of thinking like someone else, and penetrate the ideological mist imposed by the elites and perceive the realities of his/her existence came.

2.2.2 Understanding Development

The need of humans for improvement is what drives the world to where it is now, and it will never stop. The need for easy, sufficient and better life, technology, freedom, etc. will always continue. Moemeka (1989) defines development as enhancing, and securing a better and quality life. However all people have different terms and values for what they call development. For Bellu, (2011) development in general terms means a process or/and sometimes an event, discovery or a decision that brings a desirable positive change. In a society or in a socio-economic system, it means upgrading the system partially or fully. This can be implemented by a certain body, for example, the government's deliberate policy and plan to attain enhancements.

Development should not be determined in one dimension. Development process should involve major improvements in social structure, people's attitude, national institutions, economic growth, reduction of inequality and the reduction of absolute poverty Negeri (2013).

Also Chenery and Srinivasan (1988) highly give emphasis on how economic growth does not necessarily imply growth. First economic growth is concerned only in GNP per head, and it leaves out the question of distribution of that GNP among the population. Beside the GNP shows only those that are in the market. And this does not show the statues of other many development progress that do not have a price tag. Even if there is a market the GNP evaluation is influenced by the commodities in the market, and this does not really show the general public's situation growth. And the income of each person in a year will be left out. Thus to see the individual growth the public have, it is important to see it in a different specific and detailed way. Finally they say that GNP tells only the amount of means of well-being that people have, not whether the people involved are succeeding out of these means. Therefore the assessment of development cannot be a matter of only quantification.

In addition, according to Soubotina (2004), even though economic growth increases a nation's total wealth, and enhances its potential for reducing poverty and solving other social problems, history offers a number of examples where economic growth was not followed by similar progress in human development. Thus other development should be considered equally.

As Negeri (2013) quoted Melkote (2001), development is enhancing the society's life standard. This means according to Thomas (2000) defeating economic poverty, political oppression, illiteracy, illness, living condition, empowerment of the general public and the achievement of development goals of that society in particular. In addition to these Negeri (2013) similarly sees development not only as economic growth but also as great human dignity, security, fair judgment, equality. Therefore he underlines, development should stand for the entire nation's, society's and individual's, diverse basic needs and desires as well as for the system they live within, and for the advancement of situations of material and spiritual.

A single and future inconsiderate development is like building one part of an air plane, or building it with a limited fuel and expecting it to fly or expecting it to fly for a long time. It needs to be holistic and sustainable in order to get the general goal. According to Harris (2000) there is no development if it does not sustain to the future and secure the future. Bellù (2011) said the concept of 'sustainable development' was first introduced by Brundtland (1987), who defines development as "sustainable", which means fulfilling the needs of the present, while making sure the present is not affecting the future generations to fulfill their own needs. Sustainable development implies using exhaustible resources by considering the future, or at least, using the revenues from the resources to create a constant flow of income that will pass to generations, and avoiding an appropriate use of renewable resources.

According to Centre for Environment Education (CEE) (2007), development mainly involves two things: continuous growth, and human and environmental wellbeing. Hardi and Zdan (1997) discuss sustainable development as: the interdependency of people, the surrounding world and the coming generation. It is a success that stays for a very long time without affecting anyone now or a generation that will come.

Similarly, Soubotina (2004) defines development in a broader sense as a human development that integrates individual health, economic, social, political, and human rights achievement in all

aspects. For Bayley and Strange (2008), development is also holistic and sustainable. It is developing in a way that benefits the widest possible range of sectors, and even between generations. Development is thinking wider other than our self because each action has an impact elsewhere and our actions will have an impact on the future. He added it is the need to consider three pillars together: society, the economy and the environment. Soubbotina (2004) also confirmed that only development that manages to balance these three groups of objectives can be sustained for long. For Elliott (2002), development must be sustainable over time and provide better quality life for everyone now and in the future.

When Negeri explains development in Ethiopia context, he says, in Ethiopia development is considered as the empowerment of people, reduction of poverty, waging against inequality, and ensuring democracy which is a process that highly needs political freedom, sustainability and good governance in order to be achieved.

As it is clearly mentioned in the Ethiopian Growth and Transformation plan document (GTB) (2010), Poverty reduction is the core objective of the Ethiopian government. Economic growth is the principal, but not the only means to this objective. Also Ministry of Finance and Economic Development (MoFED) (2010) states Ethiopia's long-term development vision is to become a country where democratic rule, good-governance and social justice reigns, upon the involvement and free will of its peoples; and once extricating itself from poverty and becomes a middle-income economy.

2.2.2.1 Dimensions of development

Though every country has different needs and development goals, there are some common development goals that are sought to be achieved in developing countries. And this part of the discussion relates these goals with the Ethiopian perspective.

Economic Development

The first one is economic development. Though we need to integrate it with other developments for a sustainable and holistic development achievement, economic development is a vital tool for most developments implementation and a power source for countries. As it is stated by Negeri (2012), in all kinds of political system leader's major priority is economic development. And most scholars measure economic development of economic growth (its GDP). He also defined

economic development as raising society's productive capacity of raising technological capacity, and organizational capacities as well as the society's skill to use these capacities. Bellu (2011) sees economic development as improving the way resources and services are used to generate additional ingesting, and/ or investment, resources and ideas that can yield a better life for the society and the country in general. For Harris (2000) economic development is an economically sustainable system that able to produce goods and services on a continuing basis, to maintain manageable levels of government and external debt, and to avoid extreme sectorial imbalances which damage agricultural or industrial production.

In addition to these, Allen (2000) points out that it is creating a scenario that enable people to produce a better quality and quantity goods, in a more effective and well organize system. According to the Ethiopia's GTP for five years (2010/11-2012/15) Ethiopia's vision specifically on economic sector is:

Building an economy which has modern and productive agricultural sector with enhanced technology and industrial sector that plays a leading role in the economy, sustaining economic development and securing social justice and increasing per capita income of the citizens so as to reach the level of those in middle –income countries (MoFED, 2010, p.21).

This document also shows that agriculture will be the major driver of economic growth followed by industrial sector. More over sustaining rapid and equitable growth is central to GTP. Growths that will help expand employment and income, eventually eradicating poverty.

Environmental Development

A society or individuals can not enjoy whatever they have and develop without a good environment. As CEE (2007) clearly stated without environmental growth economic growth may ensure a better standard of living, but it does not necessarily lead to a better quality life.

Environment affects human being's day to day and future life both directly and indirectly. Negeri (2012) says physical environment is a key for the society's overall development. He also said it is important to take a caution on other developments activities not to affect development process by affecting the environment. For example the waste that comes out of industries can cause environment pollution which will directly affect development process by exposing the public for

poor health. In addition to this, to achieve environmental development, over exploitation of environmental resource, and promoting renewable natural resources should also be taken in to consideration. Thus to achieve environmental development these should be promoted to the public to work together with the policies concerning environment issues which advances sustainable development by fulfilling the need of the present while thinking of the future generation's need. Harris (2000) says an environmental sustainable development is making sure the resource can stay over generations, proper utilization of resources, making sure there is a substitute for the used sources. Development cannot be achieved without considering the environment because development requires extensive use of natural resources and all the basic resources required for living come from the Earth CEE (2007).

Ethiopia aims to achieve middle-income status by 2025 while developing a green economy. Thus the government developed a strategy to build a green economy. Ethiopia plan to reaches its ambitious growth targets while keeping greenhouse gas emissions low FDRE (Federal Democratic Republic of Ethiopia) (2011). "Environmental conservation plays a vital role in sustainable development. Building a 'Green Economy' and ongoing implementation of environmental laws are among the key strategic directions to be pursued during the plan period" (GTP, 2011).

Social Development

Without improving the society, it is hard to practice and maintain other development goals. Meanwhile it is hard to say there is development while the society is backward. As Negeri (2012) states, development is one of the main factors for economic and political development, because most social problems affect economic development directly. Thus to succeed in attaining economic development, positive changes must come within society. These social factors that are obstacles for social development should be fought, and as he point out these problems are: lack of good health care and nutrition, which will affect the working force to be less productive, illiteracy, low life expectation, lack of awareness on the effect of fast growing population, poor transportation and communication system, low industrialization, poorly organized social institution and poor social service.

In addition to this, Harris (2000) says socially sustainable system is achieved when there is equity, adequate provision of social services including health and education, gender equity, and

political accountability and participation. Similarly CEE (2007) also defines development as growth plus equity. This is the fulfillment of social justice, equality of opportunity and access for all the people in country's prosperity. According to ZenebeWork, (2003) cited by Negeri, social development is attained when there is a secured public, a tolerable environment between different groups, gender equality and fair justice for all, a good public service, low unemployment rate, low crime and poverty.

Improving citizen's living standards and developing their human potential is a key pillar of the Ethiopian GTP (2011). In the five year development program, the country, has the goal to produce democratic, efficient and effective, knowledge based, inspired and innovative citizens who can contribute to the realization of the long term vision of making Ethiopia into a Middle Income Economy (MoFED, 2010). Also improving people's health, productivity and skills is taken as a major means to accelerate other development issues. The major social developments that are included in the plan are: quality higher and adult education, wide access to good quality health care, safe water and sanitation facilities , halting the spread of HIV/AIDS and other key infectious disease, improving food security and nutrition, and improving housing conditions.

Political Development

In a country where there is lack of good governance and democracy, development plan and policy and goals can be hardly achieved. As Locksley (2009) said, without good governance and political development, it is rarely possible to achieve major developments goals. Political development is a base for all development process to be implemented freely and peacefully in the basis of common understanding between the governed and the governors. As Negeri (2012) said, even though political leadership, bureaucratic skill, and the overall cultural milieu in the country are non-economic factors, they have great influence on the overall development of nation.

In order for the country to avoid the major problems which are found within the public, the government must know these existing problems. For that to happen, the public needs to freely express their ideas knowing there will be no harm on them from the government by expressing their own opinion (a free flow of information between the government and the governed); these needs a free democratize country.

The more peace and tolerance people have, the better their tendency is to focus on other development process and to work together. Also when there is a peaceful and free relationship between the governed and government, the pattern will allow a development policy and plan to be practiced from head to bottom. For Cunningham (2002), democracy is when there is a government that allows to be monitored by informing and letting the public to equally participate, in all issues. Przeworski (2004) defines democracy basically as a polygonal society, in which all class of people and groups, with different interest come to fair solution according to the law. For Samarasinghe, (1994) democracy exists only when there is freedom of expression, freedom of the press, freedom to form and join organizations - sufficient to ensure the integrity of political competition and participation. Gans (2004), Asp (2007), Stromback, (2005) and Fog (2013) support the above idea, and say a practical free and democratic people is there when the sovereignty of the people, the free exchange of ideas, an informed public, and a free and powerful media is there.

Though democracy can mean different thing for different people, with different historical and political culture the above criteria have to exist in order to have a political development. According to Sartori (1987) quoted by Samarasinghe, (1994), limiting the state role entirely in developing countries where they play a key role might not be preferable, however they need to come up with a suitable democracy theory that can still give democracy to their citizen.

According to Ethiopia's five years Growth and Transformation Plan (2010/11-2014/15) the strategic direction is to ensure democratic governance in the country. Good Governance and Democratization is one of the plans that are included in the Ethiopian GTP (2010). "The government has a plan to build the capacity of the civil service to strengthening key public service that support and enable democratic institutions, improve service delivery in the same areas, and continue to strengthen the ongoing democratization process"(p.21). Ethiopia's vision on this issue in the five years GTP for (2010/11- 2014/15) is: "to become a country where democratic rule, good governance , and social justice reign, upon the involvement and free will of its people and once extracting itself from poverty to reach the level of middle-income economy as of 2020-2030"(p.21).

2.2.3 Participatory Theory

After the modernization theory or cultural imperialism approach that focused on the elites changing and influencing the culture and economy of the world, through top to bottom, one way communication approach, the participatory theory came as a disapproval. Thus participatory theory focuses on individual's power to change the world; and instead of inducing the elite's culture and depriving the others culture, participatory theory advocates inter-cultural understanding.

According to Tufte & Mefalopulos, (2009) this theory is constructed based on a free and inclusive communication for development that will enable ordinary citizens to define their own circumstance, state what they need and their own problems, and come up with solutions to get these needs and to overcome the problems. In order to achieve these, two way dialog that will result multi sources to identify problems, and implementation of a plan that include the public's participation is required.

For these scholars participation is the involvement of ordinary people in a development plan, and process. These involvements of the public could be on a pre-established plan that is made by not the public but to the public to be involved or it could be their involvement to plan their future, control, discuss, take responsibility, on development issues that are about them or concern them directly or indirectly.

Because participatory theory focuses on how the ordinary people can affect mass communication (horizontal communication line instead of vertical), especially in the development process of the third world, this theory is different from other communication theories. This theory argues when all classes of people get equal chance to describe and express their own development issues and problems they consider relevant (when the public speak for themselves instead of another party speak about them) in their own way, sense of belongingness, cultural identity and trust will come and these things will make the public to participate in their own development process. To achieve this, participation of the individual in the communication process is vital Mcphail (2009).

Likewise as Servaes (2002 cited Freire 1983, p.76) "In order to share information, knowledge, trust, commitment and a right attitude in development projects, participation is very important in any decision-making process for development". In addition, according to Malikhao and Servaes

(2002) every human being has the right to participate and express their opinion collectively or individually. And this right should not be given to few but for all human beings individually and collectively to speak their word. According to Servaes (2002) development is highly linked with the public's participation and equal distribution of a stage for all to define themselves.

Mcphail's description of this theory have three basic principles: the first is, in order to make development project successful, the public should be the source of information to set out their own circumstance they see and experience in their life; second, since the general goal of development is for the advancement of the public, they have the right to take part in their own advancement process; third when the ordinary public know they are included in the communication and development process they will be more motivated to support the process which will result development. These rationales are supported by the psychology research result that shows a person will be more interested to work on the common goal when he/she feels she/he is empowered. When individual has taken part in the plan and implementation of a project he/she will feel responsible for the result.

A free and two way communication is a core principle of this theory. As Tufte & Mefalopulos, say participatory communication is free and two way communication circumstance where a person can define his/her own problem freely. Thus media's role in this theory is a medium that give a chance for the public to describe their world they live in, and provide a free dialog between the governor and governed and different stakeholders to share information and ideas. And it should focus on and give priority to the community and their voice. In order to use the media for development purpose all stakeholders have to have equal chance of expressing their idea and to use the media's effect.

2.2.4 Social Responsibility Theory

This theory focuses on the relationship between the media and its relationship with the society. According to Ravi (2012), a successful communication is when society exchange and distribute information, entertained and educate for positive development of the society. And mass media has the responsibility of helping and accelerating this activity fairly and adjoins the society.

According to Middleton (2009), first formal theory of social responsibility of the press was developed by Siebert, Peterson and Schramm in 1956; social responsibility theory in media/

journalism means the journalist's obligation to make the societies interest their primary priority. Thus, journalists have the duty to provide the public with reliable and relevant information and give them the chance to express themselves. This is also known as a collective responsibility or public interest responsibility.

Social responsibility theory has the philosophy that says media have the responsibility to demonstrate public's voice, right, and interest if the media cannot take this responsibility, some agency from the society should force it. However for the media to do so, it needs to have freedom to serve and stand for the society's needs and media must not be under any influence to benefit any specific group, or individuals (Nerone, 1995).

For Baran & Davis (2010), Media should promote productivity, creativity and help to create a stable and developed community. To do this it needs to prioritize cultural pluralism, by becoming the voice of all the people—not just elite groups or groups that had dominated national, regional, or local culture in the past. Also as these scholars cited McQuail (1987) the media's basic principles in social responsibility theory summarized as follows:

Media should accept and fulfill obligations to society these obligations are mainly to be met by setting high or professional standards; of informativeness, 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 whatever might lead to crime, violence, or civil disorder or give offense 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 to rights of reply; Society and the public have a right to expect high standards of performance, and intervention can be justified to secure the, or a, public good.; Journalists and media professionals should be accountable to society as well as to employers and the market.(p.115)

Middleton (2009) also added in order to use mass media to inform the path of society's development, the media's power must be used to make sure all sides and classes of information and groups are equally presented, and the public has enough and all side of information that can enable them to make up their own mind and decide.

2.3 Development Journalism Model

The above discussion on development communication is the beginning of development journalism. According to Xiaoge (2009) historically, the social, economic and political development need were the reason for the occurrence of development journalism in Asia. Though the reporting style had been practiced earlier, the brand name 'development journalism' was invented by a Thomson's foundation workshop in the Philippines in August/ September 1968 (skjerdal, 2011).

However, as Skjerdal (2011) (cited Domatob and Hall 1983; Nkrumah 1965), the ground-breaking idea of journalism philosophy promoted by Africa's first independent leader Kwame Nkrumah in the 1960s has been viewed as an early form of development journalism.

He added that development journalism became more accepted in the 1970s and 1980s. And this is highly related to the New World Information and Communication Order (NWICO) debate on media and development. For the media, NWICO worked to change the one line flow of information, and instead of simply accepting the view of developed countries, the developing countries must challenge the idea and their dominance. NWICO also argued the media to contain stories that have direct relevance to the third world development issues and change the news style of presentation to focus more on process and dialogue instead of breaking news that seems more like an order. Furthermore, NWICO argued to change the media from isolated fourth state to a media that worked with other bodies of the societies for development.

Therefore, the fact that it stands for two way flow of communication strategy focuses on stories that have genuine relevance for the nation's development and pressure the media to have synchronization with other bodies of the public. NWICO's media philosophy becomes manifested in development journalism.

Though Africa has different political system, heterogeneous culture and history, many countries of this continent have one thing in common and that is the need for development (wimer & Wolf 2005). So many African nations start to adopt development journalism to bring development by using the media as a main tool. Some combine the state media and local journalism paradigms with development journalism – for example Nkrumah's revolutionary journalism was linked with journalism that focuses on bringing development (skjerdal, 2011).

However in this continent where most of its countries are more known for their dictatorship ruling system rather than bringing development, development journalism becomes a disguise to the authoritarian rule of the nation's government to control the media. When Skjerdal explain this, he says that development journalism in Africa has the connotation of a close partnership between the government and the media and critical and investigative reporting gets neglected. The state media are more influential and have more power than the private medias, because the state media has the support of the government. He gives the following example for the ruling system's effect on development journalism in the continent.

The military regime of Buhari (1983–85) introduced development journalism in official policy while severely restricting the operations of the private media. In the view of Seng and Hunt (1986), this led to a 'schizophrenic' role of the Nigerian press because it was supposed to maintain an investigative function towards government policies and simultaneously support national development. In reality, the critical and investigative role of the media was severely suppressed in the name of the 'greater good', both in Nigeria and elsewhere on the continent. (p.2)

This leads to some criticism on the notion of development journalism in Africa. As skjerdal puts the criticisms, the first is on its vagueness. The ambiguity of the concept has let governments to manipulate the rules in a way that can help their politics and use journalism to help themselves rather than the poor. The second criticism is how much it is related with some interventionist journalism ideologies. "Some of the potential dilemmas of interventionist journalism models include the question of who should decide which causes are worthy of journalistic 'intervention'; the risk of the media becoming an instrument for changing political agendas" (p., 3). The third criticism is experiments in development journalism; that it has benefited the authoritarian leaders because since it only focuses on positive news, it lets them to be free from any investigation or exposition of their wrong doings, also journalists become the mouth of the government in the name of development, and at election time the media favored the elite more than the ordinary citizen. And this makes the journalism work a public relation of the government. The fourth is that both in the industry and in journalism schools, the emphasis that is given to development journalism is less than the traditional journalism. The fifth and the last criticism is that the model signifies the ideology rather than appropriately using the media to get to the society. At the beginning of development journalism- development communication was thought to benefit the

elites rather than the poor by the disguise of media and development. Also Murthy (2006) said some scholars misinterpreted development journalism in the continent as propaganda journalism, therefore the government started to use the concept for advocating their ideology, and this interpretation of development journalism unintentionally cleared the way for autocratic press controls. Consequently, these criticisms lead some scholars to redefine development journalism.

Before going to discuss the redefined development journalism's principles and objectives in order to avoid the media manipulation for propaganda, here is a brief explanation of media as a tool for propaganda:

Media needs to be allowed to perform naturally and freely. Media should not be forced to follow a kind of pattern that can benefit a certain body. However, because of different reasons and mechanisms media can be used for propaganda purpose. According to Chomsky and Herman (1988), this could happen when the owners of the media try to manifest their own ideology instead of the truth, and when they want to manifest a certain agenda instead of genuine care for media and society, or when the media want to please a specific body either for advertisement purpose or to please the elites (these especially happen when the media is controlled by the government). Media also can be used for propaganda when the sources for the news become similar. When this happens, as (Klaehn2009) put it, these sources that regularly are taken will use the media to mobilize and persuade the public to follow their idea, and the information will be one sided. Moreover these frequently used sources will have a chance to produce public information and propaganda on the scale of the Pentagon and other bodies. A negative response, or/and threat to a media statement or program will also shape the media to have a certain specified agendas and this agendas can be part of the propaganda instead of a benefit to the society. Therefore when the media is trying to benefit a specific group instead of the general public in its content, when the media gives voice to some limited sources instead of the general public (one way communication line instead of two way) and when the media receives a threat on its statement, it usually shows how the media is used for propaganda instead of helping the general society.

Therefore, in order to avoid development journalism to be a disguise for propaganda or any manipulations scholars redefine the characteristics and objectives of development journalism as the following.

As Murthy 2006 (cited Aggarwal 1978), there is a difference between development journalism and officially prepared handouts, so-called positive news. When Murthy puts objectives of development journalism, he said, development journalism has a basic purpose of informing, educating, and entertaining. Its objectives are to commit itself to development and investigate, analyze, interpret, and give accurate development information that can accelerate the development process. It should aim to promote mutual understanding between the governors and the governed by delivering policies and other messages from the government and relaying the public's need, problems, complaints and desires to the government. Also introduce, and explain policies, development plans and development issues in-depth, and mobilize the public to participate in development as much as possible. And encourage people to have attitudes that can make them productive citizens.

Banda (2010) puts how development journalism should look like in five points. The first is framing the audience as active citizens rather than an object or a consumer. The media (the journalist) should not expect the public to buy whatever has been served to them. So they should make citizens to be involved and actively participated in the development process. Also to be successful on using journalism for development, the people's voice should be heard on the Media. This way solution will not be told to the public as an order but a solution will also come from the public. This will make the public highly engaged on practicing the solutions and be responsible for what is going on.

The second is the art of public listening. As a professional who works to serve the people, Journalist should try to see things from the stand point of the public. And this is done when a journalist can know through listening what the people think and feel. To do this the journalist must minimize the gap between the public and the media; they should go further than the government officials as a source of information and try to talk to the public. Most importantly they should be listened and trusted by the people and to achieve these they need to speak the ordinary citizen's problem, opinions, complaints and language and explain jargons and things in a way that can be understood by to all kind of citizen. The third is also promoting deliberative citizens. Journalists should not simply give facts of events but also the public's opinion, complain, and solutions to problems. This way they become a bridge between the government and the public.

The fourth is citizen-based development framing. Ordinary citizens are the one who live the reality of the situation. So they are the one who really can name and frame the problems effectively. So a journalist shall encourage the participation of the public in framing and pointing out the problems. By letting the people to speak out their problems journalists can stand by behalf of the public. But this does not mean the opinion of professionals (experts), and governor's does not matter, rather, the journalist should stand between the ordinary citizen by framing the public's problems and let them to speak while giving expert's, and the governor's opinion and background information about development issues.

Finally the fifth is, towards an engaged and engaging journalism. Development journalism is not only about presenting facts and opinions but also motivate the public to be engaged and have interest in the development program, to think for solution and to realize how serious the problem is. Also the journalist should be actively engage on challenging oppressive structures.

Romano and Hippocrates (2001) similarly define the role of development journalism as a kind of journalism that helps to empower the ordinary people to improve their own lives and communities.

According to Allan (2009) more recently, development journalism has been redefined as a journalism that promotes human freedom and citizen participation and added:

In the context of countries with deep divisions of religion, ethnicity, language, and tribal identities, the press should play a crucial role in national integration. Statist approaches to DJ believed that, just as it did during anti-imperialist struggles, the press should support political efforts towards national unity and modernization (p.149).

In addition to these, Skjerdal (2012) defines the characteristics of developmental journalism in five points. First it reports the achievement or the benefits of the development as well as the short comings, draw backs and flaws of plans. Second, it focuses in a long term development. Third it is independent from government, its officials or any faction. Fourth the focus is on development issues while working with government for displaying development ideas. At the same time it listens to the ordinary people.

Loksley (2009) strongly argue that media can help to achieve various kinds of development, he says: media can be a vital tool to bring growth by producing a content that can lighten the people about the development plan, policy or any development process and activities and how the public can participated in, and that can motivate the people to participate in the development process and create a sense of belongingness. Loksley says giving all the information and knowledge to the people will strength human's productivity level, and outgrowths illiteracy by giving detail information about issues in a way the people can grasp. By this it also brings multiple developments by contributing to the social and cultural, behavioral and democracy growth.

According to Christine L. (1980), development journalism can be very beneficial if it is applied without the elite manipulation. Though the concepts of development journalism has been manipulated by authoritarian, and can be easily get manipulated, it can serve a very key role in bringing development in a developing countries as long as it is practiced not for the government's propaganda but for the general welfare of the public, to the people to come and to the country. Christine L. underlines the fact for development journalism to be beneficial, the media needs not to be subservient to government in the practice of development journalism and governments must be willing to support a media system which will be open for critical reporting. If this requirement is fulfilled by the government instead of forcing the media to be a mouthpiece for their propaganda the journalist will practice development journalism strictly, which include a watchdog role and become trusted by their audience. This will accelerate the intended purpose of the media because people will believe the media are there for the right purpose- to serve them, and they will react on it positively. Likewise as Emeyu (2014) (cited Aggarwala, 1978; Shah, 1992; Ogan, 1982) development journalism needs to be independent from government influence to provide constructive criticisms of government policy, plan, work or any issues.

2.3.1 News in Development Journalism Model

When a nation or a news media adopt and practice development journalism, it does not mean all the values, characteristics, and ethics, of journalism should be abandoned. In development Journalism, journalists should integrate journalism rules, values and ethics, with the characteristics of development journalism in order to make a development changes. As Murthy (2006) said development reporting is not different from what regular news covers. It covers the entire gamut of socio-economic and cultural events. But it gives more emphasis on development

context and examines critically the relevance, practice and impact of development programs. Journalists in development journalism should be determined to investigate and to find out the problems that can affect any development process. Thus the news should be like any other news that serves as a watch dog.

Similarly Mwaffisi (1991) says development journalism is no different from regular news or investigative news. When Mwaffisi explains how investigative and in-depth reporting can bring development in a nation he says, when a journalist expose the wrong doing and incompetence of some government officials, government will use that information to change policies, save the money it will loose from corruption and un proper work that will cost the government more money and the public to suffer. In addition, when journalists investigate and report about a problem among the public and the system, action that will change these problems will appear. He also underlines the necessity of in-depth reporting in development journalism news. In any news as it would be a big failure to report the news depthless it is conversely a failure in development news as well. So the fact one nation follow development journalism should not make the news less of the regular or less of investigative while reporting.

Murthy (2006) added, development news reporting should focus on what is going on wrong as much as it focuses what is going on right. And to help on bringing development, it needs to investigate the reason for failure and success. Journalists can cover national and international news, but the journalist should critically examine, evaluate and report the relevance of development project to national and local needs. They need to give not only what has been said or happened but explain the actual implementation and its difference from a planned schema and evaluate its relatedness to the public when they report it as news.

Similarly, Negeri (2013) says development news asks the journalist to do investigation and research rather than simply repeating and re telling.

As wimmer and wolf (1991) (quoted Aggarwala, and Hemant Shaw 1990 p. 1035-36) development journalism news should examine, evaluate, interpret and present all side of story, the relevance of development plans, process, policy, project to the public in-depth. It should tell the audience the actual accomplishment of development plans and policy; give comparisons between a development progress between two countries and regions.

In addition Wimmer and Wolf (2006) say development journalism differs from objective journalism; it needs the journalist's explanation of facts and let the audiences to form their own opinion on the issue. But, it is hard to practice this type of journalism where there is the influence of the government on the media. Because, if the journalists have no economic and legal security in reporting development issues without becoming the mouth of the government, they will likely give priority to the opinion of the government than critically examining and reporting development projects. Likewise (AggarWala; 1978, p. 200 cited in Christine 1980) says development news is not a public relation, a good publicity for good propaganda, or its content should be controlled by the government by any means, rather it should be looked upon as a new form of investigative reporting.

Banda (2010) also defined the characteristics of news in development journalism as the same as the above definitions, but added development journalism news should also focus on freedom, literacy, accessible and affordable health care, women empowerment, and the free flow of information. Wimmer and Wolf (2005) also support Banda's idea. And add development journalism reporting should not be limited to rural areas but also should focus on the highly growing urban areas, because there are lots of problems and solution that must come in these areas too.

Banda (2010) put ten points for how development news should be. He says the journalist should translate and explain development news in terms of audience's needs and interest so audiences know how it matters to them. Also they should address the people as an active participant of the issue, not as a passive receiver of plans. The focus of development should not only be limited to economics; they should also cover military, political, and cultural power. When reporting economic growth data they should look other data of different statues of the public and their economic growth. If they just give one data about a few percent of the population's economic growth and take it as a positive development it could not be full information to report.

Development journalism news also should focus on clarifying the differences and relations within and between countries, the rich and the poor, in general the effect and the relationships between two interdependent bodies in one way or another. It also should see the complex aspects of human life's situation. Development journalism ought to focus on democracy to bring development in the nation; investigative journalism and critical examination of things are ways

of doing this. Even though it highlights success stories when it is necessary, it should also be constructive criticism.

Development journalism is not one way of communication where the journalist voice is the only voice that will be heard. Development journalism should let peoples with different opinions to talk and give them the chance to take a part in the media. Using the public as a source to know the meaning of development and as a source of solution can help to achieve the public's involvement in development plan and process.

Having stating the above characteristics, Banda finally states that development journalism reports or records the people's movements and struggle to construct and deconstruct social meanings. In short, developmental journalism reports what human beings are becoming.

In addition, Murthy (2006) has put the following about the characteristics of news in development journalism. The emphasis of the news; whether it focused on development process rather than events is one criterion. The other criterion is the content of the news; whether it contained a critical analysis of development projects, plans, problems or issues, and their impact on the people. The way the news contextualizes issues; whether the news contextualizes and/or give background information about the development plan, issues, project, is another characteristics. Moreover, the analysis of the news; whether the news analyzes the stories and foretell what will happen in the future in relation to development needs, is also another main point, and lastly, the reference of the public's development need in the news in comparison with what government claims for the success and sees the subject in relation to the original development goal, is also another point that helps to identify whether news is development news or not.

Negeri (2013) also puts the following about what development news is not: it is not one sided and propaganda nor superficial with no depth; it is not presenting government official's inaugural speech; it is not giving the public the so-called positive news which is written by officials nor only showing positive stories to give elites a positive image under the disguise of development journalism. Finally, development news should never be a means for few people to control the society. Allan (2009) said "Development journalism is primarily concerned with

news about social circumstances, challenges, and interventions related to the lives of the non-elites, the vast number of dispossessed and impoverished people”.

When we come to presentation of news stories in development journalism, Wimmer and Wolf (2005) say the requirement is the journalists should be capable of keeping the audience interested when they report development issues.

Engaging- interesting enough to make the public to watch, listen or read and react on the issue and having a story the audience need to know may seem two points that are hard to always do at once. But according to Kovach and Rosenstiel, this means making the most significant story interesting to the public and shows the significant of the story to the public in every story. They say, news is telling an information the public needs to know and/or a story that has a purpose or a bigger message than what just happened or who did what; the first challenge is finding a story that is important enough to present it as a news to the public and making it meaningful, relevant and engaging. Similarly Chouliaraki (2010) says crucial function of the news is not only as reporting on events but as engaging people’s potential to care about the news so that they can be active participant. Boyd (2001) also gives another reason why the news must be presented interestingly. He says in the world of media the audience is king. If he/she does not find the news relevant to her/his life or get bored in the middle while listening, he/she has greater choice and ease that have taken their tolerance. Therefore the success of news depends on the choice and presentation. However not most stories are entertainment (especially in development journalism news); most stories are stories audience must know even if they do not ‘wow’ the audience. So Boyd said when journalists present these stories, which happen a lot, they need to work on drawing out the point of interest and relevance. Thus the journalist must come over the challenge of presenting these issues clearly and interestingly by showing their relevance. To do that the journalist must win the audience’s attention first.

Furthermore, as wimmer and wolf (1991) say, while presenting a news story in addition to making it interesting, journalists must make sure their audience can understand it clearly. Giving background information about any development stories so that the people can understand it easily, and explain the present story in a way that can be easy to be comprehended by all kind of people is vital. Reporters who practice development journalism should keep in their mind the people should understand their point in order to be successful, thus they need to present both the

background information and the current story in a way that can be easily understood by the ordinary people. And this implies presenting the exact impact of that plan, policy, politics, problems and issues in a more familiar context. These will clear out why it is important to speculate in the future of development plans, project, policy etc.

These scholars also say, while presenting a story the journalism must make sure they refer the people as a very important party of all the development stories not as a passive receiver of information. This can be done when the reporters include the public's role in the development project, policy or any issue the story is about.

In order to involve the public and bring sense of belongingness through reporting as Negeri (2013) quoted Pant and kumar (1995), showing the public involvement and hard work, and showing how each person can bring change is the only way to do it and build a better future. Thus the reporting should give detail information about the process of development to the public. It also must show people in development process, new discoveries and products, and success stories of people and their method of being successful.

Chapter Three: Research Methodology

Introduction

In this chapter, the research approach the researcher used including data collection methods, analytical tools applied to them, sampling strategies and procedures of analysis are discussed to give an insight to the methodological development used in the study.

3.1. Research Design and Methods of the Study

This study is intended to analyze EBC's Amharic development prime time news in view of development journalism principles and inconsideration of the nation's development issues. To do this, some information from the data had to be quantified and some data had to be described in order to be analyzed in the contextual connotation.

Thus, both qualitative and quantitative research methods (mixed methods) have been employed. Bryman (2007) notes that when quantitative and qualitative methodologies combine, they can help to clarify each other. Also Brannen (2005) confirms the importance of combining these methodologies by saying that this kind of strategy i.e. triangulation is a choice to investigate the same dimension of a research problem by using multiple methods. Iorio (2004) also said "Triangulation takes seriously the way humans attach meanings to social reality... The assumption is that the different lines of interpretation each reveal different aspects of reality." Thus in this study, data was gathered and analyzed quantitatively and qualitatively in order to measure and analyze the news according to the coding sheet and the contextual connotations. Therefore in order to answer the research questions successfully, data has been analyzed in both directions.

Therefore, to measure how many news had and did not have the criteria in the themes, quantitative approach was used whereas qualitative approach was used to interpret the quantitative result and data in accordance with its contextual meaning and categories, as well as to interpret the interviews with reporters and editors. As scholars point out, words can be used to add meaning to numbers and numbers can be used to add precision to words. In this research, quantitative data was used to give precision to qualitative data and the numbers were explained,

given contextualized meaning, interpreted and presented by the qualitative approach. In addition, these results are supported by qualitative interview as well.

3.1.1 Qualitative Research

As qualitative methodology helps to study phenomena in their context, this methodology was preferred together with quantitative approach, to analyze EBC's Amharic prime time development news related to development journalism and the nation's development issues, and to find out the approach EBC uses in reporting development news, and assess its limitations.

As Yin (2011) says, qualitative research focuses on the meanings that are about real life events not just quantifying the frequency of an event or a certain phenomenon occurrence. Also as Grix (2004) says, qualitative research involves the interpretation of meaning from data and when we see news, it is more than the items found in the newspapers, not a simple information we can count and come to conclusion (Jensen and Jankowski, 2002). It means the meaning of the news goes beyond what is merely presented in the news; the meaning is a sum of the political, social and economic aspect of that environment and situation where the news is created in.

Moreover, Iorio (2004) and Yin (2011) add that in qualitative study, researchers critically examine texts; they record what they find then analyze and interpret and give sense to their findings to show what it means.

Jensen and Jankowski (2002) said "where quantitative analysis would focus on the concrete, delimited products of the media's meaning production, qualitative approaches examine meaning production as a process which is contextualized and inextricably integrated with wider social and cultural practices". As Iorio (2004) said, qualitative researcher is all-rounded and has the primary aim of interpreting and explaining the world through words rather than measuring it.

This methodology is compatible since news cannot be studied without the context it is created in and to analyze the data in its different context and scenario. Thus, this methodology is found to be appropriate to study development news in relation to the country's development issues along with the context it is created in and to interpret and give contextual meaning to the quantified information as well as explain the editors and reporters interview.

3.1.2 Quantitative Research

This study sees whether EBC's Amharic development news has the characteristics of development journalism or not. Based on this, it explains the approach EBC uses in reporting development news and its limitations while reporting and packaging it. To come to conclusion, the researcher gathered and measured the data according to the categories to see how many news fell under a certain category. According to Golfshani (2003), quantitative approach focuses on observing and measuring facts. Thus in this approach the data is gathered, summarized and is how the data is gathered and presented. In quantitative research, meanings and generalizations are given to statistical finding

Using numbers throughout most of the process in this methodology has its advantages and flaws. The data in this approach has the discipline of mathematics, however; in social science research these numbers are powerless without their contextual meaning. Therefore in this study, this methodology was used together with qualitative methodology to fill this gap.

Thus, quantitative research methodology was used together with qualitative methodology to collect and measure the EBC's Amharic prime time development news.

3.2 Data Sources

The study was conducted on the Ethiopian Broadcasting Corporate. This station is intentionally selected because Ethiopian Broadcasting Corporate is the only television station with a broader coverage of population and geographical area. Moreover, EBC claims to practice development journalism. Besides, television is the youngest mass media in Ethiopia and its popularity is growing higher.

Other television stations are city or regional and are not comparable to EBC of their coverage and other operational system they follow. The main source of the study was EBC's Amharic developmental news. This is also purposely selected because the country's national language is Amharic; it is thought in schools in all regions and its understood by most people in Ethiopia. Therefore, the finding and conclusion of this research mainly depend on this source.

Journalists and editors who were most frequently involved in reporting and editing Amharic development news were the supplementary sources of the study in order to back up the content analysis. Thus five reporters and two editors were interviewed.

3.3 Sampling Techniques and Procedures

As mentioned above, the Ethiopian Broadcasting Corporate (EBC) is the only national television that covers broadest geographical area and population in the country; and as it claims to practice development journalism, the researcher directly chose it for the subject of the research. The news hours 8:00 pm was also purposely chosen because since most working hours in Ethiopia ends before that, this time is believed to be a time most people attend to listen to the news. The news document was gathered from the Ethiopian Broadcast agency. The agency keeps news only for six months and based on the availability of the data, news that are from November 13th, 2013 up to April 10th, 2014 (within six month time frame) were gathered.

EBC's prime time Amharic news airs every day at 8 p.m. To manage the data in the given period of time to do the research, and to make sure the samples are representative, the researcher used systematic random sampling method. In systematic random sampling method every n th element is selected from the population. Therefore, starting from the first month's first week, every 2nd day of the week was selected. Accordingly within these six months, out of the 24 weeks, 24 days of news, total of one hundred and twenty news stories were gathered and studied.

Purposive sampling was used to select five journalists and two editors for in-depth interview based on their frequent involvement on reporting development news. All the news reporters that reported the sample news were listed out and the five journalists who report most of the news were selected. As it is identified by the news room manager, two senior editors who are most frequently involved in the editing of development news were interviewed.

3.4 Data Collection Tools

As described above, qualitative and quantitative content analysis (mixed method) were used as principal method. According to Kohlbacher (2006), mixing qualitative and quantitative methods will enable the researcher to capture and fix social phenomena in more accurate judgment to

analysis and explain the data. He added that, since each method has its own strength and weakness, their convergence can fill up each other's hole.

In addition, an in-depth interview with journalists and editors was used as a supplementary to the mixed content analysis.

3.4.1 Qualitative Content Analysis

Qualitative content analysis is used to gather and analyze the data in combination with quantitative content analysis. As to Prasad (2008), content analysis focuses on studying the meaning in a message. Meaning and inference is given to the data based on its content. As Creswell (2012) said, to deal with qualitative data, the researcher finds meaning out of the message based on background knowledge (it could be a theory, model, or principle), which will be the basis for the researcher's conclusion and answer the research question. What differs qualitative content analysis from quantitative content analysis is:

The quantitative approach produces numbers that can be manipulated with various statistical methods. In contrast, the qualitative approach usually produces descriptions or typologies, along with expressions from subjects reflecting how they view the social world. By this means, the perspectives of the producers of the text can be better understood by the investigator as well as the readers of the study's results (Berg, 2001 cited in Wildemuth & Zhang, 2009, p.2).

This research tries to study EBC's prime time development news according to the principle and characteristics of development journalism. Jensen and Jankowski (2002) say that qualitative research method is a technique that helps to understand the reality of a phenomenon based on theoretical background. Also Elo and Kyngas (2007) say that content analysis is a research tool to study the context of data and give an implication and meaning. Another definition by Macnamara (2005) is "it is a technique for gathering and analyzing the content of text. The 'content' refers to words, meanings, pictures, symbols, ideas, themes, or any message that can be communicated. The 'text' is anything written, visual, or spoken that serves as a medium for communication." (p.2). Daymon and Holloway(2005) also said in many cases, media text data are more comprehensive than the information that is acquired from interviews or questionnaires conducted over a short period of time, because documents span time allows to study historical

processes or reconstruction of events and ongoing processes that cannot be observed directly. And this will enable researchers to study how and where communications may have been mismanaged.

Content Analysis for Prasad (2008) is analyzing a content of a message in light with their context and intentions. He also adds that this method has achieved greater popularity and is widely used among social science scholars and serves as a method of mass communication research.

As for Weber (1985), it is a methodology that uses a procedure to make valid implications about a text. The text could be the sender of message, the message itself or the receiver of message.

This study is intended to analyze whether EBC's prime time Amharic news is development news or not, the approach EBC uses in reporting development news, and assess the limitation of development news reporting, based on the characteristics of development journalism and development issues and goals in the country. Qualitative content analysis therefore was found to be one of the apt methods to study the data within its contextual meaning. For more precise data analysis and measurement, this method was used together with quantitative content analysis.

3.4.2 Quantitative Content Analysis

A quantitative content analysis helps to know how many times a phenomenon frequently appears. According to Kothory (2004), a quantitative content-analysis aims to analyze documented data concerning characteristics that can be identified and counted. Quantitative content analysis is a tool that enables the researcher to estimate the frequency of a defined phenomenon according to other defined variables and to generalize those frequencies and their associations to general meanings (Brannen, 2007).

Quantitative content analysis is a research method that will help the researcher to describe a phenomenon objectively and systematically. And if we wish to get a precise data concerning mass communication, quantitative analysis is the right choice. As (Zeh, 2005) says, quantitative content analysis is a research instrument that enables to systematically and subjectively describe a content of a mass communication text.

Therefore, this research used this method together with qualitative content analysis in order to answer the research questions properly.

3.4.3 In-depth Interview

An in-depth interview was used as a supplementary to support the mixed-content analysis. According to McKenzie, Powell and Usher (2005), interview is one of qualitative methods that enable a researcher to study a situation she/he could not directly observe or participate in. This method helps to conduct information from the source the study is about or from the source the phenomenon is directly concerned.

Interview is a conversation with a purpose that helps the researcher to frame the research question in different way and get a detail explanation about how the source understand and practice a phenomenon (May, 2002).

By providing a conversational question, a researcher can get in-depth knowledge about the issue. Interviews are done for a specific purpose- mainly to answer the research question and also to check and verify the reliability of previous data. As Cohen, Manion and Morrison (2005) said, interview helps to collect information within appropriate speed; it gives extensive opportunity to ask and to answer questions, and enables more to be said about the research.

As Mack et al (2005) point out, an in-depth interview is a method designed to get participant's detail perspective on the research topic. The motive of the researcher is to capture the interviewee's genuine opinion, experience, thoughts and to know how they interpret and understand a phenomenon. Thus based on the interviewee's answer the researcher asks follow-up questions without trying to lead, or encourage participants to modify their answer in a way that can agree or disagree with the researcher's idea.

As it is mentioned by Grix (2004), depending only on documents for data gathering will not be enough to know the content of a text as it leaves out the scenario, intention, point of view of interviewees or people concerned, and how they understand the issue. Therefore in this study, the researcher used an in-depth interview with journalists and editors in order to understand their view on reporting and packaging Amharic development news.

3.5 Methods of Data Organization and Analysis

The selected news is analyzed based on the theoretical framework, the principle of development journalism and development issues by using qualitative and quantitative deductive content analysis method.

Deductive content analysis is a method that enables to use categories that are derived from a theory or a model in order to generalize and analyze data. According to Elo and Kyngas (2007), deductive content analysis is used when the analysis is based on previous knowledge - an earlier theory or model, therefore it moves from the general to the specific. As Mayring (2000) says deductive category applications start with previous prepared category that is derived from theory or model and connect the text by measuring or explaining accordingly. Iorio (2004) explains quantitative deductive content analysis as the following:

Data analysis strategy, pattern-matching, is a deductive approach that requires the investigator to compare an empirically derived pattern with one or more theoretically based ones. The investigator attempts to find empirical evidence in the case that each causal link in the theoretical model is significant and of the expected sign (i.e., a positive or negative correlation) Iorio (2004)

According to Wildemuth and Zhang (2009), qualitative deductive content analysis is a method to analyze the content of the data by focusing not on the statistical significance or the existence of a particular text or concept; rather by giving emphasis on unique theme that illustrates the range of the meaning of the phenomenon based on valid inference. Therefore, while analyzing data, taking concept from a theory or a principle or previous studies is useful at the inception of data analysis.

Opposite to this explanation about qualitative content analysis, quantitative content analysis quantifies and gives meaning based on the statistical findings and understands social reality in objective and scientific manner.

Elo and Kyngas (2007) say that to approach the data in deductive content analysis, coding site or categories will be driven from a model, theory, a principle or relevant research findings. Then

when data is analyzed in qualitative content analysis, the researchers immerse themselves in the data and allow themes to emerge from the data. In quantitative content analysis however, the researcher calculates and produces statistical significance.

According to Mayring (2000), the main procedure in deductive content analysis is “to formulate a criterion definition derived from theoretical background and research question which determines the aspects of the textual material taken into account. Following this criterion the material is worked through and categories are tentative and step by step deduced, eventually reduced to main categories and checked in respect to their reliability” (p.4). The text could be all sort of recorded communication (transcripts of interviews, discourses, protocols of observations, video tapes, documents etc.)

Jensen and Jankowski (2002) defined categories as ‘opinion-laden short cuts’ to analyze a data. When Dornyei (2007) explains about the process: the first stage is a stage where the researcher defines and constructs a template or code manual based on detail background knowledge on the issue, and then secondly the data will be coded based on this manual. Yin (2011) also says deductive approaches tend to let the concepts which are derived from theory or a model and categories serve as a reference to collect and study the data. As Creswell (2012) said, the process of analyzing a text in mixed deductive content analysis research begins by coding the data. Coding is the process of segmenting and labeling text to form descriptions and broad themes in the data. Dornyei (2007) said “coding involves highlighting extracts of transcribed and labeling these in a way that can be easily identified, retrieved or grouped” (p.228).

As it is explained above, in this research deductive mixed content analysis was used, and categories for analyzing the news are derived mainly from development journalism model and the nation’s development issues that were discussed and the theoretical frame works.

Based on these categories, the researcher analyzed and measured the content of the news from the general, which is the principle of development journalism model and development issues; the researcher gave meaning to the content of the sample news.

The in-depth interview that was based on the interview guide with the journalists and editors was also explained qualitatively.

3.6 Coding process

After the coding sheet was prepared and after all the data was gathered, serial number was given to all the news that was analyzed based on their sequence (example. News 1, news 2...). In addition, all the categories (unit of analysis) that are prepared based on the theoretical framework of the study mainly from the principle of journalism and development issues are also given serial number. In the coding sheet these numbers are written and if the news has that characteristics, the researcher decided to use the code number 1 as 'Yes' and 0 as a 'No'. The data is also coded qualitatively by giving explanation and meaning based on the categories. After coding the data qualitatively and quantitatively, meanings were given to the result and these meanings were discussed.

3.7 Reliability and Validity of the Instrument

Researchers should refer to notions of reliability and validity to demonstrate the appropriateness or quality of their studies. Therefore, in order to have credibility on a research result, it is important to use external coders who are familiar with the concept of the research and the coding system. According to Creswell (2012) "Validating findings means that the researcher determines the accuracy or credibility of the findings through strategies such as external audit." (p.257) Creswell adds that this method is when the researcher applies the service of an external person that is outside the research to review the data. Also Dornyei (2007) said "reliability refers to the degree of consistency with which instances are assigned to the same category by different observer". Also as Mayring (2000) said, to have reliability and validity and to carry out checks for reliability, as well as estimate the intercoder reliability we use qualitative content analysis (in contrary to quantitative content analysis) ,and only trained members of the project team and we reduce the standard of coder agreement". As Weber (1990) said in Wildemuth and Zhang, (2009), "coder's knowledge and experience have significant impact on the credibility of research results. It is necessary to provide coders precise coding definitions and clear coding procedures. It is also helpful to prepare coders through a comprehensive training program". External coder reliability is in which independent coders evaluate a characteristic of a message or artifact.

Therefore, external coder (inter-coder reliability) is used for the credibility of the research result. These coders are two second year postgraduate journalism and communication students who have enough knowledge of development journalism. Moreover, they have had a detailed

explanation and training on the categories and the coding system as well as on the research questions of the research.

Inter-coder reliability was calculated by using Holsti's formula.

$$\text{Reliability} = 2m / N1 + N2$$

In the formula, M stands for the number of coding decisions two coders agree, and $N1$ and $N2$ are the total number of coding decisions by the first and the second coder. Based on this formula, the coding reliability with the external coders is 99.11.

Chapter Four: Data Analysis and Presentation

In order to answer the research questions, one hundred and twenty news samples EBC Amharic development news were collected and both quantitatively and qualitatively analyzed. The views of five senior reporters and two editors that are highly involved in development news were also included. Based on the categories, the news was examined and the researcher therefore, has come to the following findings.

4.1 Participatory and balanced news

In this category, the data was analyzed to see whether the news gave equal chance for all and see the story from different angle. Also to see if the public have a chance to explain their own issues, and themselves by defining their own problems, and development issues that was presented in the news.

Table 1: Balanced source selection and public's participation

Proportion on the news selection	News
Government officials	95%
Public	6.6 %
Ruling party	96%
Opposition parties (specially political and democracy issues)	0.8%
Independent professionals and other sources to explain the issues	2.4%
Solutions, development issues, problems and complains that come from the public	8%

Table 2: The percentage of government source that is used in the news

Source	News
Government officials	95%
Government sources giving feed back to the public	5.6%

From 95% of news with government sources, 5.6% of the news story is about these sources giving feed back to the public. However all the comment and the feedback process in the news are not facilitated by the journalist, the audience did not give their complaint to the media and the media did not air that complain to the concerned body. The media is not serving as a bridge, or as a mediator between the public and the government or public service agencies. The reporters are not trying to find a problem among the people and reflect that problem. Rather the news is telling the audience about how government officials gave answer to the public question and complains during a meeting that already took place. The government and the public are already communicated and had a discussion about the issue. The news stories were about where the meeting took place and what did these sources said during the meeting. The journalist's job was presenting these discussions directly.

Table 3: Percentage of public's voice in the news

Source	News
Public	6.6%
During discussions between the public and government, public's opinion and comments	3.4%
public with positive comments during these discussions directly presented	1%
The public's negative comments and complain on government jobs during these discussions that did not presented directly, but that was paraphrased and presented by the journalist.	2.4%
Comment from a committee from House of People's Representatives	0.8%
News that equally shows people complain and government bodies' answers during a discussion.	1.6%
People were directly presented as a source complaining on government service agency and they were not in a meeting.	0.8%
The public whom the journalist referred to have said they support the official's idea directly presented in the news	0%

From the news that are about discussion between the public and government, 3.4% of it is about public opinion and comments with government officials' answer and comments about what happened during a discussion. However, in 1% of this news, only those people with positive comments were shown while people's negative comments were never shown directly. 2.4% of the news did not directly show the people from whom the negative complaint came from during discussions. The only public opinion that was directly presented in this news was only the opinion of the people who were appreciating the government's job. The journalists generally paraphrased and presented the people's negative complain and only the official's answer was presented directly with the positive opinion of the people. In 0.8% of the news, the public comment is not from ordinary people but from a committee from the House of People's Representatives but it is taken as a public comment (since they are their representatives). Only 1.6% of the news equally shows peoples' complain and government bodies' answers during a discussion. The people who were talking about problems were presented equally as the officials in the news. And 0.8% of the news was about discussion that was between government officials, independent professionals and their answers for the audiences' question and comment. Few questions and comments that were raised by the public during these discussions were also included in the news. In general, including the indirect reference of the people's opinion by the journalist, 6.6% of the news used the public together with the government as a source.

Table 4: Percentage of news stories that give the public a chance to take part in the communication process

Source	News
Feedback or complain from the public on the news that was presented previously	0%
Comment and problems that came straight to the news agency, and presented to the general public for the first time	0%

There is no feedback or complain from the public on the news that was presented previously. In any of the news there is no complain, or problem that was presented for the first time. All the issues were already known and have been discussed. They are complains that are already reached

government bodies, and most of them are reports on discussions that already took place. Nonetheless, they inform the public about a meeting that already happened.

Table 5: Percentage of news that uses different sources to explain a story from different angle

Source	News
Independent professionals and different sources to explain an issue	2.4%
News story that has used government officials, independent professionals and audiences as a source.	0.8%
News that present the event coordinator (government) and the participants (general public) as the source	0.8%
Different sources were directly presented: government officials, ordinary people, researchers, professionals on the issue were presented to talk about one development project.	2.4%
Both committees from the house of people's representatives and government bodies are the source.	4%
News about different tips of agreements on development plan and loan between Ethiopia and other countries and international organizations, both countries representatives were the source	4%
Official sources were the only source used to show changes and developments among the people and/or in the country	10%

In 33.1% of the news, 0.8% of it was about an event both the coordinator (government) and the participants (general public) were the source. In 10% of the news changes and developments among the people and/or in the country were expressed by the officials directly. The public whom the journalist referred to have said they support the official's idea were not shown directly; the journalists just paraphrased and presented their ideas. In 2.4% of the news, different sources were directly presented: government officials, ordinary people, researchers, professionals on the issue were presented to talk about one development project. However this is not the

journalist effort to see a story from different angle, or give all bodies a chance to equally participate. The journalist presented discussion forums that already happened and included all the sources. In 4% of the news, committees from the house of people’s representatives and government bodies are the source. 4% of the news is about different tips of agreements on development plan and loan between Ethiopian and other countries and international organizations and both countries representatives were the source. Only in 0.8% of the news were the opposite party representative’s comment was shown, together with FDRE’s comments. However the journalist did not interview or ask for their opinion. The news was about a presentation and a discussion on a report that took place in the parliament and the opinion they gave in the parliament were presented. 0.8% of the sources in a story showed people complaining on government service agency and not in a meeting.

The rest of the news only used one source and that is the source the story is about. Positive changes among the public, developments, and even public opinions are expressed by others rather than the ordinary public itself. Stories are not from the public. Public’s comment and opinions are not the emphasis of the stories. Government bodies (95%), FDRE (96%) (in Ethiopia case both these sources are usually the same), and government project managers and people who are involved in the development projects (4%), and/or a press release from these sources are the ones who are loudly heard in the news. The journalist did not independently present the public’s concern; the people who were presented in the news are those who were already in the meeting or who were responsible for the issue.

Table 6: Percentage of news stories that serve as a bridge between the public and government

Categories	News
News that addresses problems in the public and from the public in order for the government to take action	8%
Journalist reported the public’s problem in a very general term and went to the official’s answer.	0.8%
People who were already in the meeting with the concerned body speaking about some problems.	7.2%

8% of the news addresses problems in the public and from the public in order for the government to take action. However, in 0.8% of the news, the journalist just reported the public's problem in a very general term and went to the official's answer. The rest of the news showed people who were already in the meeting with the concerned body speaking about some problems. The journalist was just telling the event instead of trying to take people's problem to the concerned body so that action would be taken.

All the journalists that were interviewed by the researcher said the news has unbalanced sources because they use media advisory, press relies, call from government and project manager communication office, as sources most of the time. They said that since their major source of information is not the public, the public voice is less heard. Thus they do not believe the source they use is balanced and two ways. One of the reporter said, "We almost always go and hear what the officials has to say, or said during a meeting or an event and present that information to the public".

For the question why they did not try to find other stories and sources, all the reporters said that it is because this is what they are almost always ordered to do and even if they were not ordered, they fear to go out of what has been habituated in the news room for a long time. And since they use press releases and media advisory as a source, and these story's sources are those officials and development project managers who ask the agency to cover a story, and the story they are sent to cover evolved around these common sources, the story is one sided and not public focused. One of the reporters said, "We hardly go to a regular citizen who is not in an event or in a meeting for the primary source of information". The other reporters agree on this and seem to see EBC news reporter's job is to present information from above to the people. The interviewed editors said, no matter how the sources are not diverse the issue is about the public. And for them this shows they focus on the public instead of the government. And they believe they have to help the government on the development process by transmitting their message to the public.

For the question of using diverse issue even to present the stories they got from officials, both interviewees replied they did not do that. They directly presented the speech, press relies and any information from the sources.

4.2 In-Depth reporting

In this category, the news was analyzed to see if the journalists tried to interpret, analyze, investigate, and give detailed information to give two sided, in-depth and verified information that will enable the audience to make up their own mind, to have depth knowledge on the development issue, have different perspective on the information and think and react on the development issue.

Table 7: percentage of news that shows in- depth reporting

Categories	News
News that give detail information on stories that are about development project.	0.8%
Background information, explanation and/or comment, on the difference and similarities between development reports and what is really going on.	0%
Stories that were about development partnership between nations explained in-depth	0%
Journalists critically analyze and explain development projects, plans, policies or any development information in different perspectives, and their impact on the people.	0%
journalists try to see problems independently	0%
Journalists present a press release or a speech from the ruling party's official's office with back ground information, explanation, or independent comment	0%
Journalists foretells what will happen in the future in relation to development needs, sustainability	0.8%

Only 0.8% of the news gave detail information on stories that are about development project. However, this explanation was done by the only source that was used in order to explain about the project which is also the one who is responsible for the process of the project. The rest of the news similarly used one source which is the people who are responsible for the development project and plan or whom the story was about and these sources did not give detail explanation other than their prepared speech or report. The journalist did not add independent comment or explanation on the information and tried to see the story from different perspectives. When presenting a project's progress, the only one who is saying the project is going well and it is

going to be very beneficial is either the one who is doing the project or the people who are involved in it.

Additional information on the process of the project, plan, policy or any development story, information about how the project is progressing according to the plan and analysis of the project process and status, or any of the development stories was not given by independent sources or the journalist himself. No news show in-depth reporting and/or investigation of development stories. Journalist directly show what happened or/ and who say what. For example in one of the news, the development project leader (the only source) was saying "even though the process is not going as fast as the plan, the project's progress is impressive". However, the journalist did not ask him, or try to find out the reason why they are not going as fast as they planned.

8% of the news is about work report by government officials to the House of Representatives. The journalist did not try to see or give a detailed explanation and/or comment on the difference and similarities between the report and what is really going on, or background information on the report. They just present (re-read) the report. For example in one story during government official's report for the House of People's Representatives, the official's report shows some drawbacks that happened during the implementation of the plan. However the journalist did not try to explain about these drawbacks or on any other issues that were presented in the report.

5% of the news is about agreements between Ethiopia and other countries and international organizations on development plan, projects and loan for projects. There is no additional explanation by the journalist about the applicability of the plan, explanation of the project, what it means for the people of both countries or the implementation of the loan on the project. The journalist simply presented the event and who said what during the agreement ceremony without any additional explanation in any way.

When presenting news that is about a development policy and plan, journalists do not add a single idea other than telling who said what during their presentation of the plan or the policy. The only one who is talking about the policy's benefit is only a government official. No other explanation and views were presented by the journalists to critically analyze and explain development projects, plans, policies or any development information in different perspectives, and their impact on the people. The journalist did not try to explain the presented plan or policy in relation to the country's development goal, the actual applicability of the plans.

In 0.8% of the news, the journalist foretells what will happen in the future in relation to development needs, sustainability and explains the subject in relation to the original development goals.

When the news is about discussion, press release, press conference, report, and a speech on development issues, all the journalist did was present who say what. Journalists did not try to explain, analyze, and give background information and independent body explanation on any of this news stories.

In the news stories where government officials and government public service agencies give answer for public comment and complain, the journalist did not try to explain the applicability of their answers to the problem or how the official's solution is really going to solve the people's problem and how the people feel about the answers. They just present the official's answer with no explanation. People who said they are having a problem (during a meeting) were not presented in the story directly except in the 0.8% of the news story. The journalists did not try to see these problems independently, and give detail and/or additional information. The journalist paraphrased people's complain and presented the official's answer directly with no explanation or investigation. For example in one news story, the government officials said the rumor, and complains about the shortage of sugar is not true and there is enough sugar out there in all shops. However the journalist only presented this answer; the journalist did not try to see if there is indeed enough sugar in the shops or ask shop owners or interview the people to know what really is happening. They just take the official answer as it is and close the case.

Journalists also present a press release or a speech directly from the ruling party's official's office without any back ground information, explanation, or independent comment. For example on the news that was about how much the FDERE has been helping the development projects and plan, the journalist did not explain anything or tried to see what has been said independently. Rather they re-read the press relies directly from the FDERE office. This approach goes to all the reports, speeches, discussion point and answers, or any information that came from the government official and/or EFDRE official's office.

When journalists presented development accomplishments, the only source they used to prove if these developments do exist are government officials the issue is concerned. For example to talk

about a huge profit that has been gained on agricultural products, the only source is the Ministry of Agriculture; to show there is a development on trade economy the only source is the trade and economy minister's prepared speech; to show there is a higher job opportunity for the city youth, the only source is the city administrative prepared speech not the youth's testimony on the issue. The journalists did not try to explain, or see what these accomplishments mean to the people, what kind of change and benefit they can and/or will bring to the country's original development goals and the public, what the plan was to make this growth sustainable or to refer other sources on this area to explain about the issue or analyze it by themselves.

There is no news that shows the journalist explaining and analyzing a development plan, project and report, its actual implementation and its difference from a planned schema and its relatedness and sustainability to the audience. The news shows project leader's opinion, official's speech and report on a development work report, plan, and policy as it is with no additional explanation.

2.4% of the news includes independent professional insights. However that is not because the journalists tried to see the information from different side and ask these sources to comment on the issue, rather these sources were included in the news because the news was about a discussion that already took place between government officials, the public and professionals. The news is not serving as forum for different opinion or investigates information by using different sources. Rather the news just reports discussions that happened to include these sources.

In 2.5% of the news, few people were presented talking about their problems and people with different opinions on one issue. But as the above scenario, the journalist was not trying to see or investigate a story from different perspective. These diverse opinions were presented when a journalist showed what has been said during an event and discussion.

All reporters that were interviewed said they get orders to cover most of the stories and no one tells them how much detail and investigation they have to do on a story. Since most of the stories they get ordered to cover are about events that already happened and problems that were already in discussion, they report what has been said or happened only. They focused on presenting and giving information. They believe there are some other programs that work on investigative reporting and in-depth explanation of development programs, plans or any other issues. Both the

interviewed editors said, investigation and in-depth reporting is not prior to their objective. Because there are some other programs that will give detail explanation and investigation. And they have not said anything about pressure from above.

In addition, the journalists said that though a direct threat never came from their boss not to investigate and critically examine the issue, they did not dare to do it and go beyond reflecting what they are sent to cover. However one journalist said there is some kind of pressure from above.

4.3 Journalist's Way of reporting development information

Under this category, how journalists present development information to make the news interesting, easy to understand and to make the public reactive to the issue is seen. In addition to this, the extent to which the news was used to see not only positive part but negative stories to bring improvements and changes was also examined.

EBC's prime time news focuses on discussions that have already taken places, agreement ceremonies, events and presentation of press releases, report and official speeches. All the news informs the audience what has been said and what kind of event and ceremony happened. Journalists do not add anything to try to motivate and educate the public to participate in development process and communication process. Other than informing the public about those events, the journalist did not add any information. In all the news the journalist was a simple tub or echoer that simply translated or repeated who said what. The people's part in development process and plan, and how they can participate in communication process and development project plan was not included. All news is about what government did and will do. Projects and plans are presented in a way that makes it sound as the only one who is going to be needed and participated in it is the government; the public's part did not get mentioned.

News that was about agreements between Ethiopia and other countries or international organization or press releases and speech was presented as it is, with no additional information from the journalist in order to motivate, or to tell how the people can participate in the project or plan, or how any project plan, policy and report means and/ or affects the people's future or present life directly or indirectly, why it is worth to be on the news, and give some information that will make the audience to think about the information after the news is over. Rather the

journalists just inform on who said what or what happen during this news. And the way the stories are

presented does not show any effort by the journalist to present the story more human interest, to show how the stories are important to the audience, and show the public's part in future plan or appreciate and/or show the public's participation on a development that has occurred in order to make the audience to care about the issue and motivate.

All news is presented in one way. The journalist's way of telling a story and usage of language is not every day conversational and easy language. They do not try to relate a story to something that is current or interesting. The journalists do not try to find a way to make the news important to listen to (relating it to human interest). They simply tell who say what or what happened, and where it happened directly in a very formal way. For example in a story about a meeting between Libya and Ethiopia on economic development project plan, the journalist directly reported what the minister said about the new development plan. Here the journalist could have presented the story by giving a comment, explanation, or by asking the sources about how this economic development project plan might affect Ethiopian refugees that live in Libya and what kind of future this agreement might bring to these people. At the time this news was aired, most Ethiopians who lived in Arab countries were in trouble, and Libya is one of the countries who have a significant number of Ethiopian refugees. Relating development stories to something that matters to the public or to a hot issue will draw the people's attention and interest in development issues.

Since journalists present plans, projects or any development information without adding independent information, there is no news that showed the journalist's additional information, effort to write and to present the stories in order to make the information interesting, motivational and participatory. They simply present the sources and what the story is about or what the project concern said.

They use the same format of storytelling style for all news. Even the anchor's and the reporter's voice pitch is similar in every story. They use very formal way of storytelling technique. The anchors do not add any comment, communicate with the reporter or add his/her spice to make the story more interesting and lively. Their face and tone was neutral all the time and they did not go out of the script. They just read what is on there.

Table 8: Proportion between positive and negative news in percentage

Characteristics	News
news that does not talk about any success	7.2%
Among this 7.2% news, news that is about discussions that already took place but it's not about success or negative stories	4.1%
news about negative comments by the committee from the house of representative on development issue	1.6%
Negative comment from opposite party	0.8%
News that show the journalist directly covering a negative story.	0%

There is 7.2% of the news that does not talk about any success. Among this news, 4.1% of the news is about stories that show discussions that already took place but it's not about success or negative stories. In the 3.1% of the news, though the journalist was not reporting a new negative story, the stories were about problems that are already known and been put up for discussions, and about successful positive action that already has been taken. In one of the news story, even though the main focus of the story is a success story, the government agency was presented complaining on advertisement companies on how they are harming the consumer. 1.6% of the news was about negative comments by the committee from the House of Representative on development issue. 0.8% included a negative comment by the opposite party representative on a report by a minister during discussions in the parliament. Other than these, the rest of the news is about success and positive stories. There is no news that showed the journalist directly covering a negative story.

Table 9: Journalist's explanation and interpretation of development information

Characteristics	News
Development project and development information was easily explained.	1.6%
Journalist gave an explanation for a government official's press release.	0.7%
Journalist interpret, and exemplify, news that has jargons, words that are not Amharic, statistics numbers that are too general, and information that needs background knowledge on the issue.	0%

There is 1.6% news where the development project and development information was easily explained. The journalist used an animation to explain how much a road construction will cover and will look like while on the other news development was explained (even though it is by the region government official) by showing what that achieved development has brought to people. The statistic numbers were explained by the region administrative official by explaining what that meant to the people's life.

Only in 0.7% of the news, the journalist gave an explanation for a government official's press release. Also in this news the journalist showed the people's comment on the issue the official was talking about. Except in this news, journalists did not present officials' speech or press releases with a detailed independent explanation, back ground information and other independent body's comment (professionals, opposite parties/or objection, the public) in the rest of the news.

Furthermore, the journalist did not interpret, and exemplify, news that has jargons, words that are not Amharic (English words during a speech, discussion or an interview), statistics numbers that are too general, and information that needs background knowledge on the issue. The actual meaning of information that is in number did not explained by the journalist. For example in one news when the journalist was reporting about a development report by paraphrasing the authority's report, the reporter kept referring the amount of people as 5.5 as the authority who is reading the report was saying. This might be hard to understand how many people it means. Also in another news story, the journalist was re-reading what the official said about development information and he said two hundred percent. The reporters did not put development information in a way that can make sense to all class of people. The reporter did not explain what these number and information means, but re-read what the source said with no explanation or simplification of the information.

The way journalists present an event or a press release about an issue does not show any effort to simplify, and explain the importance or the essence and even more, the meaning of the story other than presenting repeating what the sources the story is about/ concern said.

The reporters who were interviewed said the same style of writing has been used in the news room for a long time; everybody use this style to present all sort of news stories and no one dared to try another path to present stories. One of the interviewed reporters said even if they try to present the stories in a new way, their bosses will not be happy by the change. The rest of the

reporters also said even if they came up with different style of presenting the news; the editors will not accept it. According to one of the interviewee, even though she never had a problem with her bosses on the way she writes and present development news, she never dared to use a new and more interesting way of presenting information. In order to stay out of trouble she prefers to use these very formal ways of story presentation style that have been practiced for a long time in the news station. The rest of journalists have the same idea. They all believe going out of what has been used in the news station will be unacceptable. And agree this story telling style is not explanatory and new and interesting. However; this is an unwritten rule they follow in the news room.

Nevertheless the editors believe this way of news presentation is appropriate because it is not entertainment news.

Focusing on positive stories was believed to motivate the public by both reporters and editors. The interviewees believe focusing on positive news will be encouragement by itself, and this is the reason why they focus on positive news instead of negative news. Negative news stories are believed to discourage the public by the news room. Thus they focus on positive issues in order to motivate the public.

4.4 The journalist's way of addressing the audience

Under this category how the public is referred in the news and how the message was communicated with the public were analyzed.

Table 10: Public reference in the news in percentage

Categories	News
The public are encouraged to react and participate (on the development process or in the communication process)	8%
News that shows government officials and project leaders informing and, asking the public to support a development project	3.2%
News that mobilize audience	0.9%
The public is regarded as active participant not as a passive information receiver.	9.6%
Among this 9.6% news that was about government public service organization giving answer for the public comment	0.8%
Among this 9.6% where the source referred the public generally	8.8%
News that explains how development information affects, relate and/or matter to the individual watching the news at home	9.7%

The public are encouraged to react and participate (on the development process or in the communication process) in 8% of the news. However as it is discussed under the previous category, these encouragements came not from the journalist's own explanation to motivate and encourage the audience but directly from the sources the story is about.

Out of this news, 0.8% of news shows the government official encouraging the youth during an event to fight their own battle to bring democracy. 3.2% of the news shows a government official and a project leader informing the public (during an event) how much the development project is developing, and asking the public to support a development project by keeping positive attitude and donating money. And in one of this news, people who are interviewed are presented expressing their willingness to donate the project asking the audience to do the same.

0.9% of the news shows government official's speech explaining how easily people can participate in the transformation plan and process by paying tax and people who were interviewed were shown encouraging the audience to pay tax. 1.6 % of the news presented a government officials informing and motivating investors to come to Ethiopia By expressing Ethiopia has good access for foreign investors during his speech in a meeting.

In the rest of the news, success stories, policy, project, plan and process were presented, and the public was not encouraged or told how they can participate in the project, or told what the public's part is in the development plan or process was, or how the public can ask, give comment on this information. While some officials talk about how many positive changes have been achieved, they did not refer or acknowledge the public's participation or effort that helped these changes to come. Their own plans and how well they implemented them was the only thing they presented as the only reason for all success. As it is discussed in the above category, the journalists never tried to associate it with the public either.

Only in 9.6% of news, the audience is regarded as active participant and not as a passive information receiver. Among this 9.6% of the news, 0.8% of the news was about government public service organization officials giving answer for the public comment and in the 8.8% of news; the source referred the public generally. In the rest of the news the public is a passive information receiver. They just receive information from above.

Totally there is 9.7% news that explains how that development information affects, relate and/or matter to the individual watching the news at home. In all these news the journalists are not the one who analyze the story and explain to the audience how the information matters. Rather the journalist use the source's (whom the one the story is about) word, to show why this event is happening and why it matters. Since the issue is about them, telling the importance of their work is not as unbiased as the journalist's explaining the importance of the issue. In the rest of the news, since most of the news show who said what or what happened with no explanation, the news does not tell how the project is going to affect the people, what kind of change that will come, who is going to have the benefit exactly, how people are going to be affected during the process, what is the public's part in this, and why it matters. Only information is served from the government to the public.

All the interviewed journalist's and editor's answers show the only way they use to motivate and address the audience is by showing a positive news. The interviewees said since it is believed presenting a positive story is enough encouragement and motivation to the people, they do not focus on if the story has additional elements other than being success oriented to motivate and to make the public active information receiver.

One reporter said since their sources are project managers, government offices or other officials that contact the news room by sending media advisory or by any other means, the public only received the information from these sources. Instead of two ways, the public is a receiver only. Other reporter said "you can say we repeat what these sources said or show what they did. I believe we are one way road from the very few sources to the large population. I do not think we are considering the public to be active on the information we provide". The editors also agreed and said the public is a passive information receiver. However they said even if the news makes the public passive, the news station is open for any comment from the public on any of the stories.

4.4 The extent EBC news cover development issues, the content of the development issues, and its focus on diverse development issues

In this category how much EBC's primetime Amharic news program cover development issues, the content of the development issues and how it focusses on diverse development issues were examined and the following results were found.

According to the editors and reporters, the main focus of EBC's prime time news is development and development related stories. From the data that was gathered, 99% of the news was found to be directly or indirectly related to the country's development issues.

Table 11: percentage of news on diverse development issues

The focus of the news on divers development issues	News
Economic	70.9%
Political	16.9%
Environmental	7.2%
Social	9.7%
Economic and environmental	1.6%
Economic and political	6.4%
Urban development issues	8%
Rural development issues	98%

From all the news that was gathered, 70.9% of the news focuses on economic development issues. There is 16.9% news that is about political development issues. There is 7.2% news that is about environmental issue and 9.6% news that are about social development issues. Among this news 1.6% is both economic and environmental issues and 6.4% of the story is both economic and also have some political part as well. Only 8% of the news story is about urban development issues.

4.6 The focus of the news on development process and events

Under this category, how much the news focuses on development process stories rather than events was seen.

Table 12: The comparison of the news focus on development events and process in percentage

The focus of the news on development process and events	News
Events	75.8%
Process	24.19%

Chapter Five: Discussion of Findings

Participatory and balanced news

Development journalism can be bent to be used for the benefit of the few rather than the mass. Media can be manipulated for the wrong purpose under the disguise of development journalism. As skjerdal, (2011) said, one of the criticisms of development journalism is journalists becoming the mouth of the government in the name of development journalism. In this case the government will use media for manifesting their view and promoting their own good image. Therefore as the professionals that serve the general public, the journalists must make sure they give equal chance for all to participate. In addition participatory theory argues in order to use mass media to inform the path of society's development, the media's power must be used to make sure all sides and classes of information and groups are equally presented and the public has enough and all side of information that can enable them to make up their own mind and decide (Middleton, 2009).

In the contrary to the above ideas, the research findings show, EBC's prime times news source selection is not balanced. Stories came from government and/ or the ruling party's official's offices rather than the ordinary people. When journalists cover a story about development projects, work reports, press releases or any other development stories from these sources, they did not try to explain the stories by giving the public's opinion on the issue or other independent bodies to comment on the issue or try to explain these stories by themselves related to the public's needs and the nation's general development goals. According to Negerie (2013), reporters should use the government for deploying development ideas but they must not be their only source and must be careful not to be used as government's propaganda tool.

Development journalism is not only giving information to the public but it is also informing the governors about the public's opinion on development related issues and problems, presenting what is happening among the public, and enabling the public to participate. Though using government source is not a negative thing by itself, the source needs to be balanced and the information from officials needs to be presented with public's opinion and perspective and independent explanation. Banda says to be successful using journalism for development; the people's voice should be heard on the Media. This way, solution will not be told to the public as

an order but a solution will also come from the public. This will make the public highly engaged on practicing the solutions and be responsible for what is going on. He added that journalists should try to see and present stories that are not from the public, from the public's perspective. And they can do these when a journalist listen what the people think and fill. The journalist needs to go further than the government officials as a source of information and try to talk the public, find stories among them, and give them a chance to talk about stories that are from government, and about their problems, the changes and developments they have accomplished. Development news should never be a means for few people to control the society.

As Tufte & Mefalopoulos (2009) say participatory theory argue media for development should be free and inclusive that will enable ordinary citizens to define their own circumstance, state what they need and their own problems, and come up with solutions to get these needs and to overcome the problems. In order to achieve these, two way dialog that will result multi sources to identify problems, and implementation of a plan that include the public's participation is required. Allan (2009) said "Development journalism is primarily concerned with news about social circumstances, challenges, and interventions related to the lives of the non-elites, the vast number of dispossessed and impoverished people".

But in EBC's news, journalists focus on informing the public about what happened and what has been said by the common source they use. Their major focus is telling what the dominant sources said did and will do. Stories are from the elites rather than the public. Solution, plan and problems were defined only from the view of this group than the ordinary public.

Banda (2010) argues that most importantly, ordinary citizens are the ones who live the reality of the situation. So they are the ones who really can name and frame the problems effectively. So a journalist shall encourage the participation of the public in framing and pointing out the problems. By letting the people to speak out their problems, journalists can stand on behalf of the public. But this does not mean the opinion of professionals (experts) does not matter, rather the journalist should stand between the ordinary citizen and the government by framing the public's problems and letting them to speak while giving expert's opinion and background information about development issues. In addition to this, to promote deliberative citizens, journalist should be mediators. They should not simply give facts of events but also present the public's opinion and solutions on the information. This way they can become a bridge between the government

and the public. EBC's news on the other hand, is on the contrary of this argument since government is not used for deploying ideas but as the only source. Journalists are not seen trying to point out stories that happened among the public and become a two-way bridge. Development ideas, problems or any development issues are not framed by the public but by the officials. Stories that are about the ordinary people are expressed by the officials and even if the journalist includes what people feel and say about the issue, it is not presented directly in the majority of the news whereas the official's idea are presented prominently. This shows the public's voice is not the emphasis of the news but the government and/or the ruling party officials.

Even though presenting the opinion of government and/or ruling party's and the opinion of the sources the story is about will give a good insight to the audience about the issue, EBC's news does not play its role as a mediator and shows the public's opinion on the issue. Stories are not primarily from the public. All the public sources they use in the news are not people that the reporters find by themselves to ask for their opinion on any issues or use them as a story source, but they are people who already contacted the government during an event or a discussion that is coordinated by the dominated source.

News has more power than any other programs because what is on the news is believed to be more important and less biased (commercialized) by the public (Zillmann2002). Thus stories that are on the news have more power on people. Sources who describe stories that are on the news have this chance to tell the story in their own perspective and most likely in their own favor (because it is less likely for anyone to present anything negative about their own work) thus they can use the news for their own benefit. And if one kind of source is used frequently, there is no doubt that the source's message is presented as news over and over again. This will lead that source to be more influential. Shibutani (1966) cited in Jensen and Jankowski (2002) said "News is a product of transactions between journalists and their sources. The primary source of reality for news is not what is displayed or what happens in the real world. The reality of news is embedded in the nature and type of social and cultural relations that develop between journalists and their sources". Therefore, if journalists want to present the nearest possible reality, and not get used as a propaganda or image building tool, they need to use different sources to explain an issue.

However as it is clearly seen in the finding, sources with similar ideologies and group are sources that are highly used in EBC's prime time news. Stories are presented only by the body the story is about or who is responsible for the issue. This can enable these sources to use the media specially the news to set their own agenda. Presenting a project development only from the project managers, stories from the only people who are involved in the story and responsible for the story, and work reports only from the office representative that is responsible for the work, press releases and speeches without the addition of different source's opinion will enable these sources to present the story in their own favor.

when Chomsky and Herman, (1988) explain about how news can be used for propaganda, they said that when one kind of source get to be on the news frequently per say a government body, the sector that is frequently used as a source will have a chance to produce public information and propaganda on the scale of the Pentagon and other government bodies. The relationship between power and source goes beyond official and corporate provision; these elites can come through experts that are set up to manifest their ideas. Therefore as long as the journalist does not choose the source independently, the news still can be manipulated and used for the elite's propaganda. So when reporting, journalists must not use similar sources. But the various sources EBC's prime time news use are not sources the reporter use to see the story from different perspective but they are sources that are already in discussion with government ,and the discussion is set by the government not by the media. If the reporters use different sources to explain and verify the information from these common sources, the chance of using the media for one's own benefit will decrease, and the public will participate more and consider the journalist's effort to make the story verified and balanced, which in turn makes the news and the journalist more credible. But in any of the news, the journalists did not try to present a story by using different sources. Even some of the stories with different sources are not there by the journalist's effort to present a story from different perspective; they were just stories about discussions that involved different groups and the reporter's job was simply presenting these events. The public who were presented are the one who were in a meeting that was organized but the government and only those who support the government were presented. Since the journalist focus on these people, and use similar sources, the news have a great chance to benefit the government to build positive image and does not late the issue to be verified and presented from different perspectives.

As we can see from the beginning of development communication, the 'dominant paradigm' that used one way communication to bring development is prove to show how one way communication do not bring positive change. Murthy (2006) pointed out that the fact communication is two-way is what differentiates development journalism from propaganda. EBC's news fails to make the story two-way. All the information came from one source; the reporters did not try to get stories from different perspective (source) and stories came from above instead of the public. Though presenting stories from the official's is not bad by itself, not seeing it and explaining the information from different perspective, not including public's and other independent professional's opinion, and using officials as an only information source for the majority of the news will let the news to be used as a propaganda. This will also make the news less powerful and credible; because the public would not see the journalist's attempt to present a story fairly, trying to show stories among them and take information from the governed to the governors and trying to be the people's voice (give them chance to participate), and verifying information. And if the people cannot have faith on the media, it is hard to use the media to bring any sort of development change. Because, to do this the media needs to be trusted by the public and make them feel it is on their own side. Participatory theory argues when all classes of people get equal chance to describe and express their own development issues and problems they consider relevant (when the public speak for themselves instead of another party speak about them) in their own way, sense of belongingness, cultural identity and trust will come and these things will make the public to participate in their own development process.

As Myhrvold- Hanssen (2003) said, it is difficult to have a good and participatory as well as specific development methods and politics without a democratic (a two way and free) communication line between those who govern and are governed. If ideas are not coming from the mass, the government would not clearly understand the major or the real problems among the public. Without communicating with the public, the government's decision will depend on those who are in power and who frequently are used as source of stories. Thus it will be difficult to gain the public's cooperation for action, understanding and true centralism without two way communication. In addition when Baran & Davis (2010), explain social responsibility theory on how media can accelerate development by creating a stable and developed community, they say media needs to become the voice of all the people—not just elite groups or groups that had dominated national, regional, or local culture in the past. In the contrary the research findings

shows Problems among the public that need attention, people's opinion, complains on government's idea, project plan, project progress, and other different issues' solution are neglected in general the people's voice is not shown equally in EBC's prime time Amharic development news stories.

The reporters who were interviewed said, because they use press releases and media advisory as a source, and these story's sources are those officials and development project managers who send the press releases and media advisory, the story become one sided. One of the reporters said, "We hardly go to a regular citizen who is not in an event or in a meeting for the primary source of information". The other reporters agree on this and seem to see EBC news reporter's job is to present information from above to the people. The interviewed editors said, no matter how the sources are not diverse the issue is about the public. And for them this shows they focus on the public instead of the government. And they believe they have to help the government on the development process by transmitting their message to the public. However this is not what development journalism is. Development journalism stories should be about people from people, and people message and voice has to be taken to above, and presented as equal as the elites. As Allan (2009) said, "Development journalism is primarily concerned with news about social circumstances, challenges, and interventions related to the lives of the non-elites, the vast number of dispossessed and impoverished people". Therefore, according to the news samples and the interview results that were studied to see if the news served as a bridge and if the communication is two way and participatory, EBC news failed to achieve the above and to make the public their focal point with high participation.

In his research 'Development Journalism Revived in the Case of Ethiopia', Skjerdal (2011) shows the government media reporters understand the notion of development journalism. However s it is clearly shown in his research that the reporters do not even do the simple task of interviewing people and independent professionals to comment on a story. Even if they are influenced by the government to cover a certain story they can still give detail information, give the public to comment about issues as well as explain and analyze issues by themselves.

In-Depth reporting

Development journalism is hardly subjective. The journalist is required to give more than a mere observation of stories, reread a press release, and becoming a simple echo of someone and a

simple mirror of event. When Murthy puts objectives of development journalism, he said, development journalism objectives are to commit itself to development and investigate, analyze, interpret, and give accurate development information that can accelerate the development process. He also said development journalism is no different from regular news or investigative news and added that bad journalism is misinformation which fails to report news or reporting depthless.

EBC's prime time news is not hard news, and the stories are not about things that happened very recently and hard to get detailed information about. The stories are events that happened a day, or mostly couple of days before. The events, press releases, conferences, and meetings will be informed to the news agency earlier. Though this will give the reporters a chance to prepare and present a detailed information, find other sources and gather information from the public and ask and reflect the public's opinion and questions when they get to meet the source of information, reporters just simply present what happened or who say what without adding anything by themselves, by using independent source they have prepared, or any other mechanisms to give a detailed and a well investigated story.

The interviewed reporters said they get orders to cover most of the stories and no one tells them how much detail and investigation they have to do on a story. But, even if they are 'forced' to cover a story, they could have come up with a detailed explanation and analysis of the story they are sent to cover. Rather all the journalists were simple information transmitters in the news data that is gathered. No story has independent explanation and investigation by the journalists. One of the interviewee journalists said investigation is expected from other programs in the station and not in the news. However considering the kind of news they cover, the reporters could have come up with a story which has in-depth explanation and investigative report. The rest of the journalists and editors admit that their story depth is limited on the amount of information the sources give. These answers from the reporters show that they are more like messengers rather than news reporters.

According to Chapman and Kinsey (2009) only by becoming a critical interpreter and by undertaking news reporting accurately and sincerely can news journalism distinguish itself from propaganda, which in part consists of the willful suppression by the powerful of the spatial and temporal stories of the powerless. EBC's news reporters do not even try to ask challenging

questions and filter out good image building from reality. When sources that are responsible for the story are presented as an only source to talk about their own project development or their own achievement, the reporters do not try to ask these sources questions to investigate the information, to push them to give detail information or answer some questions that are from the public. For example in one news story, the development project leader (the only source) was saying “even though the process is not going as fast as they planned it, the project progress is impressive” however, the journalist did not ask him the reason why they are not going as fast as they planned, and what kind of economic effect this delay can cause.

Mwaffisi also said journalists in development journalism can cover national and international news, but they should critically examine, evaluate and report the relevance of development project to national and local needs. They need to give not only what has been said or happened but also explain the actual implementation and its difference from a planned schema and evaluate its relation to the public when they report it as news. In all EBC’s development news that is about development project, plan, and agreement between Ethiopia and other countries, the reporters did not try to explain these stories’ actual implementation, what it means to the regular citizen and the general development goal of the country, what could be the possible draw backs and flaws, and try to predict what the actual implementation of the plan and project might bring to the public, individual, local and/or national development goals. The reporters do not try to show the countries previous relationship and how the new partnership will help.

Middleton (2009) says the public has to have enough and all side of information that can enable them to make up their own mind and decide. However since EBC’s prime time Amharic news use a single source without trying to see the information from different angle, the public get only one side information.

According to Banda’s characteristics of development journalism news, journalists should focus on clarifying the differences and relations within and between countries, the rich and the poor, and the effect and the relationships between two interdependent bodies in one way or another. Having said that as Wimmer and Wolf (1991) quoted Aggarwala, and Hemant Shaw (1990 p. 1035-36): development journalism news should not only tell just what happen, where it happen, who did it, rather it should examine, evaluate, interpret and give comparisons between a

development progress between two countries and regions. However the journalists do not do this in any of the stories that are about Ethiopia and other countries.

Even in news stories about work report by government officials to the House of Representatives or press releases, the journalist did not even try to see or give a detailed explanation. There is no explanation on the difference and similarities between the report and what is really going on or comment on the report. They just present (re-read) the report. During government official's report of drawbacks that happened during the implementation of the plan, explanation on the report is not given by the journalist independently, or investigative questions are not asked to these sources. Other than what the sources say there is no additional detail information that is added by the journalist or by any other independent sources independently. People's and independent sources view on the issue is not presented to give all rounded and independent information about an issue. No method is used by the journalists to verify and to give detail information about a story or a development achievement that has been said to be achieved. However according to Murthy (2006) development news should tell the public, the difference between what has been said by the government official about the significance of a development project and what it is actually is.

Skjerdal (2010) said in his research that there is self-censorship in Ethiopian government media. Journalists restrict themselves when reporting, but no journalist says he/she has experienced direct threat from the government so far. In this research the journalists' answer shows they restrict themselves. However the other journalists' answer also shows there is also some kind of pressure from above. From the answer the interviewed editors gave, investigation and in-depth reporting is not prior to their objective. Because there are some other programs that will give detail explanation and investigation. And they have not said anything about pressure from the above. Their answers show they believe development journalism news do not have to be investigative because they are other programs that are investigative.

But even if it was hard to be investigative, the journalists could have given an in-depth report on the issue. I believe explanation on development issues does not require being free from influence. Journalists can explain and give detailed explanation of the story they are ordered to cover.

EBC's prime time development news shows lack of detailed reporting, verification of information and investigation of development stories.

Journalist's Way of reporting development information

In development journalism, the journalists must have a purpose. To achieve their purpose, they need to make sure that their message gives all the information, comment and views that can enable the audience to understand the significance and the relevance of the story and make up their own mind and react to it. As the main purposes of development journalism is motivating, informing, and educating the public to participate in development process and communication process, the information needs to be presented in a way that can motivate the audience easily, and like any other news, the development news should not bore the audience.

Boyd (2001), Kovach and Rosenstiel (2007) underline the value of the information will be nothing if the public is not engaged, and see it as relevant. Therefore journalists must present stories that make people want to listen and want to be involved. EBC's reporters do not add any explanation to motivate people to be involved. The journalists are limited on informing who said what or what happened with no additional explanation. Except in few stories about events where sources give motivational speech, the journalist do not try to add motivational words or sentences to make the public engaged or have a question to ask in their mind or to make them wonder about the development stories. The only thing the reporters do is transmitting information from source to the public or show what happened during an event.

According to Aggarwal (1978), mobilizing the public to participate in development as much as possible and encouraging people to have attitudes that can make them productive citizens is one of the major objectives of development journalism. But since EBC's news show mere information from the sources and reporters did not add additional information, or use different techniques on the information; mobilization and encouragement are not included. Chouliaraki (2010) says crucial function of the news not only as reporting on events but as engaging people's potential to care about the news so that they can be active participant.

When Murthy puts objectives of development journalism, he said development journalism has a basic purpose of informing, educating, and presenting information in a way that can catch the public's interest. Most development news does not have the 'wow' factor on the audience.

However journalists need to find ways of presentation that get the audience's attention to continue to listen and to care. EBC's prime time news uses one type of presenting a story. They do not try to make a story interesting by showing how it can be related to the audience's life or the nation's development goal. For example when presenting officials' report, the reporters do not try to explain the report by relating it to human interest, people's life, or the countries major issues. They seldom explain what the report actually means to the audience. When they present a story, they do not try to grab public's interest by showing how it could affect them directly or indirectly, by telling why it is important to the country and the public presently and in the future. Making a story engaging and interesting enough to make the public to want to watch and listen as well as react on the issue and having a story the audience needs to know may seem two points that are hard to always achieve at once. But according to Kovach and Rosenstiel, this means making the most significant story interesting to the public and showing the significance of the story to the public in every story. Except for informing who said what and what happened, EBC's prime time Amharic development news failed to do this when they present a story. In addition, the news has cliché words and expressions. This makes the news boring to listen to. As Boyd says, cliché can affect the news power to be interesting and to succeed in giving the bigger picture of the news and make the most significant item sound trite. To avoid this, things that need emphasis should be presented interestingly, in different way of presentation and languages. EBC can use the news to set agendas, however; they need to be more careful and systematical to tell about an issue without making it too much. In addition, using different way of presentation could be a good way of avoiding clichés. Boyd (2001) also gives another reason why the news must be presented interestingly. He says in the world of media the audience is king. If he/she does not find the news relevant to her/his life or get bored in the middle while listening, he/she has greater choice and ease that have taken their tolerance. Therefore the success of news depends on the choice and presentation. In these time where there are a much more media alternatives in Ethiopia, EBC's reporters need to remember they are fighting for attention with other national, local and international news agencies.

In addition, to make the information more clear matters that need expert's insight needs to be explained in a simple way without the jargons so that an ordinary audience can understand it. The finding shows developments, especially economic development, were directly presented by using numbers from the dominant sources with no explanation and interpretation to show what

these numbers actually means. According to Banda while reporting economic growth data journalists should look other data of different statuses of the public and their economic growth. If they just give one data about a few percent of the population's economic growth and take it as a positive development it could not be full information to report. However EBC's prime time Amharic news shows economic developments were presented with no detail explanation.

Moreover, the reporters failed to use the advantage of television's unique features. Graphics, image and other features of television are used to express and simplify information. According to Thompson (2005), television news makes enormous impact because of its unique and additional features of telling story and visual power. One of television's powers come from its high advantage of delivering the news clearly than any other media. These are: Graphics, charts, the anchor's voice and way of expression animations and of course a video image (Fang, 2003). When we come to EBC news, these features are not used as they should be. Development information is expressed only by the sources. The journalists do not try to use graphics, charts, or any mechanism to explain the information from the sources. The way the reporter presents the news on TV can be used for radio without any change. Chapman and Kinsey (2009) confirm that its ease and lively way of telling a story together with its features and its immediate impact that is temporal and specific on people gives television news an extra power. However EBC's news presentation style is very formal or not conversational or friendly. They use a very strict one way of storytelling technic. The news is not descriptive as they have many other features to tell the story.

The anchors do not have a friendly tone and expression at all. Their face and way of expression is very distant from the story. They are formal all the time; they never go out of the script and comment on a story, show facial expression while telling a story or communicate with the reporters and make the conversation more lively.

The finding shows when presenting the development information, journalists do not give background knowledge about the information to make it clear. Metaphors and familiar contexts are not used to simplify information from the sources. Statistics numbers, jargons, words that are not Amharic did not get explained. Since all audience cannot know, and understand every information equally, giving background information, and explain the information in-depth will make the story clearer. According to Wimmer and Wolf (1991) who quoted Aggarwala, and

Hemant Shaw (1990 p. 1035-36): development journalism news should give background information about any development stories so that the people can understand it easily, and explain the present story in a way that can be easy to be comprehended by all kind of people.

Skjerdal said news in development journalism should present achievement or the benefits of the development plans and projects as well as the short comings, draw backs and flaws and, should focus in a long term development. EBC news focuses on positive stories. Though positive stories are good to motivate the public, showing problems and drawbacks will also be important to bring change on the unfavorable situations. As Mwaffisi (1991) says, development journalism is no different from regular news or investigative news. By exposing wrong doings, short comings, problems, and flaws of a development plan and project, news reporters can protect further damage that can affect the development process negatively. Banda also stressed this and said even though it highlights success stories when it is necessary, it should also cover negative stories and have constructive criticism.

Also according to Jensen and Jankowski (2002), the main purpose of news is to give all sort of information to help the public to form their own mind about their surroundings. Presenting all sides of development information will help the public to prepare themselves for the outcome, what they can do to change, and alert the one who is responsible for correcting it. But since EBC news uses sources who are responsible for the story and the reporters did not try to examine stories by using different sources and investigation technics, and as it is less likely to these sources to explain about their own project and/or work negatively or its short comings and flaws, EBC's Amharic prime time news focuses on the positive side of stories. Reporters do not present negative stories; explain development plan's actual implementation and its short comings.

Murthy (2006) said development reporting should focus on what is going on wrong as much as it focuses what is going on wright. And to help on bringing development, it needs to investigate the reason for failure and success and the effect of a development program on common people. But the negative stories that are presented in the news are those stories that are already in discussions. The reporters make no effort to investigate or to go to the public and see problems, analyze and come with the actual implementation, short comings or any negative stories. Except 0.8% of the news, no news presents a negative story for the first time. In any of the news, the

reporter did not try to show the actual implementation or possible shortcomings and flaws of a plan, project or present new negative story for the first time.

The interviewed journalists said they had a very common way of presenting a story and no one dares to try another path to present stories. One of the interviewed reporters said that even if they try to present the stories in a new way, their bosses will not be happy by the change. According to one of the interviewees, even though she has never had a problem with her bosses on the way she writes and presents development news, she never dared to use a new conversational, more interesting way of presenting information. This very formal way of story presentation style is the ones that are practiced for a long time in the news station. The rest of journalists have the same idea. They all believe going out of what has been used in the news station will be unacceptable. However the editors believe this way of news presentation is appropriate because it is not entertainment news. But the fact the news is not entertainment news makes it to be presented in a more relatable and interested way to listen.

The journalist's way of addressing the audience

The Audience in development journalism should not be treated as someone who passively receives a message. According to Banda, a journalist should motivate citizens to be involved and actively participate in the development process and frame the audience as citizens rather than an object or a consumer. For any development goal to be succeeded, the role of the public is vital. Therefore journalists must translate and explain development news as human being so audiences know how it matters to them; and make up their mind about how they can be part of it. When Banda explains show development news should be he says the journalist should translate and explain development news in terms of human being so audiences know how it matters to them. Also they should address the people as an active participant of the issue, not as a passive receiver of plans. And when McQuail (1987) discusses social responsibility theory he says the media should give access to various points of view and to rights of reply. Thus in order to use the media for development the media needs give access to the public to participate and to comment back on issues.

Development journalism is not only about presenting facts and opinions but also about motivating the public to be engaged and have interest in the development program, to think for

solutions and to realize how serious the problem is. Chouliaraki (2010) said crucial function of the news is not only reporting on events but also engaging people to care about the news so that they can be active participant. And to achieve these, the ways the journalist see the audience matters.

According to Wimmer and Wolf, development journalism differs from objective journalism; it needs the journalist's explanation of facts and lets the audiences to form their own opinion on the issue. However, in EBC's development news, the public's part never gets mentioned; the audience at home is seen as a passive information receiver. The journalists only tell what happened or who said what. Only government's part in projects' plan and implementations is described. How people can be part of the process, how this process can affect the people (at list the people who live near to where the project is implemented), and the effect or the outcome of the process on the people or why it is important to the public, all the above do not get explained in the news. Middleton(2009) say Journalism's social responsibility is the journalist's obligation to make the societies interest their primary priority. Thus journalists have the diuty to provide the public with reliable and relevant information and give them the chance to express themselves. But instead of presenting the stories according to the society, and show how its related to them and why it is important, EBC prime time development news present the news from the dominant sources perspective. And there is no explanation to show how its related and important to the grassruth level (the people/individual watching at home)

When presenting success story, only government's work that helped for the success is presented. All the success stories revolve on the government and/or the ruling party's plan and work. The public's part for any of the success is not mentioned. When Tufte and Mefalopulos(2009) explain participation according to participatory theory they said it is the involvement of ordinary people in development plan, and process. These involvements of the public could be on a pre-established plan that is made by not the public but to the public to be involved or it could be their involvement to plan their future, control, discus, take responsibility, on development issues that are about them or concern them directly or indirectly.

It is difficult to make the public feel and to be concerned if all the news content is only about a government body's and organization's success without showing how and why the story matters

and relates to them. Journalists should know the audience at home will not be interested in every idea they tell them. Journalists need to communicate, acknowledge and explain the public's part, why the story matters or to whom the stories matters and why it is important to be on the news. Motivating the involvement of the public, acknowledging the public's work, telling the public the way to be engaged are the major characteristics of journalism EBC news fail to apply.

All the interviewed journalist's and editor's answers show the only way they use to motivate and address the audience is by showing a positive news. But as we can see from the above discussion it takes a whole lot more than showing positive news to motivate and engaged the public.

The extent EBC news covers development issues, the content of the development issues, and its focus on diverse development issues

The content of EBC's Amharic primetime news focuses on development issues. For a developing country like Ethiopia the fact the news gives emphasis to development issues will help to set up development issues as important, and inform and update the public with the development process plans and events.

Development is not one direction. Having one kind of development does not guaranty for inclusive and sustainable development. Therefore for the journalists to bring development, they have to give all kinds of development issues equal attention and coverage.

EBC's prime time Amharic development news gives much emphasis for economic development issues than other issues. The news has a huge gap on issue references. As Soubbotina (2004) pointed out, even though economic growth increases a nation's total wealth and enhances its potential for reducing poverty and solving other social problems, history offers a number of examples where economic growth was not followed by similar progress in human development. Thus other development should be considered equally as well.

Negerie underlines that development should stand for the entire nations, societies and individual's miscellaneous basic needs and desires as well as for the system they live within and for the material and spiritual advancement of situations. If a nation achieves economic development with a high environmental problem, its economy will be affected; if a nation

develops economically and have a corrupted undemocratic ruling system we cannot say this nation is developed, because its people are still in danger. So without a holistic development a country is still in poverty. And journalists need to understand this and work on to bring a holistic change.

Wimmer and Wolf argue development journalism is not all about reporting about rural areas but also should focus on the highly growing urban areas, because there are lots of problems and solution that must come in these areas too. However EBC's prime time Amharic news shows problems and development issues in urban areas have given less emphasis.

When Banda defined development news he says emphasis on development journalism should also focus on freedom, literacy, accessible and affordable health care, empowerment of women, and the free flow of information. In EBC Amharic prime time development news gives less focus for social development, environmental development, and political development. Important issues like human right, democracy, and urban issues in the country do not get enough attention.

Deressa's finding also support this finding. EBC prime time news gives more focus on rural development and less for urban development.

All the journalists and editors that were interviewed believed since Ethiopia's primary goal is to develop economically, focusing on economic issues is important. But to develop economically and for the public to get benefit from it, the public has to have freedom, good governance, health, good environment that will not affect the coming generation. And the public needs to grow socially and mentally to be involved in development process. Thus other development needs to be taken in to consideration by the media.

Ethiopia's main goal is economic development, however to achieve this development goal, political, social, and environmental development is vital. As it is clearly mentioned in the Ethiopian Growth and Transformation plan document (GTB) (2010), poverty reduction is the core objective of the Ethiopian government. Economic growth however, is the principal not the country's only development objective. The country's plan mainly focuses on economic, social, political and environmental developments and all are interdependent on each other's accomplishments. However, economy seems to be the main focus of EBC's prime time

development news coverage. Therefore, the journalists must consider this and try to give enough attention for different kind of stories.

The focus of the news on development process and events

Events show the public what happened and motivate the public to be involved. However the audience also wants to get explanation and information about ongoing project's process, issues that are not already happened but will happen and a detail explanation on things that are not events.

To sum up, reporting only what happened cannot help to achieve the goal of development journalism. The practice requires critical explanation, investigation, and motivation. It is usually not best if the news focuses on only presenting events. One of the characteristics Murthy (2006) put to tell if news is development news or not is whether the news emphasized development process rather than events. Because news should involve the public in the development process, focusing only on event that already took place will not add up to this. But EBC's 78% of prime time Amharic development news focuses on events.

Chapter Six: Conclusion and Recommendations

6.1 Conclusion

The research was conducted with the main purpose of analyzing EBC's primetime development news and suggesting the possible ways to improve development news reporting as well as presentation. The study examined the content of the news and find out whether the news are development news or not in view of development journalism principles , tried to find the approach EBC used in reporting development news, and assessed the limitation of development news reporting and packaging.

Based on the availability of the data, news that aired from 13-11-2013 until 10 -4 -2014 (within six month time frame) were gathered. Starting from the first week of the first month, every 2nd day of the week was selected. Accordingly, within these six months, 24 days of news was selected. Besides, based on their frequent involvement on reporting development news, five senior reporters and two editors were chosen to be interviewed.

The data was analyzed based on the categories that are derived from the principles of development journalism, characteristics of television news and theoretical frameworks of the study. Both quantitative and qualitative content analysis methods were also used to analyze the data.

The finding of the research shows that EBC's prime time Amharic news program gives high emphasis on development issues. The data from the news and the interviews shows EBC's primetime Amharic news content focuses on development issues. Most news is about economic development and rural development. The prime time news focused on informing people about the development information and motivating them with positive stories.

Knowledge decreases illiteracy. Informed people can perform and cooperate a lot more in the development process, and information can in turn change negative attitude, create awareness and give the correct view of things and situations. In addition, information gives people an idea of what is going on in their surroundings and this enables the public to have the right information about development plans and process.

However, informing the public is only one of many development journalism news features. Reporters in development journalism should not only inform about what happened and who said what, but they need to dig information by themselves, explain these stories from the public and the stories that are from officials by giving detailed analysis of the information, by presenting the information in different perspectives, by presenting shortcomings of actual implementation and by trying to predict the future based on logical explanation of events as well as by involving other source's opinion and comment on issues. EBC news fails to do all these. The reporting is depthless and the reporters focus only on presenting what they have got from the sources, of which 95% , 96% are only government and FDRE officials (which in Ethiopia both referred almost the same group). They do not try to explain and see this information from different point of view by giving independent details, by using different sources and other mechanisms. Also the journalists do not try to show how the stories matter and relate to the audience at home and the general development goal of the nation. Though informing is good, becoming a simple transporter of message or mere repetition of words is not development journalism.

Development journalism news must be public centered and participatory. However the data shows only 15% of the news uses the public and different sources. These sources were included not because the reporters were trying to give these sources a chance to participate or a chance to tell their story, or to include variety of sources. Rather these sources were included because they took part in a meeting with a government body and the meeting was prepared by government. The rest of the news only uses government and/or FDRE officials as an only source of information. This shows that EBC prime time Amharic news is not participatory, public centered and has a very high chance to be used as a group's propaganda tool. This is far from what development journalism stands for.

When journalist present a story, since what they do is retelling what has been said or who said what or giving information about an event without adding anything, they do not add any motivational explanation in their packaging or presentation of a story. The public's part in the development project or success is not shown in the journalists' explanation. The journalists do not even try to explain in detail, investigate and ask other's opinion on the information from the limited sources. Information from the sources is not explained easily in a way that can be relatable, understood and mean something to all class of people.

The journalists did not take the advantages of television news features to present the information easier and in more interesting way (less formal and less distant). Making the presentation of the information easier to understand by all classes, interesting and catchy is neglected.

EBC news gives less emphasis to negative stories too. Presetting problems alerts the concerned body to take action on the issue. As they serve the public, development journalists have the duty of presenting public's problems to the concerned body, expose wrong doings to promote changes, and inform the public about negative issues that should be known as well as draw backs and shortcomings of projects or any development issues. However since EBC prime time Amharic news focuses only on positive development stories, these responsibilities of the news are ignored.

EBC's prime time Amharic development news stories focus on economic development. Other development issues have not got enough attention. But in development journalism, in order to bring holistic and sustainable development, journalists should focus on various development issues. And the news should also focus on events rather than just on the development process.

Therefore, even though EBC's prime time news content focuses on development issues, it is hard to say they practice development journalism. Because only presenting positive development issue is not development journalism by itself. So when I see the data according to the development journalism principles, the news does not have the principles. And since they use similar sources that belong to the same group, the news can be used for propaganda.

While presenting stories, the reporters do not try to consider different perspectives. They do not analyze the actual implementation, short comings, and foretell the possible outcomes and give different side of a single story. Only what a single source says about the issue is presented.

The news does not show detailed explanation and motivational features. The stories come from the elites rather than the public. The news is not participatory; the story presentation is one sided and journalists do not give chance to the public to express themselves. The way journalists communicate with the public is not a casual and friendly way (they use very formal approach to communicate with the public). Information is not presented and explained easily. Television features that enable the journalists to explain, interpret and present news in a casual interesting

and easy way are not used as they could have been used. The journalist's job is limited to be an echo and mirror of speeches and events.

6.2 Recommendations

In developing countries like Ethiopia, the media could be a great weapon to accelerate the development process. However in order to be effective, using media for development journalism needs to be practiced appropriately.

- In order to make the public feel that the media is on their side and belongs to them, as well as to make them react towards its message, the news should be about the public. It is better if EBC's reporters could find problems, stories, comments, solution from the public and give them chance to frame their own process, problem, and to suggest solution and comment.
- The news less likely will be used as propaganda tool if stories from officials and from sources that the stories concern could be seen and presented with independent explanation by the journalists. Thus getting prepared for the story ahead and ask investigative questions or give background information and explanations will help the journalists to protect the news from any manipulation for one's own benefit.
- Since one of the purposes of development journalism is providing the public with all side of development information to make the public well informed, alert, aware, enable to make up their own mind and prepare for the outcome, it is better if journalists analyze the actual implementation, short comings, and foretell the possible outcomes and give different side of a single story.
- When both public and government are aware of negative situations, actions will be taken to change the situation. Therefore journalists need to cover negative stories as well in order to help the development process. In addition, journalists must play their role as the public's voice and mediator, and present the public's problems in the news. By covering wrong doings by officials and public service agencies, the news can play its role as a watch dog and as a catalyst of development.

- Even though most stories in development journalism do not have the ‘wow’ factor or do not entertain, the journalist can come up with ways of presentations that can show the significance of the story to the people and draw their attention. Using different casual and friendly presentation helps to accomplish this effect.
- EBC news presentation should try to look and sound livelier. Anchors need to look like they know about the issue they present by commenting and asking the reporter questions, add their own flavor to present the story and sound more natural and human. Reporters need to use visual effects, metaphors and other television advantages to explain information too. Explaining the issue by relating it to something familiar, something that matters to the audience and simplifying source’s technical explanation with example gives the news to be more understood, clear to the audience and will make them to care more.
- Explaining information with metaphors, examples, familiar context, relate it to a hot issue and to something that directly matters to the public’s life will increase the public’s interest on the news.
- Since not all people have all the background information, the journalist should be more explanatory and give background information about development process and plans. In addition the journalist needs to show why the stories are important to the public.
- It is highly recommended for EBC work harder on training its staffs on development journalism news and gives them the liberty to show their talent to make the story interesting, engaging, and motivational.
- Using different sources can show that EBC news is not any group’s propaganda tool but all people’s media. Besides, when reporters use different sources, the public gets all side of the story and untrue rumors will not have the power to affect the opinion of the public negatively because the journalists delivers all side of the information.

- If EBC's objective is using development journalism to help the development process, journalists need to focus on more than one development issue- economic issue. They should give an appropriate amount of coverage for all kinds of issues as this contributes to the holistic development of our country.

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Appendix A

Categories

1. Participatory and balanced news

1.1 Proportion on the source selection between

- government officials,
- public
- ruling party
- Independent professionals and other sources to explain the issues
- opposite parties (specially on political and democracy issues)

1.2 Solutions, development issues, problems and complains that come from the public

1.2.1 News stories that give the public a chance to take part in the communication process

2. In-Depth reporting

2.1 News that give detail information on stories that are about development project. Stories that were about development partnership between nations explained in-depth

2.2 The news Explain the actual implementation of development plans and projects and its difference from a planned schema; and evaluate its relatedness to the audience

2.3 Stories that were about development partnership between nations explained in-depth

2.4 Journalists critically analyze and explain development projects, plans, policies or any development information in different perspectives, and their impact on the people.

2.5 The journalists gives independent insights from government, or from the source the story concern

2.6 The reporter try to give detailed information and explanation of the story.

3. Journalist's Way of reporting development information

3.1 When journalists present story they make it motivational, educational or informatics to benefit the public and to enable them to participate in development process, and communication process.

3.2 Statistic numbers, jargons and other development information are easily explained

3.3 Television features, familiar contexts and different techniques are used to make information clear to all class of audience and to present the development news in away that can be interesting and catchy

3.4 Present officials' speech, press releases or any information with a detail background information in order to make it more clear and explanatory

3.5 Journalists cover negative stories as they cover positive, stories

3.5.1 Short comings

3.5.2 Actual implementation

3.5.3 Negative stories

3.5.4 Positive stories

4. The journalist's way of addressing the audience

4.1. The public's part on the development issues is described and has been given credit

4.2. News that encouraged public to react and participate (on the development process or in the communication process)

4.3. The news explains how development information affects, relate and/or matter to the individual watching the news at home

4.4. The public is regarded as active participant not as a passive information receiver

5. The extent EBC news covers development issues, the content of the development issues, and its focus on diverse development issues

5.1. Political

5.2. Economic

5.3. Environmental

5.4. Social

5.5. Urban development issues

5.6. Rural development issues

6. The focus of the news on development process and events

6.1. Events

6.2. Process

Appendix B
Interview Guide Questions

Do you think ETV's prime time Amharic news is participatory and have public centered story line?

In what extent is development news is covered?

What are the mechanisms you used to make reporting in-depth and investigative? Do they play their watch dog role? If not why?

How do you report development issue?

Declaration

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

Name: Enkutatash Haile

Signature:  _____

Date of Submission: October 31,2014

Place of Submission: Addis Ababa, Ethiopia