

Addis Ababa University
School of Graduate Studies

**What News Journalists Have Selected Overtime? The Case of
English Daily Newspapers**

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Abstract

For which news ideas do the Ethiopian daily English newspapers provide priority is one of among the most important questions that need to be addressed in the media study. It is frequent to see common news topics in the individual newspapers. It is vital examining what values are intrinsic for the worth of incoming news stories to give them space. A front-page news event in a particular newspaper might not appear in the other newspapers. The study provides remarkable insight in examining major questions dealing with what news editors in the Ethiopian Herald and the Daily Monitor have selected overtime and why?

Like in any other media, both newspapers receive mass of news stories every day from various sources, and the editors of these newspapers select certain news rejecting the majority overwhelming. There are common traditional news values which used to measure the worthiness of a story. To which values do the two newspapers give priority and other related questions are also discussed in the study.

Both newspapers dedicate much of their space to different news topics. News which considered as worth report in the Daily Monitor's pages may not receive any space in the Ethiopian Herald. While the Ethiopian Herald gives focus for stories about economic activities and intensely development, the Daily Monitor provides more space to politics, sport and conflict news. Beside the news values, there are other factors that influence the selection of news like ownership, news source and space.

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Chapter One

1.1 Background of the Study

At the same time, thousands of things happens everyday. Out of the several things, journalists select what few things that can be considered as news worthy. News outlets, however, can not report on all the things that happen; only some “happenings” are defined as important enough to be news. For reporters, the difficulty is determining which events are newsworthy and gathering enough information to cover this news worthy events. (David Crotean and William Haynes:2003:126).

Some studies sorted out different findings indicating what events are to be ‘newsworthy’. According to Herbert Strentz the news that reaches the columns of the newspaper or makes it on the air is not shaped only when the reporter sits down to write the story or to edit the tape. Far from it; the story has been taking shape long before. As Helen Session states news is created. What we see, hear and read is a version of events which has been crafted and shaped by the people assembling the newspaper, radio or television bulletin (Helen Session: 2006: 23). Moreover, Sarah Niblock sited in Keeble affirms that news is a packaging of new and relevant facts in a particularly readable order and language that makes both informative and interesting (Keeble: 2005:75). Charles Dana, editor of *The Sun* in New York said “News is anything which interests a large part of the community and which has never been brought to their attention.”

A number of books list some criteria for selecting if an event or story qualified as worth reporting. In 1965 the two Swedish Sociologists, Johan Galtung and Mari Ruge cited list of the most common news values. If a story does not fit at least some of the criteria on the list, it probably is not news. Anna McKane (2006:2) rearranged these lists into three groups. (1) criteria that relate to the occurrence of the events (the when and where for example); (2) criteria that are about the nature of the event itself, that is what events are considered news worthy; and (3) criteria which might be said to be about the treatment of the events.

Frequency and threshold, for instance, are considered as criteria relating to the occurrence of an event. Moreover, the criterion related to the nature of an event involves unexpectedness, elite person, elite nations, negativity, continuity, unambiguity, meaningfulness, and consonance.

1.2 Statement of the Problem

Helen (2006:27) if you accept that it would be impossible to include in a newspaper or news bulletin everything that goes on in the world, then you have to accept that news is selected.

David Croteau and William Hoynes state the Tuchman's (1978) metaphor of the 'news net' to explain the standard practice for gathering and selecting news.

"News organizations cast a 'net' – made up of wire services, full-time reporters, and stringers – to 'catch' newsworthy happenings. The net, however, does not catch everything; like all nets, it is full of holes and catches only the 'big fish'. This is not an error on the part of news organization. The netlike nature of news gathering service as an initial filter, sorting out those happenings that do not meet the standard criteria for news." (David Croteau and William Hoynes).

There is, still, controversy on what are journalists basing their judgment when they decide something either is or isn't news and worthy of inclusion in a newspaper or bulletin? (Bob Franklin et al: 2007).

News is selected. Journalists made a decision on what to include and what to leave out. Studies which conducted on news selection sorted out different findings on editors' decision of news items. The most popular study in this regard running back to the 1940's conducted by David M. White. In his study, White concludes that the values 'Mr. Gates' who was the subject of his study, used to select news were 'highly subjective' and 'reliant up on value judgments bases up on the gatekeeper's (Mr. Gate's) own set of experiences, attitudes and expectations (Bob Franklin et al: 2007). Other studies on news selection have been made since. According to Bob Franklin et al, later studies suggested that this

explanation was overly individualized, divorcing the editor from organizational and professional considerations.

Gieber also shows that the 16 wire editors of his study were 'preoccupied with a mechanical pressures of their work rather than the social meanings and impact of their work' (1964; 175), and were more 'concerned with goals of production, bureaucratic routine and interpersonal relations with in the newsroom than with their own personal evaluations of the copy they received (ibid). Evenmore, journalists decision of what news becomes worthy to report depend on the news factors (news values) drawn by Galtung and Ruge.

In his article about *news values of three worlds*, Jack Lule notes some alternative values for news in the developing countries. News factors that manifested on media in the developing countries are development, social responsibility, national integration and education. (cited in Albert L. Hester and Wai Lan J.To:1987:23-43).

Another study, conducted by James C.Lange (1984) examined the relationship between the degree of countries' development and the importance of news factors. Lange hypothesized that there is a strong relationship between degree of development (of a nation) and the news factors.

Study in this regard indicates newspapers of developing countries (especially African) published significantly more (domestic) news stories with "direct exhortation", "orientation toward the future", "positive evaluation", "involvement of elites", "personalization" and so forth than the more developed countries. WWW.allacademic.com.

Accuracy, relative interest and importance of the news items to readers are more within the bounds of selecting that reporters and editors are qualified to make. Moreover, some of the criteria for news value are timeliness, proximity, prominence, conflict, quencequences and human interest. Some scholars, on the other side, say definitions of news values have been modified in recent years, not always to the benefit of the news audience.

Graeme Burton asserts that there is an extent to which people hear what they want to hear, and get the news operations that they deserve (Burton: 274). Helen, on the other hand, states though news editors must take their audience into consideration, it has a danger.

A journalist who panders too much to the audience will end up leaving out stories that would inform and challenge and using only those that reinforce the audience's world-view. (Helen: 2006: 25).

Joseph R. Dominick(1999) states that the process of selecting what news is worthy is not an exact science. According to him, in addition to the traditional elements that characterizes news worthy events, tradition, technology, organizational policy, and, increasingly, economics are important in forming news values.

Economics plays a large role. First, some stories cost more to cover than others. It is cheaper to send a reporter or a camera crew that city council meeting than to assign a team of reporters to investigate city council corruption. Some news operations might not be willing to pay the price for such a story. Or, conversely, after spending a large sum of money pursuing a story, the news organization might run it, even if it had little traditional news value, simply to justify its cost to management. (Joseph R. Dominick: 1999, p.353).

The vitality of researching what news journalists have selected overtime should be taken as an indispensable issue for the media researchers taking into consideration since there is little or no study that indicates what kinds of news are dominant in the Ethiopian Herald and the Daily Monitor newspapers and why? In other words, this study looks at 'what news published on the two newspapers? Why? Even more, it tries to examine the factors (or criterion) the newspapers used to select certain events for publication.

1.3 Objective of the Study

The major objective of the study is examining what news journalists in the Ethiopian Herald and Daily Monitor newspapers have selected overtime. Why they select certain news? And what criterion do they use to select and publish news are also the objectives of this study.

1.4 Research Questions

The study aimed to answer questions like:

1. What news topic editors in the newspapers have selected over time?
2. What is it about a certain story that provides it a better rating than other news?
3. To what extent the factors (or values) for selection of a news event implemented (exercised) in the private and state-owned newspapers?

1.5 Significance of the Study

In addition to raising new question with regard to news selection, the significance of this study is mainly focus on indicating what news journalists in the Ethiopian daily English newspapers have selected overtime. It is indispensable in addressing what kinds of news published as worth reporting and on what basis do they selected. Sorting out the factors that influence news selection in the subjects of the study is the other significance of the study. Moreover, the research's finding will give insightful reflection to the subjects (The Ethiopian Herald and The Daily Monitor) in regard to their news selection.

1.7 Scope of the Study

The study focuses only on the daily English newspapers in the country. It is limited to the news events that published on the Ethiopian Herald and the Daily Monitors newspapers. Both newspapers are the only English dailies in Ethiopia. Commentary, features, editorial, articles, and entertainment are not part of the study.

1.8 Methodology of the Study

The methodology of the researcher's analysis is in large part qualitative supplemented by quantitative method. The acceptance of this method is of great relevance to the study as the goal is to examine what news journalists in the newspapers have selected and why? The study used news published in the seven issues of the newspapers as a sample. November and October 2009 are the months selected for the study period. Content analyses of the news items that published on the selected papers will be considered as one means important of data collection.

Editors are the last 'gatekeepers' who engaged in deciding what news must and mustn't on the pages of their newspapers. Individual in – depth interview with the editors of the selected news papers will also be part of the methodology. In addition to the news items in the newspapers documents are also procured for the study. Both the privately owned the Daily Monitor and the state owned the Ethiopian Herald are the subjects of the study.

Chapter Two

2 Literature Review

2.1 What is News?

The word 'News' driven from the Latin term '*nova*' meaning 'new things'. Sarah Niblock (cited in Keeble: 2005:75) asserts the first three letters spell out the freshness and originality that underline all accounts of news worthiness.

Burton (2005) enumerates there may be an assumption that the term 'news' as it refers to certain media material, is generally understood and agreed. If something is in the news then it is assumed to be the subject matter of main daily papers and broadcast news programs (p.275). News mainly relay on its newness to consider it as worth report.

Several scholars define news in different ways. However, most of them manifested same idea on the availability of some criteria for considering a particular event as news. Being new, fresh and not known are the most common used criterion mentioned in a number of definitions of news.

In retail terms, news has a short shelf life. Nothing is as old as yesterday's news (Herbert Strentz: 38). News provides information about events that are new and fresh. However, (Howard Tumber: 2008) requiring news with every kind of freshly acquired information does more to be cloud than to clarify what is distinctive about the information published as news (p.32). News also defined based on the widely used theory for news that has always revolved around anecdotes that are literally an ordinary routine. "It's if a man bites a dog' than the reverse that a story would pass as news worthy" (Tizta 2008:11). But beyond this anecdote, answering questions like 'who was the man', 'who was the dog' in general 'who bit whom?' play indispensable role in making the story important to report. These questions "form a scale of news value and recall another well known maxim of journalism 'names make news'; rather than constituting definition of news". (Bernard Reschco cited in Howard: 2008). For instance, if unknown man nibbled on a nameless canine as Bernard Reschco note, it "might rate a paragraph". If such

phenomenon was performed by a mental institution it will not be reported at all. However, if one of these two individuals bit a notable dog, the occurrence would blossom in importance as news. Similarly, “when a notable human like president Lyndon Johnson, merely pulled his dog’s ears on the White house lawn, that act made the front pages” (ibid: 32).

Evenmore, “sometimes ‘ dog bites man’ stories are also deemed news worthy enough for selection, usually because there are additional factors involved, may be it is the unusual, not to say horrific, nature of the attack itself, as in: DOG BITES OFF MAN’S GENITALS (Guardian Sep 2, 2000); (cited in Journalism Principles and Practice: Tony Harcup: 2006: 34).

Other definitions put words to manifest what news is. Gillion, BBC reporter, says it is “extra ordinary, interesting and not known.” For Helen Session it is not only not known, news is, according her, also something that one “had forgotten, or did not understand”. She claims news fulfils fundamental human need to keep up with the latest gossip and important events. (Helen 2006: XIV).

News which considered as information and understandings about people and event are shared items and “gathered from a range of sources” (Helen: 2006). It provides us certain kind of understanding how the world is. Often the shared information is expected to say something new for the audience and must interest them.

News is what we do not know yesterday. In other words, as mentioned in detail at the early of this chapter, the story one peruses must be new, but it must involve, at the same time, “the best and most complete facts you can obtain and you must be able to vouch for their accuracy”. (Geoffrey Harris and David Spark: 2001: 5).”

Apart from this, some scholars provide great emphasis to the concentration of media ownership as an indispensable matter. Curran (1990) says news become news because the owners of the news producing organization say it is (Bob Franklin et al: 164) people’s understanding of what is news story is “ideological inflection” (Burton).

Burton asserts that versions of news can be different and yet at the same time similar in some respects. There are consistent discourses and ideological trends that run through different versions of news. For instance, deaths as a consequence of an act of terrorism are usually magnified in news reports—certainly by comparison with the greater number of people who are killed on the roads every year. Terrorism, which threatens the state, is higher up the ideological agenda (Burton: 276).

Besides, scholars considered news as ‘constructed reality’ in order to indicate its bound-up with “social reality”. This means, in other words, news shares certain sets of views that seem real and true to the society.

In various parts of the world, in a particular time different phenomena created (occurred) that disseminated as news. These could be found “anywhere in a news paper’s circulation area and occasionally outside of it - anywhere where anything worth of remark is happening. But it has to be organized, pursued, checked and written up in a way that makes it readable and attractive to the readers (Geoffrey Harries and David Spark: 2001:7). Sarah notes that news needs to have “a particular readable order and language that makes it both informative and interesting”. (cited in Keeble: 2005:75)

Earlier people had been using difficult means to share news in their particular groups. Helen (2006) explains that since the earliest times, people have shared news and desired that its tellers be accurate and entertaining. Due to the course of time, the delivery of news to innumerable audiences in various parts of the world became faster than before.

Astonishingly, in the information age because of the arrival of modern technology, a particular news story covers a large number of audiences/recipients in few minutes. Helen says news is being shared as never before, with new technology ensuring that breaking stories can travel around the world in seconds. (2006: xiv).

However, the advancement in the technology did not change the fundamental (intrinsic) nature of news. “but it did enlarge the quality of news that is collected and, disseminated, speed the pace at which it is transmitted, and creates diverse means of presenting it to the public”(Howard Tumber: 1999:33). Rather, it affects the news reporting both nationally

and internationally. Pavlik (2001: 291) refers, for instance, the advantages of digitalized news rooms;

- ✚ increased efficiency;
- ✚ greater productivity;
- ✚ enhanced creativity;
- ✚ greater accuracy and range to cover; and
- ✚ fully searchable digital archives/News libraries (p:291).

News that disseminated to the large audience must receive adequate materials from various sources. Sources from different directions strengthen the reliability of news story. Burton affirms any given news topic with in any newspaper is likely to be supported (in the mind of the reader) by material on the same topic acquired from other sources.

It (news) “is a constructed version of its source material. It is a kind of narrative. It’s a media representation. It is a selective version of original events, utterances and behaviors. News like all public documents is a constructed reality possessing its own internal validity (Tuchman cited in Burton: 2005: 277).

2.2 Soft and Hard News

News can be categorized in to soft news and hard news. Like the latter one the former type of news “also fit news values. They represent a social world and celebrity-dom” (Grame Burton: 2004). Soft stories that “is fulfiller end of things with the focus on celebrities and light weight stories,” (Keeble:2005: 84) do not have a direct impact upon people’s lives, especially, as Bob Franklin et al.(2007) say, in a way that a tax increase or a change of government will, but they do provoke a reaction in the audience.

News about established public figures (celebrities), gossip, and dramatic new footage can be considered as soft news. “These are all about an on going tendency in news to want to entertain, to dramatize, and to attract readers and audiences” (Burton: 2004:278). In brief, soft story “concerns human foibles” (Bob Franklin et al: 2007: 247).

On the other side, hard news that Wheeler considered as the bread and butter of the paper and involves important stories that affect peoples' life (cited in Keeble:2005: 84) mainly deals with weighty political and social matters. It's "new information about significant events or ideas. It concentrates on the factual details of what has happened or what has been said" (Helen Session: 2006: 24). Hard news can be considered as stories that need immediate reportage on the front page of a newspaper (or coverage in the electronics media) and provide to the audiences the information that they intended to have.

Hard news strongly requires the criterion for news worthy than the soft news does. News values like immediacy, negativity, conflict, proximity and unexpectedness are highly indispensable in hard news. Bob Franklin (2007) importance, significance, relevance and immediacy also play their part and generally, the more important, significant, relevant and immediate something, the better the story and the stronger its claim to being hard news."

Berkowitz used Tuchman's statement to indicate with what kinds of happenings does hard news mainly deals. "Hard news concerns events potentially available to analysis or interpretation and consists of 'factual presentations' of events deemed news worthy."(Berkowitz: 1997: 176).

2.3 News Selection

Any media in a particular time receives numerous news events from different source, for instance, through wire service, correspondents (reporters) or mass of news releases. And no media, at the same time, is capable of disseminating (printing) all the events available to it. As Tony Harcup point out Hall's statement, "Of the millions of events which occur daily in the world, only a tiny proportion event becomes visible as potential news stories." (Harcup:2006: 32).

In addition to this "every one who has a role to play in the editorial production of news, whether for magazines or newspapers," notes Sarah Niblock in *Print Journalism: a Critical Introduction* edited by Richard Keeble (2005:74) "must acquire a strong sense of the type of stories their publication thrives upon. In such circumstance, media organizations select news that fit the news values or events that satisfy the requirements

of news worthiness and the rest will be neglected (dropped). Paul Manning (2001) asserts the 'bigger' the story the more likely it is to be picked up and selected by news organizations (p: 61).

People provide different views in regard to news selection. While some say news that fit for publication must be considered as a result of the news value they have, others agreed with the view manifesting the journalists experience and knowledge as a major criteria for news selection. Paul Manning used Lang and Lang's (1955) note to emphasis the latter statement. Stories are frequently selected because they can be fitted into the 'inferential frame works' which experienced journalists have already acquired in the course of their work. (Paul Manning: 2001:61).

On the other hand, Sarah Niblock's statement magnifies the relevance of news value as indispensable criterion "to ensure the continued readability and credibility of their (journalists) publication. (cited in Keeble: 2005:74).

Stories to be considered as news worthy they must satisfy the requirements of news judgment like timeliness (immediacy), meaningfulness (relevance), unexpected, consonance, and the like designed by Galtung and Ruge three decades ago. Using as a reference to these values (and the others which will mentioned below), other writers try to improve the values.

2.4 News Values

Deciding what makes event newsworthy is not an exact science. But it also should not be decided as a matter of predestination or fate. And it must not also be perceived as what numerous individuals maintain that news decision comes only through experience. It is still controversial to consensus on the values news must suffice "because usually journalists relay on instinct rather than logic" (John Sergeant cited in Tony Harcup: 2001:226). To emphasis this idea Lanson and Stephens, in their book, Writing and Reporting the News, note that most journalists take their news sense for granted (2008:6).

Others also say news is what the news editor says it is. This situation obliges many journalists to become subjective in selecting the news worthy from several happenings or

events that they receive at a time. As Helen Sission (2006) writes in *Practical Journalism*, all events can be given a news value, although in news rooms across the land precisely what news value a story merits can lead to some pretty heated arguments (p:24). However, in 1965 Swedish Sociologists Johan Galtung and Mari Ruge suggested criterion that journalists necessary employ to consider a particular event as news worthy. Harcup et al. (2001) assert that these ground rules may not be written down or codified by news organizations, but they exist in daily practices and in knowledge gained on the job (p: 173).

In several cases news considered as being about events or things and people involving factors like frequency or time span, human interest, proximity, continuity, elite person, size, negativity and unexpectedness.

Moreover, Burton (2005) states the work of Herbert Grans (1980), in which he identifies news as being defined in its composition by:

- ✚ *actors' who are likely to be known already;*
- ✚ *predictable 'activities' such as crime, protest, and government decisions;*
- ✚ *either divisions or examples of unity on the nation and society;*
- ✚ *domestic themes which related to foreign news.*

According to Anna McKane (2006) if a story does not fit at least some of the criteria on the list, it probably is not news. Johan Galtung and Mari Ruge drawn up the news values and Anna rearranged those values in three groups: (1) News values that relate to the occurrence of the event (the when and where for example); (2) values that are about the nature of the event itself, that is what events are considered news worthy; and (3) values which might be said to be about the treatment of the events (2006:2). Of the several everyday happenings in the world, the events that fulfill more criteria take the great importance to be considered as news worthy.

2.4.1 Values Relating to the Occurrence of an Event

Timeliness

This term involves values like frequency, which means “how close a story happens to the moment of publication” (Sarah Niblock cited in Keeble: 2005:76), immediacy and recency. Of the entire criterion, timeliness prized as the most fundamental and crucial value which determines the publication of an event. Bernard Roshco used Tamotsu Shibutani’s note to indicate the relevance of immediacy and says since news has immediate relevance to action that is already underway, it is perishable. This suggests that news is not merely something new; it is information that is timely (p: 34).

Searching for a fresh and timely event must be the main duty of reporters. This aspect of the story, according to Lanson and Stephens is known as ‘*a second-day angle*’. There is an exception, scholars note, in relation to recency and that (recency) is when information become available now about something that happened a while ago. This means, the term recency implies the “recent disclosure of stories rather than their occurrence.” “Thus, insiders’ old information becomes news to successively larger publics, as a story moves from specialized to more popular news media” (Bernard Roshco:34).

Threshold

It is the correlative of ‘impact’ or ‘affect’ that events have on the readers. Threshold indicates the ‘scale of the event’ (Anna McKane; 2006). It deals with what impact news has on readers. People provide more attention to political and economic stories “because their frequencies have a profound impact on our lives (Jerry Lanson and Mitchell Stephens: 2008:7).

Sarah (cited in Keeble: 2005:77) divided impact in to two, namely: ‘scale’ means news events contain high figures, like death tolls, redundancies or money; and ‘impression’ depicts stories that may not involve huge figures (numbers) but may obtain ‘readers’ strong emotional response.

2.4.2 Values Relating to the Nature of an Event

Unexpectedness

Events that seem unlikely are more valuable to be considered as news worthy. Anna McKane (2006:3) notes if really good things happen to people unexpectedly then that does make big news.

Elite Persons

Well known people or celebrities obtain great attention by the media. Events relating with them or performed by them receive wide media coverage because people tend to read stories about prominent or public figures.

Elite Nations

Usually readers or audiences seek to receive stories about events occurred or performed in elite nations. Events that happened in these elite nations may have influences on many countries in politics, economy and finance. "More news stories will be written about political developments in elite nations, particularly USA, because the political developments of these nations affect us all (Anna McKane: 2006:4).

Negativity

This term is synonyms with bad news. It perceived that people are interested in bad news. They tend (seek) more to read about bad or negative events like earthquake, coups and murders. Every journalist mostly likes to search certain kinds of news because they have great value in grabbing the attention of their readers. Pamela J. Shoemaker and Akiba A. Cohen provides Wiskins and Petterson's (1987) statement note that, to a journalists, the best news story is someone else's disaster. This is reinforced by the prevailing audience opinion that the media prefer bad news to good news, and indeed the news is filled with scandals, conflict, crime, and disasters (p:11).

Continuity

Stories that obtain continuous media coverage for days or long time have great value to consider as worthy. Once they have been covered, they need to be covered some more. “A big story will remain in the news for days or weeks.” (Sarah Niblock cited in Keeble: 2005: 76).

Unambiguity

Clearly understood stories are likely to be covered. News should be free from ambiguity and should also speak or write about a particular event in a clear manner. Anna states the theory is that sudden dramatic events are more likely to be covered than a lengthy argument about policy changes (2006: 4).

Meaningfulness

People intend to read news about people like them. Galtung and Ruge assert journalists search for events that are ‘meaningful’ and ‘of relevance’. News that culturally distant are less news worthy since people mostly like to read stories about events that are ‘meaningful’ and ‘relevant’ to them. This value can also be termed as proximity, means people like to read news closer to them. It interests them, the event about people and place they know. “All other things being equal, the closer the news is, the bigger it is. (Lanson and Stephens: 2008:10).

Consonance

Consonance means the build-up to an expected event (Sarah Niblock cited in Keeble: 2005:76). Paul (2001) notes journalists are guided in the selection process by a ‘mental pre-image’ of what is likely to happen. (p.62). However, writers like Anna McKane say this value implies contradiction with the criteria unexpectedness. She asserts consonance seems “almost opposite of the ‘unexpectedness’ category. (p.5). To agree consonance and unexpectedness, Paul used Galtung and Ruge’s note that says events have to be “unexpected but within the meaningful and consonant to become news worthy”. (2001:63).

2.4.3 Values Relating to the Treatment of News

Composition

Compositions deals with selection of a story in a way that helps to balance the other stories. Anna affirms that stories get into the news for all the reasons in this list, but they also get in to give a balance. If a newspaper covers one grisly murder trial in detail, it might cover another one in rather less detail (2006: 5).

Personalization

People deserve news that appeals directly to their emotions. Stories with human focus have important value. Seeing stories in terms of people maximizes the news worthiness of an event. The personalization in a story is simply a way of illustrating that story.

Exclusivity

News that is exclusive to a particular newspaper receives great value. Media provides priority to news which they perceive “that no rivals have got” (Anna: 2006). Exclusive stories receive maximum prominence taking to priority to disseminate a story is ‘highly celebrated’ (Sarah: 2005).

Conflict

“News loves arguments, debates, charges, counter charges and all out fights” (Lanson and Stephens: 2008), Situations that involve conflict and disagreement are frequently overlooked accounts of newspapers. A great deal of news is related to the conflict. Roshco believes that regardless of the social political values of individual journalists, conflict and crises are the main ingredients of front-page stories in the press rather than ones of friendship and success Bernard Roshco :4).

Apart from this, Jack Lule in his study ‘*News Values of Three Worlds*’ cited in Hester and J.To, (1987: 23-43) notes that news values manageably can be categorized in to the accepted political and economic slots of the developing and the developed countries. In regard to the developing countries’ news values, Lule says, as the developing countries began to break free from colonial domination, news values become even more diverse.

These countries established their own press systems with values appropriate to their own lands and people.

2.5 News Values in the Developing Countries

Developing countries' news values are "broad and varied" (Lule: 1987). News values which considered as dominant in the developing countries are development, social responsibility, national integration and education.

- 1. Development:** for several developing countries development is dominant news factor. Development (Lule: 1987) is a primary news value in these countries. News is progress. News is growth. News is new dams, new buildings, new roads and new countries (p.40). Development reports obtain wide coverage in the developing countries' media.
- 2. Social Responsibility:** news is responsible. Although this value probably holds sway through out all worlds, with in the fragile structures of developing countries, responsible news is considered imperative (Lule; 1987). In the developing countries news are expected to strengthen the solidarity, harmony and integrity of a state and its public. News must provide information that promotes social responsibility.
- 3. National Integration:** this value is the logical extension of developmental and socially responsible journalists by concentrating on the achievements of a nation, news might serve as a stimulus to national pride and unity. For embryonic nations (and for new governments that want to hold on to power), such pride and unity is invaluable (ibid: 1987).
- 4. Education:** In the developing countries, news teaches. News instructs. News can be used to pass on knowledge of health care, to aid in agriculture work, and to spread cultural works. In rural villages, where one radio might be the sole source of

communication with the country at large, such use of the media seems a necessary (ibid: 1987).

2.6 Theoretical Framework

Communication scholars have been addressing this question (the question of news selection) from very different theoretical perspectives, applying a wide variety of social research method to answer it. But also there are various models identifying a multitude of influences on news decisions, a theory capable of exactly predicting the news selection of tomorrow's newspaper and news programs is still missing (WWW.allacademic.com).

The 'gatekeeper' (Lewin, 1947; White, 1950; Westley and MacLean, 1955) model is the most popular theory explaining the selection of news. The term 'gatekeeper' indicates "an individual who filters out and disregards unwanted, uninteresting and/or unimportant information or stories and attends to information of more import." (Bob Franklin et al. 2007: 92).

'Gatekeeping' is one of the media's central roles in public life: people rely on mediators to transform information about billions of events into a manageable number of media message. This process determines not only which information is selected, but also what the content and nature of messages, such as news, will be. Gatekeeping theory describes the powerful process through which events are covered by the mass media, explaining how and why certain information either passes through gates or is closed off from media attention (Pamela J. Shoemaker and Timothy Vos: 2009).

David M. White notes "Dr Lewin pointed out that the traveling of a news item through certain communication channels was dependent on the fact that certain areas within the channels functioned as 'gates'. Carrying the analogy further, Lewin said that gate sections are governed either by impartial rules or 'gatekeepers', and in the latter case on individual or group is 'in power' for making the decision between 'in' or 'out' (David M. White:1950).

The study employees the 'gatekeeping' model to use as a theory. News event (White: 67) is transmitted from one 'gatekeeper' after another in the chain of communication. It

passed through several gates. White states that from reporter to rewrite men, through bureau chief to 'state' files editors at various press association offices, the process of choosing and discarding is continuously taking place (1950). In this way a story, finally, come to the desk of "last 'gate keeper' " (White: 1950). Often the 'gatekeeper' at this stage is the editor. The study examines what news the 'gatekeeper' of the newspapers: namely The Ethiopian Herald and The Daily Monitor, have selected over time.

It is the duty of these editors to decide whether a story to be published or rejected. The 'gatekeepers' receive mass of news stories to select from for their daily issues. The news events come from different sources like national news agencies, assigned reporters, news releases and other media.

The process of gatekeeping has complex nature. Shoemaker notes the individual gatekeeper has likes and dislikes, ideas about the nature of his or her job, ways of thinking about a problem, preferred decision-making strategies, and values that all impinge on the decision to reject or select (and shape) a message (sited in Howard Tumber: 1999:75). However, gatekeepers need to perform these tasks taking into account the frame work of communication routines in their organizations.

Similar with the idea White used to describe the task of his subject, in many respects, the subjects of this study (the editors of The Ethiopia Herald and The Daily Monitor) are the most important 'gatekeepers' of all, for if they neglect a news the work of all those who preceded them in reporting and transmitting the news is rejected. A story can be thrown at the earlier 'gates' before it reaches to the editor. However, once a story passed all the 'gates' at the preceding stapes to the editor's desk "it is obvious that this editor is faced with an extremely complicated set of decisions to make regarding the limited number of stories he can use (White: 1950)."

Criticism: (Shoemaker: 1991) although the gatekeeping literature covers nearly fifty years and scores of studies, more can be done. There are some criticisms raised on the 'gatekeeping' theory (Bob Franklin et al:2007:92) first, although the metaphor of a gatekeeper is an interesting one, it lacks clarity at a number of stages. For example: what kind of story passes through the gate? What kind of story does not pass through the gate?

By way of deduction, what parameters does the gatekeeper use to distinguish the two? And perhaps most importantly, do these parameters change? Second. The metaphor seems to suggest a binary opposition between selection and acceptance which glosses over the complexities of the situation. News is not simply selected, but rather constructed through a complex set of interactions between reporters and sources, reporter and sub-editor/editor and proprietor, newspaper and audience/ consumer all within a socio-economic context (Bob Franklin et al:2007).

Shoemaker sorted out nine directions for future study that could address many unanswered questions in relation to 'gatekeeping' model.

Chapter Three

1 Research Methodology

3.1 Methodology

The methodology of the researcher's analysis is in large part qualitative supplemented by quantitative method. During the analysis, the researcher examined closely what news editors of the two newspapers have selected overtime using the news items from the newspapers published in the particular study period. Indeed, the researcher also tried to look why they select certain news? What values do the Ethiopian Herald and the Daily Monitor editors used to select news for publication in their newspapers?

While the qualitative method involves analysis of the individual in-depth interview and document, the quantitative had been employed to analyze the news items in terms of their news topics, location and source. It was necessary that, after categorizing the news using quantitative approach, the qualitative analysis will take the position to explain and describe based on the results. The chronological order of the approaches was indispensable to create an interrelationship among the data collection methods.

Data Instruments

The research tools that become a means of collecting data for the study were primary and secondary sources. The rational for choosing both sources is ample sources of evidence essentially rated more highly to insure the quality and credibility of the study. The most important advantage presented by using multiple sources of evidence is the development of converging lines of inquiry. (Robert K. Yin: 2003:98).

The news items which collected for analysis from both newspapers that published in the particular study period were used as research instrument of the secondary data. Stories published on the study period were analyzed in order to examine what kind of news are dominant in the newspapers and why the 'gatekeepers' select certain news as worthy reporting to publish, and the criterion for the selection was also discussed. The editorial

policies of the Ethiopian Herald and the Daily Monitor were also part of the secondary source to gather information from. To enrich the data gathering method, interview was indispensable instrument. It (Rubin et al: 2005) can be combined with other research techniques to confirm or explain the research results.

The study procured primary data from an individual in-depth interview with the editors, who are the last 'gatekeepers' of the newspapers, from the media houses.

3.2.2 Documents

The documentary analysis used to supplement the in-depth interview. The newspapers' news reports, policy documents and other related studies were procured as pertinent documents to enrich the quality of the study.

According to Michael Bloor and Fiona Wood (2006:58), newspapers reports have been a key source of data for researchers working within journalism and media studies. [. . .] Researchers may analyze official documents and reports produced by national government or official documents produced at the local or institutional level. (p.58)

To ensure the quality of documentary methods the researcher used the four criterion suggested by Bloor and Wood (2006). They say the validity of any document is dependent on the four criteria: authenticity (is the document original and genuine?), credibility (is it accurate?), representativeness (is it typical of its kind?), and meaning (is its intention clear?). (p.59)

3.2.2 An Individual In-depth Interview

The choice of this technique for collecting data is important in it self for insuring the quality of the information. Interview (Rubin et al: 2005) can be more in-depth. Such intensive interviews are used as qualitative technique by which we can gather information for several research methods (p.229). After the analysis of what news editors of the newspapers have been selected in the sampled issues, the researcher conducts an in-depth individual interview with the editors of the newspapers. Those editors are the last 'gatekeepers' who decide what news items must and must not be on the pages of their

papers. The interview have semi-structured nature. Preparing some list of questions that used to stay focused on the desired subject matter, during the interview, the researcher tried to raise several follow-up questions to the editors to dig out detailed and thorough information.

3.2.3 Content Analysis

The study employed the qualitative and quantitative content analysis, for as Newbold et al. (2002) (cited in Jim Macnamara: 2006) note that quantitative content analysis “has not been able to capture the context with in which a media text become meaningful” (84) and advocate attention to qualitative approach as well. (6) (Jim Macnamara: 2006).

The researcher preferred the dichotomy approach, and he believes using only the quantitative content analysis could not indicate the desired result because (Newbold et al. :2006) it would be too simplistic to base decisions in this regard on mere figures obtained from a statistical content analysis. (cited in Jim Macnamara: 2006:5). And, on the other hand, (Matt Moge kwu: cited in Festus Eribo and Enoch Tanjong: 2002) mere folk wisdom can no longer satisfy the quest for knowledge (123).

Since the research questions and hypothesis of the study need more analysis beyond counting and recording what news editors have selected overtime. “So a combination of the two seems to be the ideal approach.” (Jim Macnamara: 2006:6). Shoemaker and Reese (1996) further note: “Reducing large amount of text to quantitative data [. . . .] does not provide a complete picture of meaning and contextual codes, since texts may contain many other forms of emphasis besides sheer repetition.” (32) (cited in Macnamara: 2006: 5).

Following to the categorization of the 594 news items in terms of their content (topic), location (proximity) and source in a quantitative content analysis, the qualitative version of the content analysis existed to explain and describe in detail.

Hansel et al. (1998), Shoemaker and Reese (1996) and others cited, that a combination of quantitative and qualitative content analysis offers the best of both worlds and, further, that a combination of quantitative and qualitative content analysis methodologies is

necessary to fully understand the meanings and possible impact of media texts. (ibid: 2006:6).

3.3 Subjects of the study

The study was conducted in the two English newspapers: The Ethiopian Herald and The Daily Monitor. Both newspapers are the only English daily newspapers in the country. The newspapers selected because of their frequency, size, experience, ownership structure, editorial policies and news angles.

Frequency: The Ethiopian Herald and The Daily Monitors are daily newspapers. Both are the only daily English newspapers in the country.

Size and circulation: The Ethiopian Herald which devotes more space for news contents (Tizeta: 2008) 34 to over 40 news items per issue on a daily basis. It is also the only broadsheet English paper in Ethiopia. It has a circulating of from 9000 to 11,000 (Mass Media Profile in Ethiopia). The Ethiopian Herald covers almost the entire country. On the other hand, The Daily Monitor which has more than 2400 circulation on its daily basis is a tabloid newspaper. It provides large coverage for the news. According to Ethiopian mass-media profile, the Ethiopian Herald has a relatively wide readership among members of the foreign community and Ethiopian intellectuals.

Experience: Established in 1943, the Ethiopian Herald is one of the oldest surviving news papers in Ethiopia. The Daily Monitor which started circulating as a weekly English paper was established in 1994. It could be considered as the only private daily paper that survives for the last sixteen years.

Ownership Structure: the Ethiopian Herald which is state-owned newspaper has never been known to be far from the federal government. It published by the Ethiopian Press Agency. The privately owned daily English paper the Daily Monitor is owned by the Monitor plc.

Editorial Policy and News Angle: since both newspapers are published by two different organizations, their editorial policies are intended to manifest the interest of the owners.

The newspapers also create different news angles for the same story according to their interests and policies.

3.4 Coding

The coding for the news items was, primarily, relay on the news topics that indicates the main focus of the news items. Indeed, the researches used Charles Okigbo et al's coding scheme for the news items as model. The coding was based on news topics, news location and news sources. The categorizing of the news items is more of quantitative.

3.4.1 News Topics

Totally eleven news topics that indicate the focus of the individual news items will be listed. Then, news event that belong to one of the topics was categorize under that particular topic, for instance, if a news item consist information about economy it classified under the economy category.

3.4.2 News Location (Proximity)

To indicate the places where the news items took place, the researcher categorizes the news events in terms of their location. The researcher found applicable categorizing the news in their location to examine the proximity of the stories, for proximity considered as one major value for deciding the praiseworthiness of a particular news event. The three classifications that show the location of news events are national, continental (African) and international.

3.4.3 News Sources

The news events that published on the Ethiopia Herald and the Daily Monitor newspapers come from more than one source. Categorizing the news stories in terms of their sources was important to examine the influence of sources in the news selection. The staff reporters, international agencies (Reuters and BBC), local news agencies (ENA and WIC) and 'Others' were the categories used for this purpose. News sources that included under the others category are listed on the appendix pages.

3.4.4 Unit of Analysis

According to Danielson, before content analysis can begin the basic coding unit must be established. This is the smallest division or segment of the content which is to receive a score. The news items come through various sources like assigned reporters, news agencies (national and international), news released and other media (international and national) were the unit of analysis.

3.5 Sampling

The sampling scheme the researcher used for the newspapers issues was adapted from Shoemaker and Cohen (2006:24) for use here. Starting with a Tuesday, seven newspaper issues based on a composite week of newspaper content were collected that is Tuesday of the first week, Wednesday of the second week, Thursday of the third week and so forth. If the newspaper was not published on a particular weekday, then the next available issue following that day was collected. For example, the Ethiopian Herald is not published on Monday (that had been selected as part of the composite week), then the following Tuesday was selected. The rationale for this decision was that Monday's news would logically appear in the Tuesday newspaper (24).

Table 1 shows a study period for sampling of the newspapers.

The Ethiopian Herald and The Daily Monitor		
1	March 3,2009	Tuesday
2	March 11,2009	Wednesday
3	March 19, 2009	Thursday
4	March 27,2009	Friday
5	April 4,2009	Saturday
6	April12,2009	Sunday
7	April21,2009	Tuesday

Chapter Four

4.1 Analysis and Discussions

As it mentioned in the previous chapter, the analysis is, in large part, qualitative supplemented by qualitative method. It mainly relay in presenting the data in a qualitative approach. Presenting data primarily using figures is significant to provide meaningful and reliable analysis. It plays indispensable role for more meaningful and effective explanation. Explanations and descriptions will be more reliable if they supported by numbers. The statistical details help as measurable evidences to prove the finding of the study.

In this chapter, some numerical data illustrated using tables. Coding the sampled stores in terms of their topic, location (proximity) and source grants concrete insight to know for what kind of stories the Ethiopian Herald and the Daily Monitor newspapers give much of their spaces. Once the researcher identifies the news contents which obtain wide space in the newspapers, he tries to examine the rational behind the selection of certain news story and values used to decide their newsworthiness.

4.1.1 News Topic

At the same time, like in any other media house, the Ethiopian Herald and the Daily Monitor receive avalanche of stories from various sources. It is the day-to-day activity of the last 'gatekeepers', the editors, to select certain news for publication, rejecting the majority overwhelming of news items. What news editors of these two newspapers have selected overtime is the primary question that is addressed in the study. Looking the news values for selecting stories for publication and other factors that affect the selection are also part of this chapter.

To be acquainted with what news topics are dominant in the newspapers, total of 594 news items were selected from both newspapers. The Ethiopian Herald and the Daily Monitor contain around 30 and 48 news items respectively on their daily basis. The Ethiopian Herald dedicated most of its space to economic activities (42.6%) followed by

politics (22.86%) (news topics that fall under these categories are listed on the appendix pages). On the other hand, politics (28.57%) and sport news (24.25%) are the most prominent news topics of the Daily Monitor.

Table 1.1 shows news topics in the Ethiopian Herald and the Daily Monitor

No.	News topic	The Ethiopian Herald	%	The Daily Monitor	%
1	Politics	51	22.87	106	28.57
2	Economic Activities	95	42.6	46	12.39
3	Education	12	5.38	3	0.80
4	Health	22	9.86	6	1.61
5	Environment	10	4.48	2	0.54
6	Conflict and Disaster	8	3.58	63	16.98
7	Science and Technology	11	4.93	14	3.77
8	Art and Entertainment	4	1.74	35	9.43
9	Gender	3	1.35	-	-
10	Sport	5	2.24	90	24.26
11	Miscellaneous	2	0.89	6	1.61
12	Total	223		371	

Including stories with only a single paragraph, national and international news on politics are the major dominant contents of the Daily Monitor newspaper. Sport news enjoyed the second largest space.

“Stories about economic activities and development are our main concern. News about local economic and political content entertained as weighty news ideas” (Mekonen; interview: 2010).

The Ethiopian Herald provides much of its space to the development issues that categorized under the economic activities which is the fourth important news content of the Daily Monitor out of the eleven categories. Buildings, agriculture, tourism, trade, service and the like are main ingredients of the news product in the Ethiopian Herald newspaper. In regard to economic coverage, the policy states stories that base on government’s economic development policy, strategy and program will have special focus. (Art.5.2.2.13). Conflict stories which are the third important news content (16.98%) for the Daily Monitor found less important for the Ethiopian Herald with only (3.58%) of the 220 news. Even the few printed conflict stories are international news. “The Herald is mainly to report stores that primarily would depict the nation, and the government by extension, in a favorable light, which do not require reports containing controversy...”(Tizita: 2008:89)

Stories about the agriculture section which is a livelihood for around 85% of the population in the country is one of the substantial news content in the Ethiopian Herald while it does not get any coverage in the sampled Daily Monitor newspapers.

4.1.2 News Values

There are some convenient news values which are pertinent for both newspapers. They are interested in the basic and most imperative values of a story. The editors considered them as intrinsic values of their news events. They share the same line of conceptions on some of the values for deciding the ‘newsworthiness’ of a certain stories. Mekonen, editor of the Ethiopian Herald says:

“My decision of which news must be selected as worth reporting, from the mass of stories that come to my desk mainly rely on the ubiquitous news values like timeliness, prominence, impact and proximity.” (Mekonen; interview: 2010).

The same is true for Biruk editor of the Daily Monitor. But these are not the only values he used to select particular news. Below are some common news values shared by the editors from the Ethiopian Herald and the Daily Monitor for selecting a particular news event.

4. 1. 1.1 Timeliness

The newness of a story is the major criteria which ought to have from the individual stories to assign them on the pages of the newspapers. The editor of the Daily Monitor which receives much of its news sources from international news agencies like Reuters manifests similar view with the ‘up-to-minute’ expression.

“We, as much as possible, strive to include immediate stories that we receive till the last minute for publication” (Biruk; interview: 2010).

Mekonen also prized timeliness as the most intrinsic and crucial value which determines the publication of an event.

4.1.1.2 Prominence

It is not unusual that media houses are interested in news about elites. The Ethiopian Herald editor Mekonen asserts “public figures and the activities they perform considered as worth report.” (Interview: 2010). Usually the elites who appear in the stories are officials and politicians. People who represent certain governmental position are the most common prominent figures for the Ethiopian Herald.

The Ethiopian Herald which mainly brings out events organized by governmental bodies and officials used the governmental hierarchy as the criteria to decide prominence for news selection. The higher an official in the governmental hierarchy, the more his or her activities are of importance. Dejene Tesemma, editor in-chief of the Ethiopian Herald states:

“The mass-media in general cover officials and authorities mostly because these personalities are the newsmakers. And ‘prominence’ is one of the major news values.” (Interview cited in Tizita: 2008).

According to the Ethiopian Herald the elite person who appears in the news most often is the president. The president is the most prominent figure whose routine activities are deemed news worth. Following the president, hierarchically, other federal officials who have played a central role in the federal government appeared frequently.

In this situation the journalists and the editors' news decision is not tiresome, for the clearly rank-ordered governmental hierarchies make it simple. Most of the regional and city administration officials in the news are administrator primarily from the larger regions and cities. The Daily Monitor editor also gives priority to stories about elites. Prominent figures receive much focus.

However, not only the officials who considered as prominent for the two presses, celebrities who play great role in the social and cultural activities of the country also receive focus on the newspapers. Both the Ethiopian Herald and the Daily Monitor newspapers which published on April 21,2001, for instance, were given their first pages with illustrations to report the death of Tilahun Gesesse under the headlines "Ethiopian 'music king' Tilahun passed away" (the Ethiopian Herald) and "Tilahun passed away" (the Daily Monitor).

According to its policy article 5.3.2, priority to news events, the Ethiopian Herald used the below listed rank especially to select news and to give them space (according to their importance).

1. Federal government's stands.
2. Major and current decisions, briefings and duties of the president and House of Peoples' Representatives.
3. Regional administrations briefings and duties.
4. The public and private investors' meaningful activities.
5. Political and civil organizations activities.
6. Current events
7. And other related news events.

Article 5.2.1.1 of the Ethiopian Herald's policy states [...] in this regard (the Ethiopian News Agency) attentively search and report news according to their rank from the federal government and regional administrations to the public.

4.1.1.3 Impact

It is obvious that news must have some impact on the readers (audiences). The effect a certain story creates on the readers makes it more important to be selected as newsworthy. Journalists search for events having great impact. Stories published in both newspapers (the Ethiopian Herald and the Daily Monitor) seem to fulfill such criteria. Scale which is correlative of impact termed by Saraha Niblock has great role in the selection of news events. It indicates the size of the affect news could have on their readers.

Dejene's statement goes in line with what Saraha Niblok's note stated in the review section. She asserts that 'scale' means news events contain high figures, like death tolls, redundancies or money; and 'impression' depicts stories that may not involve huge figures (numbers) but may obtain readers strong emotional response. Dejene says:

"The highest in figure (size) is, the more likely to ran on the pages. This could be, for example, in relation to budget or number of people affected by a particular event." According to him, if an individual story contains large number in terms of money (budget allocation) it selected as worth report than the other mass of news events.

Of the two newspapers the Ethiopian Herald give more emphasis to the local economical and political stories that have impact on several individuals. Both newspapers, at the same time, provide great attention to the impact the individual stories will have on their readers. As revealed in the review part, readers give more attention to political and economic stories "because their frequencies have a profound impact on our lives" (Jerry Lanson and Mitchell Stephens; 2008:7).

More to the 'scale', the Daily Monitor stories also manifest what Sarah call 'impression' conveys stories that may not involve huge figures (numbers) but may obtain 'readers' strong emotional response.

Stories with issues which are carried out by the entire nation and affect it in its interest and its well-being are worth report on the newspapers. Further, the Ethiopian Herald and the Daily Monitor's editors select stories that might eventually affect large numbers of people.

Though editors in both newspapers consider the impact as crucial value, unlike the Daily Monitor, the Ethiopian Herald provides much focus to stories depicting development and change that affect numerous people. Stories about conflict, disaster, crisis and the like are more valuable as a criterion (values) for selection because they affect large group of people. Such kinds of stories especially which took place in Africa obtain more space (16.98%) on the Daily Monitor newspaper while they, most of the time, neglected in the Ethiopian Herald newspaper.

As Herbert J Gans notes journalists believe that people ought to be interested in important news because they should be informed citizens, even if the news does not directly affect them. Many stories in the Daily Monitor are not necessary expected to affect the Ethiopian readers. News, according to Biruk-editor of the Daily Monitor, even must tell (inform) readers about an event that affect several people elsewhere far from the area they belong to. Because of certain reason alone, the newspaper publishes stories that do not directly affect the readers.

4.1.1.4 Proximity

The Ethiopian Herald primarily focus on national news (81.56%) (See table 1.2). The editorial policy of the newspaper states that national news receives much focus on the newspaper. Space given for the foreign news is limited. In relation to their priority, it will be given to national news events then to the foreign news. (Art.5.3.1.4)

To a degree, foreign news can get in but they entertained, as Dejene editor in-chief of the Ethiopian Herald says "if there are vacant pages as a result of the absence of advertisements, to balance the number of pages we publish foreign news but our main concern deals with national news." (Interview: 2010). The Ethiopian Herald even to select news from out of the country, it used proximity as an important value to select stories.

Table 1.2 shows the location of the news in the newspapers

No.	Location	The Ethiopian Herald	%	The Daily Monitor	%
1	National	178	81.56	33	11.74
2	Continental	17	7.83	94	33.45
3	International	23	10.60	154	54.8
	Total	218		281	

The table about location of news does not involve sport news, for the sport news in the sampled newspapers are international news.

Having separated pages on the newspaper for the national, continental (African) and international news, the Daily Monitor provides more of its news coverage to international events (54.8%) (See table 1.2) followed by the continental (African) stories (33.45%). National news stories are less than half of the continental events. However, though the national news events are few (in number) on the daily issues of the Daily Monitor, they are likely to run on the front page often illustrated by pictures. Even from the total amount of the national news published on the newspaper the events which took place in Addis Ababa have better coverage. Unlike the Daily Monitor, the Ethiopian Herald dedicated much of its pages to the national events with less attention to both continental and international news.

The rest news values suggested by Johan Galtung and Mari Ruge have great role in deciding the 'worthiness' of an event in the Daily Monitor. News values which seem less significant for the Ethiopian Herald have great importance in the Daily Monitor newspaper for better rating of a certain story. When stories failed to achieve a number of news values their consideration for publication become poor.

In addition to the above mentioned values, news factors like unexpectedness, conflict, controversy and negativity are still crucial in the Daily Monitor while they are less imperative for the Ethiopian Herald newspaper. News that entertained in the Daily Monitor must be eligible for man-bites dog stories, and stories enduring values which

suggest instance of unexpectedness, surprise, controversy, conflict and the like are possibly considered as important news values.

News events in the Daily Monitor, which used Reuters as the main source for foreign events, are expected to have acquaintance with many of the news values. Editor of the Daily Monitor says: "Priority given to news with the maximum number of the criterion for news worthiness" (Biruk; interview: 2010)

The major news providers of the Daily Monitor are international news agencies which are more interested in stories having the maximum news values. This impact manifested in the tabloid. Stories about conflict, negative, surprise, celebrates (soft news), human interest have priority to be published on the newspaper. Stories having certain values are considered as less significant to the Ethiopian Herald newspaper. Mekonen states "we are not going to select and publish stories with sensational, controversial, and conflict values." (Interview: 2010). Beyond this, according to him, there are other factors that must be taken in to account. The Ethiopian Herald is more concerned about local economic, political and developmental events.

Building and maintaining good image of the country are the other crucial value for the Herald's news. The Ethiopian Herald strives to build the national image using the news as a means. News to be considered as worth reporting its content must convey information about the changes in the country. The potential readers of the Ethiopian Herald newspaper are the diplomatic community and foreigners who live in the country. The Ethiopian Herald newspaper provides to them news and information about the country. Mekonen asserts "the main readers of the Ethiopian Herald are the international community. They used the newspaper to know what is going on in the entire country. Therefore, the news, at the same time, contains issues that build the image of the nation. Emphasis given to local economic, political, and social improvements that performed in the country. The stories the newspaper published focused in providing information about the various activities in the country." (Interview: 2010).

Beside the values listed above, there are other factors that often manifested in the news selection of the Ethiopian Herald newspaper. The news in the Ethiopian Herald aimed at providing news events that build the image of the country. The other significant values for the selection of news in the Ethiopian Herald have relationship with what Jack Lule notes (stated in the literature section) as alternative news values of the developing countries' media. Among the news values that used to build the image of the country some are listed below.

Development: developmental events receive wide coverage on the Ethiopian Herald. The news used to disseminate information about the developmental activities and changes in the country. The economic news topic which takes the highest number of all the story topics published on the newspaper (42.6%) circulates stories about the development that activated in the entire country.

Stories about the agriculture, agro-industry, huge industries, health centers (institution), real estates and schools (educational institutions) will be published. The role that they have for the country's economic growth and for the public advantage reported in detail. (Art.5.2.2.7).

Mekonen says that the Ethiopian Herald gives much of its pages to the intensely developmental activities. Certain news events have some idea of the vision held for the development of the nation. Stories become more valuable if they convey information regarding what progress and growth is going on in the nation.

Dejene notes developing countries' media must provide more attention to the developmental activities, for the problems of poverty and destitute are widely spread in the developing countries. Unemployment, poor health services, poor sanitation and infrastructures are considered as manifestation of the developing countries, especially, Africa. So according to Dejene, the presses have to play great role in covering stories about developments, improvements, progresses, growth and changes in their countries. The Ethiopian Herald editorial policy also enhances certain role of the press.

Social Responsibility: social responsibility considered as one value for deciding the publication of a particular story. Addressing economic and social progress is one of the factors expected from the news. The Ethiopian Herald is too far from sensational news. Stories indicating prejudice and stereotype in relation to religion, sex, ethnic and the like are not encouraged. Editorial policy of the Ethiopian Herald resists for news having the content that violate the social responsibility.

“We are more conservative while we select news. In addition to their being developmental, stories must have good value in enhancing the social responsibility.” (Mekonon: interview: 2010).

National Integration: news with the value of national pride and unity are worth reporting for the Ethiopian Herald. Further to the developmental and socially responsible values, the national integration used as a significant criteria to select certain news from the other. News that indicate disunity and tribalism do not have space in the Ethiopian Herald. The Ethiopian Herald news selection criteria goes in line with what Ng’weno (cited in Eribo and Tanjong: 2002) notes that the first duty of the press, as indeed of any other institution or individual, is to encourage national unity; for with out a minimum amount of national unity all other human values in society become impossible. Freedom and justice become meaningless. Life become insecure where there isn’t enough national unity. The press should confine itself to the difficult task of helping to unify the nation and remaining mistrust between communities or tribes.

The Ethiopian Herald publishes African news that promotes the continents integrity. African news (or African related news) that the organization receives either by its own staff reporters or other national or international news sources ought both to strengthen the Africans integrity and to enhance their (African) mass-solutions for their problems in the international affairs; more, they ought to promote the norms and traditions and indicate the Ethiopia’s role practically. (Article: 5.1.35).

Education: important stories are more valuable than interesting stories for the Ethiopian Herald. The news used to pass on knowledge of health care, to aid in agricultural work to spread cultural works and to set national agenda.

4.1.3 Other Influences

Beside the values for news selection there are other influences that affect the selection of news in the two newspapers. For instance, factors like ownership, news sources and space have their own impact on the news selection.

4.1.3.1 Ownership

In order to decide what news must appear on the pages of the newspapers and what does not, ownership has its own role. The Ethiopian Herald and the Daily Monitor owned by two different organizations. The former is state-owned and gives most of its pages for the activities performed by the government bodies while the latter private newspaper tries to run its daily circulation by providing news with maximum number of news values.

Dejene agrees the impact of ownership on news selection. He states that making profit is not the primary goal of the press. By disseminating news about various activities that are carried out in the entire country, the Ethiopian Herald tries to build the image of the country. The newspaper focused in informing the readers about political, economic and the like. The Ethiopian Herald do not target on selling its issues. The news events that published in the newspaper are expected to play their own role in promoting the image building about the country. In relation to ownership, economy or financial situation are also important factors in the selection of news. J.R. Dominick note: (stated in the review part)

Economics plays a large role. First, some stories cost more to cover than others. It is cheaper to send a reporter or a camera crew that city council meeting than to assign a team of reporters to investigate city council corruption. Some news operations might not be willing to pay the price for such a story. Or, conversely, after spending a large sum of money pursuing a story, the news organization might run it, even if it had little traditional news

value, simply to justify its cost to management. (Joseph R. Dominick: 1999:353).

The Daily Monitor, on the other hand, aimed at earning money. It is a source of income for the owner. News that published on the papers must interest to the readers of the paper. Biruk, editor of the Daily Monitor, asserts the newspaper takes its readers, to some degree, in to account while it select its news items for publication. Further his statement agrees with what Helen notes:

“Editors also expect their journalists to know for whom they are writing. All journalists should have clear idea of their audience, as it is only by knowing your reader, listeners and viewers that you can deliver what they want or need to know in a voice they wish to listen to and can come to trust.”
(Helen: 2006 P:38).

The Daily Monitor concerned about its financial survival. Studies indicate that stories are ignored by media organizations because they might conflict with the financial interests of their news organizations or advertisers. There is common experience for the private newspapers because they usually are profit motives. Editor of Daily Monitor do not accept such idea.

“During selection of news we never try to leave out (reject) story even if the publication of that news might lead the news organization to conflict with an organization or advertisers. And the owner does not interfere in our news decision in such circumstance.”
(Bruke: interview: 2010).

4.1.3.2 Source

No newspaper can report every occurrence or events by sending its own reporters or correspondents. Financial restrictions and limited number of reporters to assign in every event lead the media to use various news sources. The state-owned national news agency, Ethiopian National Agency (ENA) acquired the majority share in providing news to the Ethiopian Herald followed by the Walta Information Center (WIC) which is very

cautious in its public issues. Mekonon, editor of the Ethiopian Herald says “Because we dominantly print event-oriented news, ENA and WIC provides us with information about forth-coming events.” (Interview: Mekonon cited in Tizita, 2008:72). The newspaper’s own reporters and mass of news releases are the other news sources (see table 1.3) for the newspaper. Events that entertained in the newspaper are local economic, political and other governmental activities. Most of these stories convey news about developmental activates. The major source -ENA- gives emphasis for developmental stories.

The Ethiopian Herald heavily relies on the ENA which has a preference for stories about local economic and political events. News that the Ethiopian Herald received from the WIC, reporters and news releases are mainly protocol news depicting the development and activities the government and the public are performing in the country.

Table 1.3 shows the news sources of the newspapers

No.	Source	The Herald	Ethiopian %	The Daily Monitor	%
1	Staff Reporters	9	4.03	24	6.47
2	International News Agencies (Reuters and BBC)	38	17.04	321	86.52
3	National News Agencies (ENA and WIC)	168	75.33	8	2.95
4	Others	8	3.58	17	4.58
	Total	223		371	

In the Daily Monitor much news events come form the international news agency Reuters followed by BBC (especially for sport news). The newspaper mainly used Reuters to receive African and international news which are the dominant events of the Daily Monitor. Most of the conflict news events that appear on the Daily Monitor are, for example, come from the Reuters. The Reuters and other international news agencies news selection trend seem preferable for the Daily Monitor newspaper. National stories that the

Daily Monitor receives from the national news agencies have the same nature with the news that reported on the Ethiopian Herald.

4.1.2.3 Space

Space considered as the other factor that influence the selection of news. In both newspapers, stories rejected as a matter of the absence of space. However, stories neglected as a result of limited space if they have less news values comparing to the other available news events.

Chapter Five

5 Conclusions

The study's analysis indicates that the Ethiopian Herald and the Daily Monitor newspapers dedicate much of their spaces to various news topics. While the former newspaper offers its largest space to economic activities, politics and health, the latter gives much focus to politics, sport and conflict news, respectively. Events organized by government bodies are better rating stories of the Ethiopian Herald. More, the highest number of events depicts development or changes that performed in the entire country.

The news events in the Ethiopian Herald mainly target on image building. Stories in the Ethiopian Herald do not give attention to some news values that suggested by Johan Galtung and Mari Ruge. Timely, prominence, impact and proximity are the most prized news values in the Ethiopian Herald. Besides, stories with intensely development news idea are common in the Ethiopian Herald. The Daily Monitor's stories, on the other side, need to be eligible for man-bits dog stories. Conflict news in the world, especially which took place in Africa, are the third dominant news topic next to politics and sport.

In the Daily Monitor newspaper, prominence given to stories with news values including controversy, conflict, negative, unexpected, surprise, human interest and the like which are less important news values for news selection in the Ethiopian Herald. Further to the four mentioned news values (timeliness, prominence, impact and proximity), development, social responsibility, national integrity and education are some of the factors that required for selection of stories in the Ethiopian Herald.

Regarding to entertainment news, Daily Monitor provides more space to such events than the Ethiopian Herald which mainly deals with serious local issues. Soft news receives good coverage in the Daily Monitor. Majority of the Monitor's stories are international news followed by the continental (African) and national, respectively.

In addition to the news values there are other factors that influence the selection of news on the two newspapers. Ownership, news sources and space are the main. During its news selection, the Ethiopian Herald newspaper gives priority to news events about government activities. News depicting development, good governance and changes that performed by the federal government and regional administrations are privileged as worth report on the Ethiopian Herald's pages. Since the Daily Monitor's primary aim is to issue newspapers for commercial gains, it grants more focus for controversial and conflict news. News must interest the readers to obtain coverage on the Daily Monitor. It tends to receive numerous readers and sell its newspaper because, unlike the Ethiopian Herald, it circulates for profit. The Daily Monitor's editor selects news that makes the tabloid readable and competent in the market.

Most of the Ethiopian Herald's news sources are national news agencies. The news agencies are interested with the government's priorities and development related stories. Major news sources of the Daily Monitor are the international news agencies which are acquainted with sensational, controversial and conflict news. Certain values are salient features of the Daily Monitor newspaper's stories.

Space considered as the other factor that influence the selection of news. In both newspapers, stories rejected as a matter of the absence of space. However, stories neglected as a result of limited space if they have less news values comparing to the other available news events.

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Appendix A

Content Analysis Code Book

Names of the Newspapers

- The Ethiopian Herald, state-owned newspaper published by the Ethiopian Press Agency.
- The Daily Monitors, private newspaper published by the Monitor private limited company.

Weekdays the news events was published

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Monday only for the Daily Monitor and the Daily Monitor publishes one issue for the weekend days.

Topics of news items

Politics: news that categorized under politics include both national and international news relating to foreign relations, legislative and executive activities, government decisions, constitutional issues, official visits, political candidates, elections, political appointments, diplomatic relations, good governance, internal party and inter-party relations, human rights, referendum, parliament, regional administrations, abuse of political power and corruption, policy statement, international political organizations' activities, embargo and other related political issues.

Economic activities: news that fell under this category were those relating to agriculture, trade, industry, economic indexes, buildings, tourism, finance and commerce, donations, business agreements, budget, projects, investment, employment/unemployment, entrepreneurship, capacity building, tax, trade fair and other related economic activities.

Education: this category includes news about level of teaching and teaching standards, students and all aspects of both formal and informal learning.

Health: news events relating to health system, public health, development in medical practice and other related topics included under this category.

Environment: this category involves conservation, environment management and mismanagement, activities of environmental organizations, environmental degradation, conferences that address issues of environmental concern.

Science and Technology: stories under this category focus on inventions, standards, innovations, scientific theories and findings and various scientific break through.

Art and Entertainment: news about music, entertainment, cultural literature, translation, paintings, language, film and photography, museums and fine arts.

Gender: stories on gender equality, female circumcision, meetings, and activities that address issue of gender.

Sport: news on competition, results, training, records, leagues, fans, individual athletes, coaches, team, legal measures, appointment, firing and transfer.

Miscellaneous: stories that did not fit to any of the above classifications were categorized as miscellaneous.

Note: during the categorization, in order to identify the news topics easily, the researcher had used other researchers' classification scheme for use in the study (i.e. Eribo and Tanjong (2002) and Pamela J. Shoemaker and Akiba A. Cohen (2006)).

Types of News Items

Hard news

Soft news

Page Placement

First page

Inside pages

Back page

News Sources for the Newspapers

Assigned reporters

National news agencies

- Ethiopian News Agency (ENA)
- Walta Information Center (WIC)

International news agencies

- Reuters
- British Broadcasts Corporation (BBC)

Others

- News releases
- AFP
- Xinhua
- Associated Press (AP)
- [www. arsenal.com](http://www.arsenal.com)
- Billboard
- Unidentified

Appendix B

Some excerpt from the policy

5.1.35: African news (or African related news) that the organization receives either by its own staff reporters or other national or international news sources ought both to strengthen the Africans integrity and to enhance their (African) mass-solution for their problems in the international affairs; more, they ought to promote the norms and traditions and indicate the Ethiopia's role practically.

5.1.36:news events that indicate the role of Ethiopia in the world politics especially in the horn of Africa receives focus. Higher officials' visits and their objects (purposes) group discussions, international meetings (conferences) that takes place in Ethiopia, conventions, celebrations and any other meaningful events for the county's international relations.

5.2.1.1....in this regard (the agency) attentively search and report news according to their rank from the federal government and regional administrations to the public.

5.2.2.7 (A) stories about the agriculture, agro-industry, huge industries, health centers (institution), real estates and schools (educational institutions) will be published. The role that they have for the country's economic growth and for the public advantage reported in detail.

(E) Activities of the organizations that participate (involved) in the road and infrastructural buildings, the product supply and transportation obtain coverage. The coverage will be based in the role that they will have on the development program.

5.2.2.13 (B-4) stories that base on government's economic development policy, strategy and program will have special focus.

5.1.30 Any result (success or failure) of health and medicine studies conducted in order to control a particular disease reported with high responsibility. While reporting, the news must not be published in a way that creates unproved hope to cure from the disease for the patients and their families.

5.2.3.2 Educational and health policies and strategies that designed to create efficient and healthy citizens published with special focus in promotion them and in their implementations.

5.2.3.4 Stories (or articles) that published on the agency's newspapers must take the gender equality in to account while reporting It gives fair coverage to the women's affair.....

5.2.9.4 Negative news portraying Africa as a place of civil war, anti-democracy and arrogant, drought and exodus will not hosted on the newspaper.

5.3.1.1 The agency's news products given priority according to their news values.

5.3.1.2: The newspaper does not provide priority to the news contents only because they are protocol news.

5.3.1.4: National news receives much focus on the newspaper. Space given for the foreign news is limited. In relation to their priority, it will be given to national news events then to the foreign news.

5.1.32:rather it (the newspaper) covers news events that accelerate the peace, development, democracy, justice, equity and social growth.

Appendix C

Names and Titles of Interviewees

- Dejene Tessema, editor-in-chief of the Ethiopian Herald
- Mekonon Teshome, deputy news editor of the Ethiopian Herald
- Biruk Girma, editor of the Daily Monitor

The individual in-depth interview was conducted in May 2010 and all interviews were in Amharic.

Declaration

I, here undersigned, attest that this thesis is my original work and all the sources material used have been suitably acknowledged.

Semere Ameha

June 2010,

Addis Ababa