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

SCHOOL OF JOURNALISM AND COMMUNICATION

**ASSESSING ‘NETSA HASAB’ PROGRAM OF WALTA TV
FROM THE PERSPECTIVE OF PROFESSIONAL
JOURNALISM PARAMETERS**

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This is to certify that the thesis prepared by Seid Mohammed entitled: Assessing ‘Netsa Hasab’ Program of Walta TV from the Perspective of Professional Journalism Parameters and submitted in partial fulfilment of the requirement for the Degree of Master of Arts in Journalism and Communications complies with the regulations of the university and meets the accepted standards with respect to originality and quality. This certifies that the Master thesis of Seid Mohammed is approved by the examining committee:

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DECLARATION

I, Seid Mohammed, declare that this thesis entitled Assessing ‘Netsa Hasab’ Program of Walta TV from the Perspective of Professional Journalism Parameters my own original work. I have carried it out independently with the guidance and suggestions of the research advisor. And it has not been presented in any other University, at least to my knowledge. All the sources of materials used for the thesis have been duly acknowledged. Seid Mohammed
(The Researcher) _____ Signature

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ABSTRACT

This research was conducted to examine the status of professional journalism in Ethiopia during the reform period (2018–2023) by taking the "Netsa Hasab" show of Walta Media in Focus. Walta TV is among the media businesses that have popular shows that expose wrongdoing. Of those programs, "Netsa Hasab" is the most well-known. In light of these, the researcher examined how professional journalism is practiced in the program. This study is designed to answer the following fundamental research questions: How close to accuracy and truthfulness does Walta TV's "Netsa Hasab" program adhere? How does Walta TV uphold the values of fairness in its shows? Under what circumstances does the "Netsa Hasab" program respect the dignity of its guests? What are the challenges for using concrete evidence in Walta TV's "Netsa Hasab" program? Descriptive qualitative analysis was conducted. The information gathered from in-depth interviews was examined and sample "Netsa Hasab" programs were also selected purposefully and analyzed carefully. According to the study's findings, the "Netsa Hasab" program features higher officials and prominent people who are viewed by society as untouchable; we can say that it is a model program. But "Netsa Hasab" has a lot of problems when it comes to employing concrete evidence. Consequently, truthful, fair, and accurate information is not available to the public. So the program is produced based more on hearsay than on solid proof. This can be seen also in a number of Ethiopian broadcast media. According to this research, the primary problem with the program is that guests aren't treated properly and fairly. In addition to that Ethiopian professional journalism faces major challenges from government intervention, a lack of professionalism among journalists, and incompetent managers.

Keywords:

Professionalism, Truthfulness, Accuracy, Fairness, Evidence, Guest respect

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CHAPTER ONE

1. INTRODUCTION

Chapter one includes an introduction, background of the study, statement of the problem, objectives of the study, research questions, significance of the study, scope of the study, and limitations of the research. So in this chapter elements of professional journalism and the gaps in the profession entertained. The practice of professional journalism in Ethiopia particularly in Walta media also discussed.

Journalism is becoming increasingly vital in today's world. In journalism, information must be viewed as a social good rather than a commodity. A journalist's social obligation necessitates that he or she act in accordance with a personal ethical conscience in all circumstances.

(Kebele, 2004) said that professionalism is usually linked to the promotion of codes of conduct. *“Ethical codes, in effect, serve to create the collective conscience of a profession.”*

Standards and principles of ethical practice in journalism are referred to as "ethics." They provide a solid foundation for everyone working in public information. Most codes of ethics are based on five core principles of ethical journalism: public accountability, impartiality, fairness, humanity, truthfulness, accuracy, and objectivity.

The principle of social responsibility lends support to both public and professional journalism. However, even that framework expresses *“dissatisfaction with the interpretation of functions by some media owners and operators and with the way the press has carried them out”* (Sibert F., 1956).

The majority of the time, the media and professions construct their own codes of ethics. These codes spell out the beliefs and responsibilities they must uphold. According to studies, most journalists failed to follow ethical principles strictly and also didn't dig for the story behind the story. They accept anything they are told at face value, and they don't stay skeptical without becoming cynical. That is what the researcher wants to find out: which and how the canons of professional journalism have been violated in Ethiopia, in particular by Walta TV's "Netsa Hasab" program.

1.1 Background of the study

As Ethiopian reform begins, "Netsa Hasab," a TV program, started in 2018. The show is one-to-one in nature and is generally recorded in a studio. It takes a tough-talking strategy. In 1994, Walta Media and Communication Corporate S.C. was founded. It is well-known for producing documentaries and having them shown on the Ethiopian state media, Ethiopian Television (ETV). However, it has become one of Ethiopia's independent and competent news and current affairs media since 2 April 2017 in the last seven years. It held a reform in 2023 and revealed Addis Walta as a new brand. But currently on May 2024 there are talks to merge the media company with well known station Fana Broadcasting Corporate (FBC). Walta Station is among the media companies which examine talk show programs. As a result, it launched the weekly TV show "Netsa Hasab." "Netsa Hasab" is derived from two Amharic words: "Netsa," which signify free and "Hasab" (meaning thought). The show started on 28 January 2018, and it airs every Wednesday at nine o'clock in the evening. The show highlights mostly political issues and exposes wrongdoings in organizations. Of those programs, "Netsa Hasab" is the well-known. Given these, the researcher planned to use "Netsa Hasab" as an example to examine how journalism professionalism is practiced in Ethiopia in particular in Walta Television. Studies show that most journalists in many countries including Ethiopia did not thoroughly investigate the backstory behind the news item and did not adhere to professional standards. The majority of them don't remain skeptical long before they become cynical; taking everything that is said to them at its value. Journalists who respect their profession are responsible for exercising their power to help the people by searching the truth and revealing it. (David, 1990), as cited by (Daniel Bekele, 2008), note that a "concern for ethical behavior is the starting point of good journalism." In support of that, Forbes (2005, p. 47) also noted that accountability is one of journalism's basic ethical principles (2005:47). In the book "The Elements of Journalism," Resentiel (Resentiel, 2007) identifies the essential principles and practices of journalism as

"Journalistic truth," a process that begins with the professional discipline of assembling and verifying facts, then journalists try to convey a fair and reliable account of their meaning, subject to further investigation. They continue as follows:"

A journalist seeks a practical and functional form of truth; it is not the truth in the absolute, philosophical, or scientific sense but rather a pursuit of the truths by which we can operate on a day-to-day basis. "Truth," "accuracy," and "objectivity" are almost consensual cornerstones of journalism ethics as documented in professional codes of conduct (Hafez, 2002). If African journalists followed values provided by their own culture, such as truth-telling, in their practice of journalism, the African media would look different and better (Traber, 1989). He continues: "Honesty and truthfulness are highly valued African virtues, and telling lies is utterly appalling. Now consider the half-truths, misinformation, disinformation, and lies contained in our Kenyan press. That is not only incorrect, but it is also culturally alienating in Kenya and throughout Africa."

However, critics of the Ethiopian media's professionalism are diverse; some express dissatisfaction with poor journalistic practices, poor quality, and variety of journalistic outputs, while others question the independence of the Ethiopian media. Further, the argument is extended to say that *"the media hardly provide a forum for promoting freedom of expression and the exercise of democratic rights in Ethiopia."* (Simon, 2006)

1.2 Statement of the Problem

Ethical and professional journalists are essential, especially for developing and multi-cultural societies like Ethiopia. The media are expected to be critical, balanced, and credible in their reporting. Because they have the ability to boost development efforts and maintain people's tolerance, or vice versa, journalists are expected to maintain public trust in addition to reporting accurately (Hargreaves, 2005), and it is the ethical decision-making in journalistic practice that determines how much the public can trust journalists. Watchdog reporting also holds institutions accountable when wrongdoing has been committed and tolerated. Objective reporting is thought to be cooler, rather than emotional, in tone, and it takes pains to fairly represent each leading part in political controversies. It is about the possibility of distinguishing between facts and opinions, which emerge from the positivist way of understanding the concept of objectivity, which advocates a journalist writing what she or he can directly observe and that which is factual (Geremew Chala, 2019). That means the journalists should keep their own opinions outside of the products that they present and let

the audience form their own opinions on the basis of the facts. On the other hand, objectivity is the concept of free speech that rests between correctness, reality, and thought because the truth will always win over falsehood (Streckfuss, 1990; Tuchman, 1972). A study by Addis Ababa University collaborating with the former Ethiopian Broadcast Authority (EBA), now known as the Ethiopian Media Authority (EMA) (AAU, 2019), revealed that people are disappointed in terms of content quality, technical presentation, credibility, consistency, continuity, relevance, and accessibility of Ethiopian broadcast media. The study mentioned as a case that more than 55 percent of news programs also didn't indicate sources (page 235). According to the survey, the role of the media in enhancing democracy, entertaining diversity and tolerance, and creating awareness about politics and the constitution is insignificant. This shows how journalists are incapable of exercising their profession.

Moreover, Welelaw Eshetu, notes that fair and balanced reporting, objectivity, social responsibility, and conflicts of interest are affected in different ways in the newsroom of Ethiopian media. The stoppage in doing so will result in baffling, reckless, and corrupt governance. As a result, creating vibrant media organizations filled with ethical professionals is something that needs critical attention. However, the investigator didn't clearly justify the facts about how the practice of research, preparation, and fact-checking, respecting guests, and asking appropriate follow-up questions was missed in the Ethiopian media.

Some researchers have also conducted a study on the profession of journalism with a concentration on such Hard Talk television programs. (Selamawit Worku, 2019), for example, published a thesis titled "Audience Reception Analysis of LTV Shows among Addis Ababa Residents" that included these findings. However, there are certain gaps in the study's findings, particularly when it comes to key professional standards of journalism such as truthfulness and accuracy, objectivity, fairness, privacy, using concrete research, and respecting human dignity. The study focused mostly on audience satisfaction with the show.

While the researcher (Seid Muhie, 2019) focused more on the standards and production quality of the shows in his thesis titled "Analysis of Amharic Talk Show Content and Format Reform of Ethiopian Television," Even though ETV's "Birtu Weg" program, which is similar

to Walta's "Netsa Hasab," was one of the talk show programs investigated, the study concentrated on the topic framing and format implementation of ETV's talk show programs.

As a result, the goal of this research is to find out how much Walta Media Institution's Netsa Hasab program paid attention to accuracy and truthfulness, fairness, humanity and respect guests' dignity and to use concrete evidence.

1.3 Objectives of the Study

1.3.1 General Objective

The main objective of this study is to analyze the status of the professional journalism in Ethiopia during the reform period (2018–2023) by taking "*Netsa Hasab*" of walta into focus.

1.3.2 Specific Objectives

The specific objectives of this study are:

1. To assess the accuracy and truthfulness of Walta TV's "Netsa Hasab" program.
2. To evaluate whether Walta TV upholds the values of fairness in its shows or not.
3. To learn under what circumstances the "Netsa Hasab" program respects the dignity of its guests.
4. To identify the challenges to use concrete evidence in Walta TV's "Netsa Hasab" program.

1.4 Research Questions

This research is designed to answer the following fundamental research questions:

1. How close to *accuracy* and truthfulness does Walta TV's "Netsa Hasab" program adhere?
2. How does Walta TV uphold the values of fairness in its shows?
3. Under what circumstances does the "Netsa Hasab" program respect the dignity of its guests?
4. What are the challenges for using concrete evidence in Walta TV's "Netsa Hasab" program?

1.5 Significance of the Study

One of the goals of journalism is to expose wrongdoing in order to effect change and social reform, as well as to ensure public justice. It also seeks to fight the audiences' battles for them, especially for those who are poor, voiceless, and have limited access to the media. In general, professional journalism advocates for the general public's interests by holding rulers accountable for their actions in front of the public.

Professional and ethical Journalistic issues in most Ethiopian media houses seem to have not yet been given due attention. The study will be of paramount importance in discussing the subject, which has an impact on the reliability of the media.

“Netsa Hasab” is a one-to-one program format that allows for discussion of political ideas in the studio. To some extent, the program exposes the wrongdoings of officials, governments, and non-governmental organizations in order to promote democracy, good governance, and social reform.

Thus, the study was carried out to provide the following particular and useful benefits:

1. It may provide other researchers with crucial insights for their studies.
2. It may also possibly help media organizations, engaged in the sector.
3. This study might be very important for regulatory bodies like the Ethiopian Media Authority (EMA) and other policymakers.

1.6 Scope of the Study

The study was conducted in the capital city of Ethiopia, Addis Ababa, and focuses on journalistic professional ethics in one-to-one programs, as in the case of Walta TV. Because it is difficult to cover all journalistic ethics in a short period of time, the researcher must concentrate on objectivity and truthfulness, which includes preparation, evidence, fact-checking, presentation, respecting guests, and asking appropriate follow-up questions, which are the main areas of the research. So, the investigator researched those selected journalistic ethics and related professional problems accordingly, according to its codes of conduct and guidelines.

1.7 Limitations of the Study

The researcher encountered data access issues while conducting this study, particularly when utilizing internet data and document analysis. To overcome this difficulty, the researcher invested a great deal of effort in identifying crucial documents that helped in the study's analysis. Obtaining certain programs from archives was also another challenge the researcher encounters because they were manually documented. To get past this obstacle, the researcher went to Walta's YouTube channel online. It took a long time to choose the "Netsa Hasab" episodes that ran from 2019 to 2023.

1.8 Organization of the Study

The study contained five chapters. The first chapter dealt with the introduction: background of the study, statement of the problem, objectives of the study, research questions, significance of the study and scope, as well as limitations of the study and organization of the study. The second chapter deals with a review of related literature. The third chapter entertained the methodology of the study and how it was investigated to obtain the desired result. In the fourth chapter, data presentation and interpretations were discussed in detail. The fifth chapter incorporated conclusions and recommendations based on the findings.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

In this chapter, numerous topics relevant to the research area are reviewed. A discussion of the study's underlying theoretical frameworks is also included. Gatekeeping theory, Watchdog Journalism and Social Responsibility theory of mass media are discussed. The goal of this thesis is to examine how professional journalism has been scrutinized in Ethiopia since 2019 on Walta TV. The other objective is to consider how professional journalism might flourish in Ethiopia in the future.

2.1 Professional Journalism

Journalism is a profession that should be driven ethically and it needs responsibility strongly. The profession is very unique because if it goes in a different direction, even slightly, it impacts the whole person in a fraction of a second. The effect doesn't stop on the individual level but it does go to the nation and citizens. The practice of journalism should be motivated by ethics, and it demands a lot of accountability. That's why Ethiopian says *"Knowledge can drive to wherever and ethics is the break."* So, ethical journalists are responsible for protecting the profession from unethical professionals.

"Media people must speak out and condemn those of their colleagues who step out of line before their bad professionalism spreads to the whole 'family' of journalists...Society may not always be able to tell bad from good journalism but journalists can." (Wabwire, 2015, p. 27)

In recent times the world has become filled with unethical actions. Inhuman acts spread everywhere. Now it is obvious that many scholars and higher officials are telling lies as equivalent to the truth. Terrorists are using Media more than guns. So, it is simple to understand how it is difficult to realize journalism in this unethical world. That is why every issue needs special attention before it becomes a program or NEWS. Hence the line between false and true is so narrow and unseen that it needs the telescope of journalism more than ever. The actor set their evil plan while preparing to record and broadcast the news and the program. Therefore, journalists and media houses should not be the carriers of side

information whether consciously or unconsciously. Because the result would be conflict, it may create chaos and clash, Even if it couldn't happen.

“Journalists do not practice their profession based on professional or ethical guidance, and fail to meet public expectations” (Daniel Bekele, 2008).

Journalism is a profession that needs highly responsible professionals. Real journalists should always investigate facts again and again. If journalists accept the information they hear, read, and see as real facts, it may create destruction. Reporting by only seeing creates huge damage. Salt is exactly a sugar by seeing, if we judge only by sight, we can call the salt as a sugar, and if we look at the size of the moon, and is equal to seeing a ball from Earth. Real reporting needs hearing, smelling, and testing in addition to seeing.

2.2 Ethiopian media

The journey of the Ethiopian press or media has been around for a century. Especially since the private press started to be widely used in the country, it is about 35 years old. We have seen in these three decades that the profession of the press and the ethics of journalism have been seen as having significant problems. Since the area is still young, it lacks experience and expertise. The lack of experience we see in the day-to-day operations of the private and public sector is severe.

Journalists tend to neglect the public's interests during this time. Similar issues with the practice of journalism in Ethiopia can be inferred from the research of the following scholars (Aadland and Fackler, 1999; Birhanu, 2009; Gudeta, 2008; Hallelujah) as cited by (Temesgen Alemu, 2013).

According to those writers; one is because there has been no private media in the country for centuries and the governments were dictators and did not allow freedom of expression. In addition, there are not enough professionals in journalism. The private press and the state press were also polarized and divided. In particular, the merging of activism and journalism are among the main problems.

Above all, in the dictatorial military system that followed the oppressive feudal system in Ethiopia was in, citizens did not have the democratic rights to express their opinions freely.

Following the regime change in 1991 when some rights were started to be exercised, especially during the period of transition, the steps taken to liberate the media were carried out in haste and without prior preparation, so the private press did not grow as much as expected.

“One of the major findings of the study was that the cause for the division of media in Ethiopia was found to be the 'unprecedented transformation' of the media landscape in 1992 following the “EPRDF” into power, the liberalization and privatization of media was announced unconditionally, but with no preparation. No prior structural adjustment was made to hold on to the practice of journalism in a democratic system. Rather, the privately owned press jumped into the practice of journalism without considering the minimum requirement a press could fulfill” (Afewerk Gebreegziabher, 2013).

The limited capacity of Ethiopia's press institutions is due to the lack of universities and training institutes that can provide professional education for a long time. Therefore, due to the lack of sufficient experts, it was not possible to find a journalist who works according to the principles and discipline required by the profession. Combined with these and other problems, it has not been possible to produce enough qualified journalists to run the public or private media in our country.

2.3 Media Theories

2.3.1 Theoretical Framework.

To find the best answer to a problem, a research study uses theory as a lens through which to view the issue at hand. To examine the actual practice of professional journalism in Ethiopian television, the gatekeeping theory, watchdog journalism, and social responsibility theories were all applied.

2.3.2 Gatekeeping theory

Choosing what is written or aired by the media is referred to as "gatekeeping theory." According to this hypothesis, numerous gatekeepers have the power to accept or reject news and programs that enter their domains and regulate how the content is processed. They also have the power to change communications so that they reflect their attitudes and adhere to

cultural and political boundaries. Using gatekeeping theory, White examined and assigned reasons and determinants of news selection for publication to the editors of many newspapers back in 1950. This idea was later extended by scholars (Shoemaker, 2001), who suggested variables that affect the choice of news to be released. Politics, culture, individualism, organizations, the economy, and daily routines are a few of these variables.

2.3.3 Watchdog Journalism

The news media has remarkably accelerated as a watchdog as its power developed in the latter part of the 20th century due to the public's pessimism and suspicion of those in authority and their commitment and honesty (Schultz, 1998). Around the world, newsrooms in the late 1960s and early 1970s thrive on a watchdog form of journalism. The Watergate Scandal and the Pentagon Papers scandals were viewed as the outcome of the press's watchdog function in the USA and were given particular weight. Because of this, many in the media view that period as a kind of "*golden age*" of professional journalism and as a role model for what the press should contribute to public discourse in a free society (LaRose, 2008).

The media, particularly those that cover public affairs, are expected to play a watchdog function and regularly scrutinize both the public and private sectors. In a democracy, the press' primary function is to inform the populace of the government's everyday operations (Everette E. Dennis, 1996).

The primary purpose of a watchdog is to prevent strong states, people, and institutions from exceeding their bounds. In addition to recognizing government and institutions when they perform effectively and efficiently as well as when they don't, it should go beyond merely making the management and exercise of power transparent to the public (Bill Kovach, 2001).

By standing up for and guarding the public interest, the press' watchdog function greatly helps democracy and improves good government. It follows the steps of the representatives who were chosen by the electorate.

Today, smaller, local newspapers, blogs, and major national media all play a watchdog role. Additionally, scandal-mongering is becoming a part of watchdog media. This shows that it is

constrained by local issues of public interest in addition to such significant and national ones (LaRose, 2008).

When the media serves as a watchdog, it's critical to recognize that it must distinguish itself from oppositional media that fosters partisan ambition.

In general, the press must be impartial, answerable to the public, and ultimately stand as the Fourth Estate. The ethical guidelines for sources and other information-gathering methods should serve as the press's guide. The profession of journalism is crucial to the press' survival and continued existence as a watchdog, and media organizations and professionals are accountable for keeping it on course.

2.3.4 Social Responsibility theory of mass media

Most developing and least-developed countries adopt social responsibility theory, which is a relatively new idea that first emerged in the middle of the 20th century. The Commission on the Freedom of the Press that took place in the United States in 1949 gave the theory, which originated in Europe, some shape. In their 1956 book, Siebert, Peterson, and Schramm published the model's official design. Although it promotes complete press freedom and lack of censorship, it should be governed by social obligations and outside restrictions. Public pressure and interference are other methods of content filtering. With the idea that libertarianism was out of date, libertarian theory was supplanted. Since the introduction of this notion, media professionalism has been a critical issue.

Theoretically, professional journalism has its roots in the Enlightenment principles that gave rise to the notions of press freedom and liberty. In Europe during the 16th, 17th, and 18th centuries, societal changes were essentially related to the governmental system that was being used. The dominant belief of the time was that freedom of expression, rational debate, and absolute reason should be the foundation of social and political progress rather than the total authority of the government (Weichhart, 2008). In contrast to pure libertarian theory, the social responsibility theory does not view freedom of expression as an unqualified right. The right to free expression must be weighed against other people's private rights and important societal interests. (Bereket Yeheyish, 2012)

(Fredrick S. Siebert, 1963), "*in libertarian theory, the main function of the mass media is to inform and entertain the public.*" He continued by saying the following:

In essence, the media's main goal was to support the search for the truth and to aid in the process of resolving political and social issues by providing various forms of evidence and opinion as the foundation for judgments. Its responsibility was to prevent the government from going too far.

Purely negative liberty is viewed as inadequate and ineffective by the social responsibility thesis. This viewpoint views negative liberty as meaningless. (Fredrick S. Siebert, 1963), on pages 93-94 continues, "*It is like telling a man that he is free to walk without first making sure that he is not crippled.*" Freedom needs to be put to use to be genuine. It is not sufficient to merely inform a guy that he is free to pursue his ambitions; one must also give him the necessary tools for doing so.

According to social responsibility theory, journalists are generally held to a high standard both in terms of their duties and their responsibilities to society as a whole (Peterson, 1996).

The mass media's philosophy of social responsibility transformed how news was reported in the press, moving it away from objective reporting and towards interpretive reporting. Facts were previously delivered without any kind of interpretation. The mass media's philosophy of social responsibility transformed how news was reported in the press, moving it away from objective reporting and towards interpretive reporting. The audience gave it their interpretation. This led to issues since the social order was impacted and interpretation was not grounded in truth. Professional reporting and interpretative reporting began to reveal the truth in each case.

The press is considered to be for the people and society according to social responsibility theory. The press's responsibilities include creating and upholding a code of conduct, setting standards for journalism, improving journalism, protecting journalists, and enforcing sanctions against any journalists who breach the code. So that the public receives accurate information and news that is understandable, the facts presented by the press are analyzed and evaluated in this manner. By exposing social ills like corruption and discouraging other undesirable behaviors, promotes social peace.

Every person has the right to talk, express themselves, and publish in the media, which is seen as a space for the voiceless to have a voice and shape public opinion. It is viewed as an instrument for social development rather than as a means. As a result, the stated goals of the media are to create and discover answers while also informing, documenting, and analyzing. Every person has the right to talk, express themselves, and publish in the media, which is seen as a space for the voiceless to have a voice and shape public opinion. It is viewed as an instrument for social development rather than as a means. As a result, the stated goals of the media are to create and discover answers while also informing, documenting, analyzing, and interpreting.

2.4 Journalistic Ethics

Every profession has its ethics. A profession cannot be sacred just because it is a profession and also it is not enough that the professionals have knowledge and skills. But they can be protected and cleansed from evil things only when they are morally uplifted. Several ideas are conflated in journalistic ethics. Ethics is, for instance, "*the philosophical study of morality- of right conduct, moral character, obligation and responsibility, social justice, and the nature of the good*", (Grassian Russian, 1992). As we can see, ideas of obligation and responsibility help to define ethics.

A profession should not be able to produce the desired results for a desired subject only through the control of external social rules. Above all, it should be judged by the conscience or inner morality of the professional.

“Public service: journalists provide a public service (as watchdogs or ‘newshounds, active collectors and disseminators of information);

- Objectivity: journalists are impartial, neutral, objective, fair and (thus) credible;
- Autonomy: journalists must be autonomous, free and independent in their work;
- Immediacy: journalists have a sense of immediacy, actuality, and speed (inherent in the concept of ‘news’);
- Ethics: journalists have a sense of ethics, validity and legitimacy” (Temesgen Alemu, 2013).

A profession has benefits and responsibilities from the practitioner's and the client's point of view. So Journalism is one of those renowned professions, it should be guided by professional ethics. Due to their nature, many professions can be used for inappropriate purposes. Some people forget their professional responsibilities. Most of them abuse their responsibilities given, by exaggerating their interests more than anyone else. (Weak lawyers, corrupt judges, greedy doctors, irresponsible engineers, careless teachers, and unbalanced journalists are the burdens of society. Ethics tries to mediate the relationship between clients and professionals in an ethical way. A profession is respected when it provides honorable service. It can be respected only when it is guided by moral principles and rituals.

2.5 Significance of Code of Ethics for Journalists

Respecting journalistic ethics is a fundamental issue for a journalist. Just as all professions have their ethical principles; a journalist in particular must respect the professional principles of journalism. Therefore, professional associations in Ethiopia must prepare a code of conduct and act in compliance with the law.

“Journalism ethics and standards comprise principles of ethics and good practice as applicable to the specific challenges faced by journalists. Historically and currently, this subset of media ethics is widely unknown to journalists as their professional "code of ethics" or the "canons of journalism”

The basic codes and canons commonly appear in statements drafted by both professional journalism associations and individual print, broadcast, and online news organizations. (Editors, 1923)

Due to the lack of such laws and ethics, the media has been forced to focus on issues that are personal opinions rather than free reporting. Also, it has been engaged in transmitting information to the public that is not important for the country and the people. When we look at the programs and the NEWS of some media institutions, it is widely seen that journalism and political activism are mixed. Most journalists do not know the difference between news reports and personal opinions, so it has been widely seen that the practice of journalism is based on ethics and political pragmatism.

When a civil engineer starts to build a building, road, bridge, or dam, the risk is high if he does his work outside of his professional ethics. Even if it works, it will inevitably cause great damage. The professional guidelines outlined in journalism's codes, according to (Chadwick, 1997)

Similarly, if journalism is not governed by law, order, principles, and honesty, the risk is high too. In various countries, ethnic, racial, and ethnic-centered agitations have often sparked conflicts between peoples.

The journalists who incited these conflicts have committed a crime that history will not forgive on the country and the people. For example, when we look at the genocide that happened in Rwanda, although there are other additional reasons, the main ones that are known to be the origins of the conflict were due to the lack of ethics created by journalists in Rwanda. It is known that the role of journalists working in the radio station known as (RTML) was high.

The goal of professional ethics, according to (Bertrand, 1997), is to *"maintain the public trust to defend it from threats of the constituted powers and the consumers market"*.

The profession of journalism is guided by the right law and discipline, the public or private journalist, when performing their work, should stand in the middle of two parties or interests and contribute equal services to both parties. A journalist should be a platform for other sections of the society, not one who promotes the wishes his/her interest.

Scholars engaged in the profession of journalism say, *"Journalism is a profession that has the character and ethics of verifying things, so the journalist should first of all maintain his/her ethics."* If journalism is not governed by laws and principles, it cannot serve as an independent regulator to prevent public power from being unduly seized. It is only when it is found to be ethical that it can properly provide the required service by being a platform for criticism and negotiation for the people's opinions. Ethics does not provide instructions on how to behave. It merely involves looking for the proper morality. (Day, 2003)

A journalist should understand the difference between law and ethics. (The difference between Ethics and the law is laws are what we have to do, but Ethics are what we should do.) A stable and peaceful society can be created if a journalist is guided by the correct

journalistic principles and ethics. Correct journalistic principles and ethics have a great potential to guide the moral thinking and attitude of society.

“There are four reasons why societies develop a system of ethics. The first addresses "society's need for stability" by developing guidelines destined to create trust. The second invokes a "moral hierarchy" among people. The third helps resolve potential conflict that may agitate a society. And the fourth establishes ethical standards by clarifying societal values.” (Ibid)

All professional fields that are given a great place in society should properly maintain their ethical guidelines. In addition to the professional skills and ethical guidelines, these professionals are expected to discharge their professional responsibilities faithfully by using their naturally gifted conscience judgment.

The professionals, regardless of their behavior or experience, are forced to work according to the principles that are compatible with the rules and ethics of the profession. Professional codes of ethics frequently include a codification of the principles of ethical journalism. The majority of codes view the moral journalist as a part of a community of professionals (Black, 1997). Just as the personal and voluntary duty, a professional has an ethical guideline, specific rules, and ethical guidelines are issued for a profession so that the professional can contribute services in a better and more beneficial way to society. Ethics is *"the philosophical study of morality -- of right conduct, moral character, duty and responsibility, social justice and the nature of the good life,"* according to (Grassian Russian, 1992). (Petric, 1997), also stress the importance of an organized approach to ethics.

Journalism is above all a professional field governed by impartiality; the primary ethical criterion is to present the truth. When we look at the operation of some private press in our country, we find that they are mostly the tongues of opposition parties in their content. The media in the hands of the government is seen to present only the government's opinion, not the public's opinion.

These private or government media institutions should not be the implementation of political propaganda of a tyrant without the principles and ethics given to them by their profession. As a result, the government and private media institutions have become viewed with suspicion by the public in terms of working according to the principles of credibility and neutrality.

When we look at the principles and ethics of the media in developing countries that have developed experience in the field of journalism, they work very carefully to ensure that the information presented by the journalist is accepted by the reader. For example, the American Association of Newspaper Editors states that a newspaper must first be trusted by its readers.

"Good faith with the reader is the foundation of good journalism." (American Society of Newspaper Editors Statement of Principle: 2007)

A journalist is called a journalist not only because he can write and read or present well. In general, he should be knowledgeable in his profession and can see things from different angles. A journalist should not release all the information he gets arbitrarily. Journalism is a profession that first requires a careful understanding of things, then the ability to weigh the benefits and harms of the information and interpret it, and finally to explain the information concisely. A journalist should be careful not to be driven by emotions and should be careful as possible to avoid personal subjective interference in his/her work.

A journalist should realize that he/she has a responsibility to apply the principle of objectivity in his/her work.

In today's world, journalism is like our brain or nervous system. Just as it is said that if a person's nervous system is disturbed, the person's health is affected, media institutions in a country say that if journalists do not do their work in a balanced, neutral, and honest way, the country will be in trouble. Journalists cannot serve as a healthy nervous system for the country and the people if they do not understand the unity of the various information that the journalists get and the needs of the society with the basic values of the people. We can understand that if one of our mental parts is not able to perform its job well the whole body can't function well, if journalism in our country fulfills one ethical principle and violates the other, it will not be a healthy application. Codes of ethics are tools for promoting self-policing and responsible journalism. Journalists serve the public by upholding the trust placed in them by adhering to demands that they diligently provide information about occurrences or unreported problems that, if ignored, could endanger the public at large.

According to Borden and Bowers (2009, p. 356), *"journalists, like other professionals, willingly agree to be bound by codes of ethics in order to gain the trust of their*

audience and society. Globally speaking, Codes of Conduct "focus on the principles of truthfulness, independence, and non-maleficance".

A journalist who obeys the honor and ethics of his profession and dedicates himself to his practicality should be able to correct the shortcomings in his profession at the time. In the profession of journalism, he should first remove his faults before presenting the faults of others. The journalist should not be the one who sees not only himself but also his colleagues in his profession doing work that is not allowed by the ethics and rules of the profession. As the profession of journalism in a country is not for individuals but for the public, no one should be silent when the code of ethics is violated.

The journalist is responsible for the illegal actions he commits in his profession. He should not be the one who sees or hears about illegal activities in his profession. Sometimes the government tries to punish journalists who do not follow the rules and regulations of the profession and bring them to justice. However, for a journalist who commits an act that the profession does not allow, before the government, the owners of the profession must create a way for the offenders to receive education through their association and make them correct. It can be seen. This type of journalist or media institution has a short life in his profession.

As a sign of good faith and goodwill, the journalists agree to be bound by the Codes of Conduct. According to (Besley, 1998, p. 10), "all the virtues associated with ethical journalism accuracy, honesty, truth, objectivity, fairness, balance, respect for the autonomy of ordinary people are part of, and required by, journalism as located within the democratic process."

When a good journalist conducts an interview, a good journalist must know when and in what manner to ask. When people trust him, they share all their hidden and private secrets. Therefore, it will be the duty of the journalist not to reveal people's secrets as information. A good journalist has good morals and modesty and knows very well what information to take out and what to leave out. A good journalist should develop the experience of the certainty of issues or facts. His/her eyes should be open to all the so-called small things. He/she should not be afraid to ask again and again until he/she is sure of something. A good journalist working in print, radio, or television should have writing experience. He/she should develop the experience of writing quickly and in a delicious language that attracts listeners or readers.

Also, more or less, the basic idea of journalism is based on the principles we have mentioned above. People who perform this task are called journalists. This profession then includes editorial design and photography. Following the main principle of providing information to society, a journalist works by focusing on individuals, organizations, institutions, government offices, businesses, and the traditional values of society such as art, entertainment, and denominations. Therefore, journalism takes the first place in disseminating information about public issues.

Justice and democracy are based on public enlightenment, and it is the responsibility of the journalist to assist the public in achieving these ends by pursuing the truth and offering a fair and thorough account of events and topics (Society of Professional Journalists, 1996).

Journalism, like any other profession, follows different methods of presentation. Some journalists have come out of the basic idea and ethics of journalism and some of them are working according to the ethics. Therefore, all those engaged in the profession of journalism are expected to provide correct information to their readers and listeners following the ethics of journalism to have a place in society.

Sincere journalists work hard to provide the public with accurate information. While it is acknowledged that journalists should be impartial and help promote the free exchange of information in society, they also owe a duty to serve the public good (Forbs, 2005).

When freedom of the press was announced in Ethiopia in 1992, many newspapers and magazines were flourished. Today, those newspapers and magazines do not exist. It is known that many of the newspapers and books that have faced the possibility of disappearing in a short period not only lack knowledge and developed experience but also because they did not maintain the basic principles and ethics of the profession. It can be mentioned as evidence that some newspapers and magazines that work by the principles of ethics with sufficient knowledge and experience required by the profession continue to this day. What people want from a journalist is a true report.

Professional codes of ethics frequently include a codification of the principles of ethical journalism. The majority of codes view the moral journalist as a part of a community of professionals (Black, 1997). What is called truth is relatively meaningful, but at least it is the truth that they present outside of personal feelings. Some journalists can make mistakes.

However, it may be found that the mistake was made in good faith rather than on purpose. Apologizing and correcting mistakes in time and maintaining the ethical principles of the profession, being trustworthy in all the reports it presents is the most valuable grace for media institutions. This glorious grace is obtained through great effort and untiring, sustained hard work, and is, on the other hand, easily attainable. It is only possible for the journalist and the media institution to accept this respect and responsibility for their profession honestly and carry it out.

"Credibility, a newspaper's most precious asset, is arduously acquired and easily squandered. It can be maintained only if each of us accepts responsibility for it."

(Los Angeles Times Ethics Guidelines: July 2005: 1)

2.6 List of Journalistic Ethics

Sources /Evidence

The biggest challenge of journalism in Ethiopia is the issue of the accuracy and credibility of information. One of the prerequisites for a journalist to write is information verification. A selected individual who has been accused of a crime should first speak about the matter or have concrete and strong evidence.

According to (Schultz, 1994), the media exploit their position as the watchdog of society and a reliable source of information to establish legitimacy or authority.

A journalist should not take only the information that an individual has said or written and put it in the newspaper as true information without having sufficient reference for the information and evidence. From this point of view, it is a discipline that should be fundamentally corrected and taken care of in the daily work of our country's journalism profession. The problem that is often mentioned in our country's journalism is not following the principles of accuracy and authenticity and not fully respecting professional discipline.

Journalists who are experienced in the profession of journalism, follow the saying *"If in doubt live it out"* and refrain from presenting news that is doubtful and does not have enough evidence. This shows us that they consider providing dishonest and inaccurate information to the public as a violation of professional principles and ethics. Because journalism is a profession where one has to fulfill great public responsibilities, to verify the truth of the

news, at least two or three people should be asked in different places and confirmed with reliable information and evidence.

As stated by (Belsey,1992) *"All the virtues associated with ethical journalism accuracy, honesty, truth, objectivity, fairness, balance, and respect for the autonomy of ordinary people are part of, and required by, journalism as located within the democratic process."*

The journalists agree to be bound by the Codes of Conduct as a sign of good faith, goodwill, and an acceptance of the need to instill professionalism in their work. There is often a recurring lack of ethics around some Media houses. Journalists often disclose such unverified news without revealing the identity of the source based on our sources. The reader should treat these reports with skepticism. Occasionally we may have sources that remain anonymous for acceptable reasons. However, if we keep all the information that is reported anonymously, our readers will not be able to accept our information as facts.

Journalism is a professional field that provides only the truth to the public based on the principle of neutrality and the law, without prejudice to anyone and fears of anyone. A journalist who does not have freedom of thought cannot write the truth freely. Another issue that needs to be emphasized here is that the media should not be a platform where the owners or the journalists can express their personal opinions, but it should be a place where different ideas can be discussed.

A journalist's report is assumed to reflect his or her thoughts, feelings, and morals. According to (Ronning, 2002), news organizations frequently provide versions of events that are shaped and structured by the prevailing values and interests of the society in which they operate. The media is guided by independent professions and ethics and is not allowed to play the role of libertarian or judge. Media has a professional responsibility to present filtered information to viewers, listeners, and readers guided by high professional ethics. Apart from that, it facilitates the platform for individuals or groups with different opinions to express their opinions freely. Just as the media has no role in supporting government change, it does not work to hinder it. Instead, it diligently reports on how the change is taking place.

According to (MacDonald, 1998), "Journalism's failure to be objective is because it cannot free itself of value judgments, it does not mean that one should not be concerned about

maintaining fairness in news making at all since efforts are made to represent relevant viewpoints on important subjects, it is said that the issue of fairness has been considered.

The ethical professional responsibility of the media can only be judged by the judgment of public conscience. The government should also fulfill its duty to ensure that the rights of freedom of expression are set by the law. In addition to this, the government and all those who claim to care about the profession must work hard and the media does not become a messenger for anyone. The study (Kemal, 2013) asserted that professional journalists and a competent information market are essential for advancing democratic and accountable governance.

Basic principles of professional journalism

- Report only the truth.
- Check transparency
- Serving the people (working for the public interest)

Standards of professional Journalism parameters

• Truthiness

Truthiness is the greatest value of journalism than independence and timeliness

Truth was no longer seen as the exclusive domain of the wealthy. Instead, the pursuit of truth came to be regarded as a fundamental human right (Retief, 2002).

- The journalist should be sure that all facts are the truth.
- Journalists should not rely only on clear and simple facts.
- Understanding the context is very important when reporting facts.
- It is also very important that the journalist identify the difference between fact, information, and opinion.

• Freedom

The public is served by journalism, and media outlets advocate for freedom not for just themselves but for all citizens (Kruger, 2004).

- Being independent of the government, private owners, and any incentives or external pressure is characteristic of professional journalism.
- And this increases the credibility of the journalist as well as the media house.
- Looking and checking carefully every source of information is very mandatory
- The journalist shouldn't be allowed to carry any political and economic interests.
- The journalist should avoid gifts any advertisement relations and free or discount air tickets because it creates a conflict of interest.

• Independence

Global ethics, also known as universal ethics, places a strong emphasis on fundamental values like telling the truth, abstaining from bias, separating fact from opinion to serve the public, etc. The "political-economy approach" denies any idea of a free, independent, or objective news medium, (Kruger, 2004).

- Impartiality does not fall into any ideology or attitude.
- Independence needs evidence, justice, and balance.
- And this leads the journalist to verify different related facts and attitudes equally.
- The journalist should analyze all facts based on evidence.
- The journalist shouldn't allow himself to be influenced by his attitude; he must put it on the other side.

• Stand

By speaking up for and guarding the public interest, the press's function as a watchdog greatly facilitates the democratic process and fosters good governance. It follows the steps of the representatives who were chosen by the electorate. In this regard, (Schultz J., 1998), The Fourth Estate ideal holds that the news media's role is to act as a conduit for information, ideas, and opinions to support society's good governance; to act as a check on the powerful by reporting, analyzing, and criticizing their actions on behalf of the general public, which lacks direct access to information or power. According to the ideal, the media serves as democracy's handmaiden.

- The credibility of journalists leads people and institutions to respect the profession and its values.
- Journalists should keep secret confidential documents while they get into their job process
- A journalist should express his or her identity when they are working on their job unless it is unnecessary.
- Journalists should find means and use opportunities to disseminate the information they gathered to the public.
- A journalist can use equipment to record hidden events to get information and evidence that can't be obtained in regular conditions; this can be done for the public's interest.
- The journalist should be given an equal chance to respond to any individual or organization that is accused.
- To disclose evidence to the public, the journalist should get information from the first source unless it is forbidden by law. And the sources should be disclosed unless the person refuses them.
- Journalists should remember that the information they disseminate is related to human life. The journalist should understand
- **Minimize Risk**
 - It is important to remember that the journalism profession may contain content that may harm. So it should understand this early and take responsibility before damage happens.

According to (McQuail, 1997), the goal of media accountability should not be to control the media but rather to ensure that it plays its proper part in democracies, prevent future harm from being done by the media, and promote "*positive benefits from media to society*" (1997:525). He claims that media self-regulation, reduced government involvement, and encouragement of "*overlapping and even conflicting forms of accountability*" are the best ways to do this (1997:526).

- The journalist shouldn't use offensive, embarrassing, and defacing words and pictures.
- A journalist should always respect guests. The journalist should show mercy for children and hand capes.
- **Participation**
 - Journalism as a profession should enhance the spirit of cooperation and open itself up to the general public.
 - This helps the journalist realize that the profession values freedom, truth, independence, and credibility.

Accountability can be practiced through evaluation, monitoring, teaching, feedback, and communication. Bertrand offers an internal ombudsman, an outside fact-checking group, and a letters-to-the-editor section. All of them, he claims, will help media organizations foster an accountability culture. (Bertrand, 1997).

- The journalist should report news and programs that are true and important for society.
- The journalist should have good communication with the community.
- Journalists must research the issues before their actual work and connect with audience feedback after hearing the NEWS or the program.
- **Responsibility**
 - Responsibility is crucial for the resection of journalism and to serve the public's interest.
 - Journalists must respond to complaints and constructive comments from their audience.
 - Journalists should correct wrong, incomplete, or unbalanced facts immediately.
 - But journalists should be strong enough to refuse external pressure that forces them to stop broadcasting the real NEWS.

2.6.1. Responsibilities of Journalists

A journalist starting a new job should learn the house rules first. Most media organizations have a core set of guidelines. These are usually guidelines for how to carry out journalistic responsibilities and how journalists are expected to work. However, the following issues that concern all journalists should do to start their journalism career should be paid attention to.

- **preparation**

A journalist can't just find important information without tirelessly going up and down to get any tangible information. Any report needs adequate preparation in order to understand the global and national situations well.

- **Always watch carefully**

A journalist should not think of working only by office hours. It is important to understand that journalism is not a work that is limited by time. There are always new stories and opportunities to come up, so it is necessary to work without setting working hours. For example, in the middle of the night, if new information is called on our phone from a source of rumors, we should always be ready for work without limiting ourselves to work hours to follow the new story and present it to the public first from other news sources. A journalist should never look at the watch setting if he wants to get the latest news. Because in order to find a new story, a journalist should not be distracted by anything and pull back the news story to make it out of the news.

- **Follow current events**

The main task of a journalist is to keep abreast of new events. Following events that are newsworthy or following planned events or attending planned events is a part of the process of gathering news and presenting news to the audience. Therefore, the work of a true journalist should always plan events, keep ears open and keep eyes open to find information that has major news content that has not been briefly seen or visited.

- **Always ask**

A journalist does not need to spend any time talking to people who have a lot of information in the process of gathering information and evidence. Always go and investigate information

where it is available, reveal facts to the public and be smart enough to quickly receive information from government officials and other individuals who are trying to hide secrets. This trick is when the journalist develops the habit of asking questions using every opportunity today without saying tomorrow (Journalist job is to always question). Asking for time should be an experience for every journalist. Any information and evidence can only be obtained by asking.

Always ask these 6 golden questions properly.

I have six honest serving men (They taught me all I knew); their names are what, Why, When, How, Where and Who.

The relationship between journalists and their sources of information

Journalists get information from their sources. Journalists cannot do their job properly without sources of information. Therefore, we need to be very careful with our sources of information. There should be critical issues that sources communicate in advance when providing information to a reporter or a producer. These preliminary agreements should be made before the reporter begins work and before the informant provides the information. Apart from this, it should not be after the completion of the work.

The journalist can present the information he/she got from the source in four ways.

One is on the record,

The second is off the record,

The third one is on background,

And the last one is not for attribution.

The reason we do this is to ensure that we do not cause unnecessary damage to the sources of information while providing the information. Therefore, we need to first talk about how we will present the information that the sources have given us to the public.

"On The Record" means any information obtained from the source that can be mentioned in a newspaper or broadcasted on television, radio, or on the Internet.

Here, the source of information will be determined according to the agreement reached with the journalist about the general presentation of the information. Unless the informant tells the

reporter that the report should be off the record, the information can be made available to the public on behalf of the informant.

“Off the Record” is an approach that prevents the journalist from using the information given by the source as information. The information provider discloses or tells the information to the journalist without mentioning his/her name so that the journalist can use the information. This helps the journalist to have a better understanding of the subject.

Many times, sources give information to journalists about corruption, good governance problems, scandals of political leaders, election fraud, etc., with the belief that they are off the record. When sources give this confidential information to the journalist, they trust that the information will be made public on their behalf.

However, the journalist and the source should discuss how the information will be presented. For example, when the Washington Post reporters presented the information to the American public about the Watergate scandal, they used a code name to refer to the source of the information.

When "off the record" information is obtained, one of the strategies that the journalist can use is to take the information to a second party and ask for confirmation of its truth. Therefore, citing the second party as a source of information, he/she can deliver the report to the public. Regarding the basicity of the source of information, in many countries, only the relationship between the doctor and the patient, the priest, the believer, the person who is being questioned by the law, and the lawyer is protected by law, so journalists are held responsible if they refuse to say where they got the information when asked by the court.

Another approach to information is when the journalist is looking for supporting evidence as a background about the issue. As much as possible, the journalist should know the characteristics and interests of information sources who do not want to reveal their identity. Anonymity is the right of the information source to be kept confidential, but some may use this right of information source to provide the journalist with wrong information, so the journalist should look carefully at the information he/she receives and investigate it thoroughly. Instead, accept information from sources who want to reveal their identity as much as possible. The journalist should first dig out the facts and verify them from another side.

In addition to this, supporting evidence (on the background) is a method of enabling the journalist to use only the supporting information in newspapers, magazines, television, and the Internet, even if there is little information from the source. It should be noted that if the information provided is very complex and controversial, it is difficult to publish or broadcast supporting information obtained from one party without verification by another party.

The last type of data presentation is called without reference to the source.

In this case, the journalist does not provide the information by mentioning the source of the information by name. However, the work and responsibility of the source of information will be mentioned only. For example:-

We can say a senior official of Air Security, a senior official of the Ministry of National Defense, etc. This type of information presentation is often used by many government officials to make information available to the public.

These four types of information sources are the most important work guidelines for a journalist. The journalist must be faithful to the source and do what the source says. When sources give their information to journalists, they believe that journalists are guided by principles and travel with discipline, so journalists should also keep their word and submit to principles.

Professional errors of journalism required by law

A journalist is not allowed to use his/her right to freedom of expression to do work that harms the dignity and reputation of a person.

If he/she defames the honor and reputation of people and if the act is confirmed by law, he/she may be punished as a journalist who has not kept his professional ethics.

In any country, there is a law that respects issues that affect the rights of individuals and groups, such as defamation. If an individual or an organization says my name is defamed and my reputation is becoming bad, can bring the journalist before the law and enforce it by quoting the article.

Protecting the interests and needs of the public, along with working for the free flow of information, exposing illegal activities and crimes, protecting public safety, and preventing

the public from being misled, is a professional duty that should be observed and worked diligently by the journalist.

"Defending the public's interest includes promoting the free flow of information exposing crime or wrongdoing, protecting public health and safety, and preventing the public from being misled." (Association, 2002)

If a journalist creates his/her information and transmits news and reports, it is serious journalistic misconduct. In addition to this, there are media houses known to exaggerate the case of their relatives or friends in the media. Journalism is not a support for a typhoon, but a platform to disseminate real information to the public.

"...staff members may not write about people to whom they are related by blood or marriage or with whom they have close personal relationships, or edit material about such people or make news judgments about them." (Times, 2009)

Being a qualified journalist in terms of knowledge and ethics

A journalist can carry out his/her professional responsibility effectively only when he/she has enough knowledge and skills to convey current information to the public. Being a journalist is not enough just to have the desire and ambition. To deliver the information needed to the public and to solve the problems of democracy and good governance, as well as the problems of corruption, journalists should have sufficient knowledge and skills to carry out meaningful work, and they should have the determination to fulfill these basic issues as a journalist.

The current media approach has been changing from the previous era. The new technology-driven phenomenon called Convergence is exerting positive and negative pressure directly or indirectly on each of our lives. In this way, the journalist should not only rely on one skill but he/she should do his work so that he/she can know and help in advance about everything that the time and situation require.

"Integration-technology, if we can explain it briefly, means integrating things and ideas that were separated. Above all, media integration technology focuses on the blurring of boundaries between the media and telecommunications industries, which are fundamentally divided by technological advances. Due to the integration of technology, it is clear that the gap between the skills of media professionals and

the field of work they perform is narrowing. This integration that we find in the media sector is a change that is more based on technological discoveries, and it can be seen that innovations in the field of information technology are the main forces behind this process.” (Shiferaw, 2019)

Journalists should pay due attention to education, research, and study works. They should be diligent in generating new information and ideas to do work that are beneficial to the country and the people. In this 21st century, it will not be possible for a journalist who does not have comprehensive knowledge to continue his/her profession. It is important for the journalist to have broad knowledge and developed reading skills. It is not possible to become a journalist with a previous journalism category. It is important for professionals working in this changing media environment to have different skills. This is the need for the journalist to report on different topics (politics, sports, science, business, etc.) Another thing is that the journalist should be able to independently perform the tasks at all stages of news preparation (gathering information, writing news, editing audio and video) independently. Many say that although this system allows media institutions to be profitable, it makes the journalists’ work too difficult, (Jhone Shiferaw, 2019).

Journalism means creating a convenient platform for citizens whose voices are suppressed to be heard and their problems brought to the public. (Lule, 2008) Says,

“The thesis has found out that through all the odds the independent press has contributed much to the democratization process in the nation, mainly as a great way to voice the interests of the voiceless grassroots and pluralistic views in the society. But in some ways, it did the reverse as it promoted intolerance, mob mentality and abused the freedom of expression which is the major element of the system and synonymous with democracy while it should have provided a basis for building sustainable pluralistic democratic structures by stimulating and encouraging critical awareness and public discussion.”

2.6.2 Fairness

- ❖ A journalist should believe that all human beings are equal. The children of men are equal without considering their color, gender, ethnicity, wealth, power, physical and mental condition, Religion, and political opinions.
- ❖ A journalist should work diligently to respect the human rights of the mentally ill, the disabled, children, and women.
- ❖ A journalist should strive to respect the human and democratic rights of citizens by creating a democratic citizen for the benefit of the country.
- ❖ Every journalist should respect and uphold the equality of nationalities, women, and religions and should be free from narrow nationalistic bigotry and actions. The programs we offer should meet the various needs of the majority and minority sections of society in a balanced way.
- ❖ A journalist should believe in tolerance and reason.
- ❖ A journalist is expected to love his/her country and be zealous for the development and prosperity of the country.
- ❖ The journalist should respect his/her profession and work with love and hard work. He/she should not practice his/her profession for unfair advantage.

2.6.3. Credibility

Credibility is fundamental to the journalism profession. Authenticity is a tool for maintaining credibility. To protect the accuracy of their reports, journalists should check the information they collect for news or programs. They should check the neutrality and honesty of their voices to gain trust in their reports. It helps society to decide on their daily lives and other social and national issues based on the information they get from the media, so journalists should focus on clearing their information in advance.

"People must be well informed to make decisions regarding their lives, and their local and national communities. It is the role of journalists to provide this information in an accurate, comprehensive timely and understandable manner,"
(SPJ, 2007).

According to the professional principle of journalism, the first duty is to be able to present real information correctly. These are Status quo accuracy, opinion accuracy, and Validity of criticism. A conjecture should not be construed as fact. It is an issue that many international press institutions emphasize in their codes of conduct that thoughts and opinions should be separated from news and programs.

“Journalists should clearly distinguish between comment and fact, and conjecture should not be expressed as a statement of fact. Opinion should be distinguishable from news stories” (Council, 2007).

Journalism is the main foundation and the first step of the profession, which is seen in practice when it is possible to gather facts, stabilize them over and over again, and then present accurate information to the public that can be properly trusted.

When journalists check and verify the information they have collected, it is required to be done in a transparent manner and without including their judgments, inclinations, etc. The most important grace or value expected of a journalist is respect for the public. This is achieved and can continue to be manifested in practice from their determination to serve the people with sincerity and honesty as much as possible.

"The most valuable asset of a (journalist) is public respect, which must be earned and can be maintained only by adherence to the highest possible standards of public service and integrity." (Council, 2007).

Instead of using a single source of information to verify information, journalists can use multiple sources of information to confirm the accuracy and truth of the matter better by presenting the opinions of many sources.

It is this function that makes journalism different from other types of communication.

For example, it differs from propaganda or entertainment programs by presenting a factual and accurate report. Also, the moral duty of verifying the collected information was imposed on the journalist because it was wanted to enable citizens to get the information they receive through the media institutions properly.

During news or program reporting, sentimentality and meaninglessness should be avoided and people's right to private life should be protected. In other words, the media's

responsibility is not to tell the public what to think but to show them what to think about. In the journalism profession, the so-called doctrines are methods that put pressure on the audience.

Therefore, so that the media does not engage in an unwanted manner, Journalists should follow the correct ethical approach in their profession.

“The basic premise of agenda setting is that media do not tell us what to think, but rather what to think about. Agenda setting theory examines how news media reports on particular issues and thereby influences or shapes public awareness and debate.”
(McCombs, 1993)

2.6.4 Conflicts Of Interest

- ❖ Journalists should not hand over the financial information that they obtain as a basis of their profession, whether it is for themselves or for other relatives and friends to use the information.
- ❖ A Journalist should never receive a bonus, allowance payment; free holiday tickets; or any kind of gift from any political organization; Business Company, or Individual; that could undermine the credibility of his/her profession.
- ❖ The risk of the situation may make the journalist fearful, which may damage the investigation or prompt them to practice self-censorship to avoid upsetting a power figure or an affiliated party that they believe would cause trouble. However, journalists may readily engage in *“brown envelope”* reporting as an excuse for receiving a low salary (Skjerdal, 2009). Journalists should refrain from attacking and threatening others.
- ❖ A journalist should not accept any kind of homework other than the editorial staff leader of the media institution where he/she works.
- ❖ A journalist should not try to use his/her profession to gain benefits for him/her and the individuals he/she serves by influencing others.

CHAPTER THREE

3. METHODOLOGY

This part discusses the methodology and procedures of the study, including the methods, data source, sampling technique, and data analysis. The researcher analyzed some selected programs and conducted in-depth interviews with managers, editors, and media professionals to learn about the real practice of professional journalism in Ethiopia, in the case of the ‘**Netsa Hasab**’ program on Walta TV.

3.1 Research Design

This study deals with the real practice of Walta TV’s ‘**Netsa Hasab**’ program in exercising professional journalism. In this study descriptive research design was exclusively applied. The reason the qualitative approach is deemed relevant is that the information gathered using it is essential for conducting a thorough analysis of the problem at hand to meet the research's purpose and provide accurate answers to the research questions. This is so because, in accordance with (Wimmer & Dominick, 2011), the primary method of qualitative analysis is the examination of words and observations that represent real-world experiences. It is thought that this approach to data collection provided the opportunity to obtain comprehensive information by carefully examining the interview transcripts, allowing for the development of the framework within which conclusions are drawn. Generally speaking, content analysis and in-depth interviews were the main sources of data for this study.

3.2 Qualitative Research Method

A research is conducted under clear methodological principals and involves collection and analyses of qualitative data, such as social behavior, attitudes, knowledge and practice of a group of respondents about certain issues. Its main objective is to describe the variation in a phenomenon, situation or attitude. Qualitative research in a constructing, deconstructing, process, sensitive to the subjectivity of the person interviewed and of the researcher and which is culturally, socially and historically determined

3.3 Data Gathering Tools

The qualitative method includes different tools of data gathering, among which are participant observation, interviewing, document analysis, and ethnographic study (Jankowski, 1991). These tools have a key role in gathering reliable data and are applied to the research. In the participant observation method, the researcher attempted to observe the overall appearance of the program room and how producers and editors perform their activities freely and independently on Walta TV. This helps the researcher observe how favorable preconditions are arranged for the journalists.

In-depth interviews about the data collection method were conducted with some editors, reporters, and media experts to get full information about the actual practice of professional reporting on Walta TV. This approach also enables the researcher to identify the practice of professional journalism at Walta Media and the challenges encountered in the program to practice professional journalism. Data from some sample broadcast programs was also analyzed qualitatively to understand whether the station is practicing professional journalism based on the literature discussed.

3.4 Data Sources

Primary and secondary data sources that enable the researcher to extract rich and comprehensive information that can answer the basic questions of the research were applied in this paper. Those sources were very important to help the researcher dig out and extract the desired output based on the questions and objectives of the study.

3.4.1 In-Depth Interview

Primary sources of data are believed to be a very vital instrument to answering research questions. Thus, an in-depth individual interview was selected among the others to gather rich and reliable information for the study. Based on this, the editor-in-chief and presenter of ‘**Netsa Hasab**’, senior producers, editors and media experts were interviewed to learn about the real practice of professional journalism in Ethiopia, particularly at Walta Media.

An individual in-depth interview can be taken as the best method to explore if the issue is considered by the individual too sensitive to talk about in the presence of others. The in-depth interview was accompanied by semi-structured and open-ended questions. In this

approach, some pre-structured questions help the researcher raise additional questions by stimulating the respondent to give clues about the analyzed data. Semi-structured, open-ended questions allow the respondent to forward comprehensive information about the subject studied in detail. (Jankowski, 1991), elaborated the merits of the interview as primary sources to raise multiple questions to enable the respondent to give detailed information.

An interview has a number of advantages. One is that it can cover a variety of views on a given subject. This could be done either by interviewing different informants in order to get diversified opinions or by preparing interview questions that cover a wide area of subjects. Interviews can also be useful as “heuristic devices,” leading to new perspectives and generating questions for later inquiries.

Journalists were interviewed in depth. Throughout the process, the researcher made notes and taped the interviews so that the information could be documented. Given the timeframe for completing this research, it was assumed that a satisfying analysis of the five-year programs would be conducted. It would be sufficient to meet the research objectives and collect the required degree of knowledge and opinions on the subject. In keeping with this, the study discovered that no significant events occurred over this time period that necessitated the topic of the hard talk being changed. However, certain interviews had to be rescheduled, and some days had to be missed.

3.4.2 Content Analysis

Some selected sample programs were analyzed to confirm the interviewees’ responses to the programs based on the raised questions. Hence, the selected eight ‘**Netsa Hasab**’ programs were analyzed qualitatively. The editorial policy of Walta Media was also revised to examine whether the institution is performing its duty accordingly or not in practicing professional journalism.

3.5. Sampling Technique

The researcher used purposive sampling to extract rich and comprehensive information that could answer the basic questions of the research. According to (Abiy Zegeye, 2009), “qualitative research methods are typically used when focusing on a limited number of

informants, whom you select strategically so that their in-depth information can give optimal insight into an issue about which little is known. This is called purposive sampling. Accordingly, one editor-in-chief and presenter of ‘**Netsa Hasab**’, one editor-in-chief of Walta TV, one producer, two senior and junior program editors, an expert and two senior producers, were interviewed to collect their views on the ‘**Netsa Hasab**’ program's practice of professional journalism.

3.6 Analyzing the Data.

The purpose of this research paper is to examine the practice of professional journalism in Ethiopia based on the ‘**Netsa Hasab**’ program of Walta Media. Based on qualitative research methodology, the researcher analyzed the primary and secondary data gathered. Accordingly, the views of respondents and the content of sample documents from the program were carefully analyzed regarding the actual practice of professional journalism on Walta TV. The interview was made in Amharic and translated to English, and the sample programs were analyzed thematically. Eight shows were deliberately chosen to reflect various concerns. There are two programs selected for every subject. Political, social, economic, and administrative are the four issues.

In analyzing the data, some respondents were coded based on their job division by taking the first letters of two consecutive words of the title as:

SR1----- Senior Reporter 1, SR2----- Senior reporter 2, SP ----- Senior producer, E--Editor, CE--Chief Editor, and PP--Program Producer.

3.7 Ethical considerations

In the research process, data collection, interpretation, analysis, and in presenting the final report, ethical issues were given priority. Regarding the anonymity of sources, some sources of data were coded, and others were not based on their requests.

CHAPTER FOUR

4. DATA PRESENTATION AND INTERPRETATION

Chapter 4 contains presentations and interpretations of the information received from the respondents and the documents examined for the study. A content analysis and scholar observations regarding principles of journalism are presented separately to analyze the state of professional journalism at Walta. The results of the data collection are presented along with a qualitative content analysis, an explanation, and an interpretation. Typically, key points raised in the literature review are included in the discussion of the research findings.

4.1 Sample programs analyzed

The researcher critically reviewed 12 weeks (parts) of programs focused on eight different issues. The programs are chosen based on professional journalism parameters. The sample Netsa Hasab shows were selected to determine whether Walta Television was engaging in professional journalism or not. The study is based on the shows' methods for researching the various topics they covered, their choice of sources, and other standards set forth by journalism principles. The programs were chosen on purpose to provide a variety of viewpoints on the coverage.

The researcher analyzed those programs based on professional journalism parameters like truthfulness, accuracy, balance, fairness, the significance and depth of the program, using appropriate sources, raising research-based and right follow-up questions, and respecting public values and guests. Here, the titles and guests who participated in the talk show are coded by using the capital letters of the first consecutive words of the title and the capital letters of first names and second names of the guests on the “Netsa Hasab” program.

Categories of the program and table of codes of title and names of guests

No	1st part Broadcastin g Date	Program Title	Codes of the program	Codes of the Guests
1	6 Jan 2019	Dialogue with two Higher Officials of National Movement of Amhara, Christian Tadele and Belete Mola	NM	CT & BM
2	2 Sep 2020	Dialogue with One Ethiopia democratic Party Chairman, Ato Sisay Degu	OE	SD
3	10 Oct 2019	Discussion with Endalkachew Sime, Secretary General of the Ethiopian Chamber of Commerce and Sectorial Associations (ECCSA)	EC	ES
4	9 Dec 2020	Discussion with Yeshimebet Negash, General Manager of Ethiopian Industrial Inputs Development Enterprise (EIIDE)	EI	YN
5	2 Aug 2023	Discussion with Geremew Garje Chief Executive Officer of National Lottery Administration	NL	GG
6	16 Jan 2021	Dialogue with Commissioner Fiseha Garedeu, Deputy Manager of Addis Ababa City Peace and Security Administration bureau	PS	FG
7	28 Jul 2021	Discussion with Frehiwot Tamru, CEO of Ethio Telecom	ET	FT
8	17 May 2023	Dialogue with Assistant Professor Tsegaye Tuke Kia,	MH	TT

		Mayor of Hawasa City		
		Amhara Democratic Party	AD	
		Amhara Prosperity Party	AP	
		Tigray People's Liberation front	TP	

4.1.1. Journalism parameters

Public media is the forerunner of justice and the foundation of democracy. Professional journalism strives to ensure public interest that is true, accurate, fair, balanced, objective, and independent. A professional media acts with integrity. In this sub topic, significance and depth of the program for the public is the main criteria for evaluation. So the researcher evaluated some of the selected “Netsa Hasab” Programs of Walta TV based on professional journalism parameters as follows.

Over view, Significance and Depth of the Program:

Dialogue with NM party officials, Mr. BM, vice chairman of the organization, and Mr. CT, officer of public relations

"We are chauvinists, and we never feel ashamed of it!!" executive Committee of the NM.
The title posted on YouTube.

The show has two parts; hence the issue is the same then the content they discussed is similar. In both parts of the talk show, the presenter discussed the political activities of the NM party and concerns affecting the Amhara people with Mr. BM, vice chairman of the organization, and Mr. CT, officer of public relations. Democracies and ethnicity-related issues have also received a lot of attention. Thus, the program is crucial for the process of democratization. One of the media roles is this one.

Dialogue with OE Chairman, Mr. SD

The presenter discusses the main purpose of the OE with its chairman, Mr. SD. The aim of the party and the inclusiveness of different ethnic groups in Ethiopia are issues that have received a lot of attention. Therefore, the program is crucial for the process of democratization and disclosing corruption. That means the program played a pivotal role in accomplishing the role of media by providing information to the public.

Discussion with Mr. ES, Secretary General of the EC

The team of the program is Economic. About 1.4 million business entities are registered in Ethiopia, as was highlighted in the program. As we can understand from the talk show, the EC, welcome membership from 511 thousand organizations. Thus, at least this population, as well as relevant groups, the government, and other stakeholders, are reached by the program. The topic discussed in the “Netsa Hasab” show is, therefore, considerably more significant. As a result, the program is unique in that it concentrates on the trade sector and private company enterprises. The majority of the “Netsa Hasab” show's earlier broadcasted was generally centered on political topics, particularly the actions of governmental organizations and political parties. So, it indicates a strong beginning for this kind of program. It helps in resolving issues in the private sector. The program concentrates on the association's system, services, and trends in corruption, membership, scholarships, bazaar allocation, and other topics. Therefore, the program was roughly completed in terms of including the necessary issues in the sector. The duration of the program is 1 hour and 13 minutes, and it aired for two consecutive weeks.

Discussion with YN, General Manager of the EI

The program focuses on EI. The EI was founded to support the development of the nation's manufacturing sector and to stabilize the market. It is anticipated that it will accomplish this by offering skilled personnel and technology infrastructure, establishing reliable supply and marketing chains, creating high-quality industrial inputs, and facilitating access to a particular subset of industrial commodities. The discussion on this enterprise is therefore pertinent, essential, and relevant to furthering the nation's growth and development. The main topics of discussion were enterprise underperformance, corruption, nepotism, and embezzlement. Even though the program's components fit the pattern of the “Netsa Hasab” program, the questions mostly focused on past management activities. Because YN, the honorable guest, has only been the general manager of EI for about six months, the presentation should be centered on her service time.

Discussion with Mr. GG, Chief Executive Officer of NL Administration

This discussion was held with the Director of the NL Administration, Mr. GG. The main focus of the discussion is on the annual plan and performance of the NL Administration,

illegal betting service providers, the actions taken to prevent them, and related issues. Airing the discussion to the public is important. Because it enables the public to know that the money paid to the lottery is invested in the targeted objective.

Dialogue with Commissioner FG, Deputy Manager of the Addis Ababa City PS Administration Bureau "Peace starts at home and with family," he said

The issue was about the peace and security of the capital city of Ethiopia and very important for the society. Mostly the subject is neglected from media. But the producer lacks preparation that he could research and organize documents and facts before recording. For example, In the introductory part, the journalist raised the first question to know the amount, "Which one is the most...? He seems to be looking for an answer supported by data, but it is a question based on his own feelings. He didn't present the question seriously. Thus, it gave the person an opportunity to answer in a non-responsible manner. It is believed that the question that he asked at around 1 minute and 50 seconds is the most important question that society wants to know about the measures taken by the institution against "policemen who have violated the law." However, the journalist informs us that the inquiry has no information on this matter. This allowed the guest to easily cover up and return. The question he raised at 6 minutes and 13 seconds has a sequence problem. Around 2 minutes and 40 seconds of the program, the journalist raised the question that makes the guest comfortable to simply say yes and give his opinion, and it seems that the answer is offered to the interviewee. In this program, the journalist also used informal words, such as “ወንጀለኞቹ መኪና ያርዳሉ,” which literally means “the criminals slaughter the car,” while it is possible to arrest the criminals. It is impossible to claim that everyone understands these words. In general, the journalist was presented with questions that were easy for the guest to answer.

The producer asked a question that lasted from 8 minutes and 55 seconds to 9 minutes and 40 seconds, using a lot of unnecessary words. As a result, the guest answered the journalist's question at 9:46 by saying, "This is already what I told you earlier." At about 14 minutes and 35 seconds, the journalist claims to have accurate information first and again asks the guest to confirm the accuracy of the information he had. And again, around 19 minutes the journalist didn't seem sure when he talked about the respondent's job responsibilities when he closed the program. In connection with this, Commissioner FG, who was written as the

head of the Addis Ababa PS Deputy Office, was referred to as the PS Administration management. He used an extension called management.

Discussion with FT, CEO of ET

The discussion was about the general activities of ET with its CEO, FT. Having a discussion with the organization that has a lot of customers was very important in the process of building democracy and delivering information to the public. Having a discussion with the general director of ET played a pivotal role in achieving media goals by disclosing the information to the audience. Thus, we can say that the program is crucial for the process of democratization and serving the public and organizations as a whole.

Dialogue with Assistant Professor TT, MH City

The issues raised in both parts of programs are important, especially about good governance. Even if it focuses on Hawasa City (the capital of Sidama Regional State), most of the subjects can be taken as lessons for all city administrators and all mayors in the country. But to direct some issues on professional aspects of journalism, the researcher indicated these points from the program. The journalist should refrain from posing multiple questions at once or requiring distinct responses to the first three questions he asked in his introduction. The respondent only provided an answer to one question as a result. The two questions posed in the general introduction are left unanswered at the end of Part one. In the middle of part two the guest replied that, *"I don't want to answer this question,"* caused the producer to spend approximately five minutes and forty seconds. He was interested in learning more about the misbehavior and wanted to ask a question that would force the offender to restate the corrections he had made numerous times. The primary point he brought up in the introduction, around fourteen minutes, had nothing to do with the question he posed here.

4.1.2. Production quality

The program doesn't have a clear identity. Most background colors are gloomy, such as black, grey, and blue-black. The show was filmed in a number of locations over several weeks. The program was primarily recorded in a studio, with rare outdoor footage. There are occasions when the tables and seats for the host and guests differ. Unlike many talk shows, this one does not have a screen behind the discussion or a Video Wall with graphics related

to the topic. Sometimes the producer is wearing a suit with a tie, while other times he is only wearing a shirt. In terms of production quality, it is generally impossible to say that the "Netsa Hasab" program is engaging and appealing to the viewer.

4.1.3. Research

Sources, research-based questions, and follow-up questions

One cannot state with certainty that the producer conducted the necessary research to speak with the party leaders of the **NM**. Instead of being formulated by the journalist, the majority of the questions were sparked by the respondents' responses. His own queries weren't that compelling either. This demonstrates that the respondents were successful in portraying their party's ideology to the public in the manner they desired. In addition, the journalist's questions to the interviewees lacked a thorough understanding of the **NM** party's program and policies. The few inquiries he did formulate were primarily social media buzzwords. However, the journalist was unable to go into greater detail about the inquiries. For instance, he questioned at 7:17, "Can it be said that there is no sense of victimhood or predator in all ethnic groups?" Overall, it seems like the respondents made the most of the chance to effectively communicate their party's viewpoints to the general public.

Lack of concrete evidence;

Case 1: The journalist makes the claim repeatedly that since the AD (now known as the AP) shares the same ethnic foundation as the NM, there is no distinction between the two parties' democratic systems. When party executives clarified to the journalist that their membership is based on ethnicity, although their ideology, program, and viewpoint are different, the producer simply rejected without proper justification.

Case 2: When public relations officer Mr. CT explained that being an Amhara is a psychological and ancestral virtue, the journalist asked why this was not clearly stated in their policy. But Mr. CT replied that it is clearly stated in their policy, and the producer was not aware of it.

Questions that focus on Labeling;

In some places, the questions asked by the journalist were mere labeling rather than questions.

Case 1: From 25 minutes and 20 seconds to 26 minutes and 4 seconds of the first part of the program, the question raised by the producer was as follows: *"You say there is indeed a change now in your several press briefings. We also heard you say many times that TP party has now lost its capacity to cause instability. While you believe the current scenario is so, you are still busy attacking the AD and TP. So far, the disruption you are causing is to pit Amhara people against each other and incite feelings of suspicion and conflict, not to implement tangible policy that benefits Amhara people. It is better to stop this misleading approach."* In response to these statements, the respondents put forth a counterargument that the **NM** was established only six months ago and told the journalist not to make a premature judgment. Yet the journalist insisted that six months were enough for them to cause disruptions to policies. So who is the journalist after all to decide how many months are enough to do so?

Case 2: From 35:30 to 36:24, the question raised by the journalist is also as follows: *"When you came as a new party, instead of building on past legacy and narratives, I thought you would come up with something viable for the people of Amhara to meet their quest for basic needs and livelihood. Dwelling on past mistakes can create nothing but deep resentment that eventually leads the public astray. This has been witnessed in several countries. So, it is better for you to focus on healing wounds rather than aggravating the problem. But what you are doing appears to be otherwise, evoking different sentiments and emotions in the youth, which is not constructive for the country. This needs to be recognized, and you had better stop such disruption."* In essence, this is more of a suggestion than a question.

For example, at 27:25, the journalist said the following: *"Those who know about the **NM** are people who have read its document. You see the world through the narrow lens of being an Amhara; you cannot deny this."* In addition, the journalist also said, *"I saw several of your books. I also saw your recently launched magazine, Berera. The magazine actually a hint at what it is up to, starting from its very editorial."* Here, the respondents clarified that the magazine called Berera was not owned by the **NM** and corrected the journalist accordingly. This shows that the questions were not well researched.

Questions Based on Rumors:

Among the problems observed in this discussion were questions were asked without verified sources. The producer asked that "it is said," but sources were not mentioned. For example, from 36:10 to 36:44, the journalist asked the following verbatim: *"Your symbol is an eagle. The eagle is known for its predatory behavior. Among all things in the sky, it is known for ruling others. Critics say your logo symbolizes supremacy, dominance, superiority, majesty, and so on."* Although not the same in this part as in part one, the journalist also showed disrespect and unnecessary interruption of guests in part two. In summary, the journalist did not properly frame research-based questions to interview the respondents and present the **NM** party to the public. The respondents used the discussion to present their party's views to the public as they wished.

Lack of concrete evidence

Case 1 At 3:15, the program presenter asks questions based on his way of thinking rather than based on facts and figures. The journalist asked the interviewees about the purpose of their party. A journalist said that "promoting the aim of your party doesn't be the purpose of the party." He was judging the party based on his understanding rather than scientific reasoning.

Case 2 at 28:44 Journalists were considering themselves politicians rather than journalists, and they tried to define the political concept based on their understanding. He doesn't quote any scientific definition of how to establish a political party. Then we can say that the journalist didn't provide concrete evidence and that his question was not based on research.

Questions based on unnecessary Follow-up

Case 1 At 5:00, the producer was asking unnecessary follow-up questions. In this case, the chairman of the organization was giving more explanation about the goal of their party, and the journalist interrupted the interviewee, which was unnecessary. He was leading the interviewee to miss the point. The same is true at 10:24, 29:32, 31:02, and 33:00. The program presenter interrupted the guests before concluding his idea redundantly.

In terms of asking questions to the point

Case 1 At 5:43, the program presenter was asking complex questions and jumping from one question to another before gating the answers to the first question. A journalist said his thought can make a conversation more complex and confuse the audience.

Case 2 From 5:04 to 6:38 and at 31:06, the producer was asked more than three questions at a time. Asking more than one question at a time exposes the respondent to complexity, and it may be challenging to give an appropriate answer to that question.

Discussion with Mr. ES, Secretary General of the EC

The program producer and host drew information from some sources. He interviewed certain association members and employees before recording the show in the studio, as he said in the middle of the conversation. However, a different source was not used to double-check the sources. When the guest refuted the journalist's allegations, the producer was unable to present supporting evidence. However, many times, the complaints the producer raised were not verified. The guest properly challenged him. This shows that the producer only relied on the sources he spoke with who supported his viewpoint. As the guest was explaining the topic at the beginning of the conversation, the presenter was looking at or reading from his notebook, showing a lack of focus during the dialogue. After his initial query, he gave Mr. ES more than 6 minutes. Occasionally, it was apparent that the producer was attempting to elicit information from the guest. It indicates that the producer didn't do his homework well. There is a reputation for follow-up questions on TV talk show programs, particularly those that deal with difficult subjects. The journalist in this instance, however, ignores some arguments and asks improper follow-up questions. On the other side, there were also difficulties in understanding certain concerns. Several questions are posed simultaneously by the producer, including ambiguous questions and the personal opinions of the journalist.

Discussion with Mr. GG, Chief Executive Officer of NL Administration

The other problem with this discussion was raising questions without knowing the authority and responsibilities of the NL Administration.

Example 3: Questions that should be presented to the police were inappropriately presented to the NL Administration. For example, the journalist repeatedly asked that police officers

catch illegal betting service providers, and they released them by receiving corrupted money. The director replied that it was not their responsibility.

Evaluating whether the questions are research-based or not

Most of the questions that are prepared by the journalist are not research-based questions. Therefore, the journalist preferred to argue based on his ideas instead of conducting an evidence-based argument.

Example 1: When the director responded about the annual plan and performance of the institution, he said that they planned to collect 370 million birr, and they collected 507 million birr. Therefore, he described that they have collected 13% of their plan. However, the journalist argued that the people who buy their lottery tickets are smaller in number. And they also said that if they were preventing illegal activities, they would gain more profit than this instead of trying to present concrete evidence. In addition to this, he didn't mention how much they will be profitable if they can prevent illegal betting service providers as much as possible.

Example 2: Questions arose from the journalist's side, like "Why is the exact date of promotion of lotteries or betting games for social responsibilities not officially announced?" The director replies that the exact date of promotional and other lotteries is officially known. He also said that the employees of the organization are always witnesses to the awarding ceremonies of the lottery. But at this point, the journalist didn't raise any follow-up questions. This shows that the journalist's questions are not research-based.

Discussion with FT, CEO of ET

In Case 1 from Clip B (6:30), he was asking questions based on gossip rather than facts and figures, not based on clear sources. In this case, the journalist asked the following question: "Some bodies have said that your organization's employees are corrupt, and they have contact with corrupt people who participate in criminal activities." One of the core values of journalism is accuracy, or fact-checking. In the above question of the journalist, he used the general concept word "somebody" and also did not present any document, photo or video evidence, which is unprofessional.

Sources, research-based questions, and follow-up questions

Case 1 from Clip: A (5:19) interviewer was asked a question that related to customer satisfaction rather than company profitability. It implies that the interviewer was asked the right follow-up question. In Clip A (10:56), the program presenter tried to create transparency and accountability for the problems related to internet connections that happen in different organizations. Thus, questions are the right and public concern. Thus, we can say that the journalist was asked the right follow up question at the right time. Additionally, from clip B (4:58), the interview was asking a follow-up question that relates to the process of taking rewards from ET and expressing the challenges that winners may face. So he addressed the mass public concern.

Unnecessary follow-ups: From Clip A (9:09) to Clip C (5:38) He was interrupting the interviewee, which was unnecessary. From clip C (5:38), he was not given the appropriate chance for the guest to address the question properly

Discussion with Mr. GG, Chief Executive Officer of NL Administration

Questions that are not based on research and knowledge are repeatedly raised in this interview.

Example 1: When the Director of the NL Administration answered about the advantages of sport betting, he said that sport betting pays 15% commission from its revenue and paid 368 million birr commission to the NL Administration last year. In addition, it has paid 0.1% (13 million birr) of its revenue for social affairs, and it has created employment opportunities for 1680 people. But the journalist tried to argue that sports' betting is encouraging shortcuts or illegal economic development. The director described that sports betting was approved by proclamation in 1999 (proclamation number 535/99) and recognized by the government. But the journalist tried to explain the disadvantages of the betting sport and blame the director instead of closing the argument. This shows a lack of understanding of the authority and responsibility of the NL Administration.

Example 2: The journalist repeatedly raised the argument that a sport betting is a cause for social crises. The director replied that they did research, prepared directives, and reduced the problem. But the journalist argued that by saying the problem is not solved without

mentioning any evidence, when the director asked the journalist to explain his reason, he answered that it was his own research. But the journalist didn't describe how he conducted the research.

Example 3: The journalist told the director that there was no winner in the bingo lottery. The director replied that many people were awarded that type of lottery. But the journalist didn't raise any follow-up questions. This shows that the journalist asked the question without any research or evidence.

Follow-up questions: Most of the follow-up questions raised by the journalist are not related to the responsibilities of the interviewee.

Analysis based on Research

The source serves as both the basis for articles and the place from which reporters can learn more specifics about a more in-depth investigation. The Netsa Hasab program mentioned the organization's official documents as a source. According to academics, as discussed in the literature section, a true report is the product of a reporter's own initiative, and it is important to distinguish between stories that are learned as a result of genuine investigation and those that are learned as a result of someone else's work and research. The fact that it is not a worthy development that journalists independently discovered means that the program fails to meet journalism standards for reporting quality. The program needs a lot of time to organize the story's sources and conduct in-depth research. But in contrast to the norms of journalism, practically the entire program is created by one journalist in a short period of time, according to the document that was examined and the opinions of several editors at Walta Television. In truth, the program attempted to downplay the issue of the office's poor performance in containing irregularities and taking action. However, it is clear from the program's actual performance that it lacks thorough study, data gathering, and organization.

4.1.4. Guest respect

Dialogue with NM party officials, Mr. BM, vice chairman of the organization, and Mr. CT, officer of public relations

Among the problems observed in this discussion, the journalist frequently interrupted his guests while they were responding. This was not appropriate. In this discussion, the journalist

was asking questions insistently and aggressively, yet the respondents were answering the questions politely and respectfully.

Dialogue with OE Chairman, Mr. SD

Case 1 At 13:36, a journalist was asked a question related to religion without respecting the guests. For example, a journalist asked the interviewee, *“Your background experience implies that you are a religious man, and how will you lead the party fairly?”* In this case, the journalist judged the guests based on their religion rather than their political understanding. Therefore, the audience considers that the journalist does not respect public values and guests.

Case 2 at 7:59 He was not using soft words; he was using words like *“you have coped”* and *“you were establishing a party for personal gain or commercial purpose.”* In this case, he did not present any evidence and defamed the interviewee by disrespecting Manners. Also at 23:03 and 3:42, he used the word *“you and your party are empty,”* which is not ethical. Additionally, at 24:47 and 36:25, he used the words *“you haven’t planned and also used the word there is a difference between working and preaching.”*

Discussion with Mr. ES, Secretary General of the EC

The journalist shouts and is combative with the guest at various points during the conversation. Without any supporting evidence, he disparages the name of the guest. He interrupts inappropriately, and the producer occasionally makes inappropriate gestures as well.

Discussion with YN, General Manager of the EI

Without citing any sources, the presenter used the phrase *“it is said”* in the majority of explanations. This enables the journalist to raise his own opinion without providing supporting data. The honorable guest in this instance is a woman named YN, general manager of EI. The media should influence women to come to power. However, the journalist questioned her at the conclusion of the first segment, *“You yourself came to power by a network. Consequently, you lack leadership experience in a large organization like this. The chain is connected to the board, and there is no choice that forces you to be assigned here.”* Some arose. This question is extremely dangerous because the presenter did not fully

discuss the guest's educational background and professional experience. But he branded her as unfit to serve as the Enterprise's general leader. Concrete proof is required for this kind of accusation. However, he made an effort to get away with just stating "*a few roses.*" The journalist figured that rumors would be sufficient evidence to cast doubt on someone's assignment's suitability. This violates standards for professional journalism. So disrespect for women is displayed in the program.

Discussion with Mr. GG, Chief Executive Officer of NL Administration

The journalist presented a dress that fit the guest. But sometimes the feeling of anger was noticeable on his face when he was asking questions.

Discussion with FT, CEO of ET

From clip C (14:05), totally He was asking an unnecessary question, which is totally private. In the science of professional journalism, there is media law, which helps to protect the rights of journalists, public figures, and politicians. In this case, the journalist asked the interviewee, "*As we know, you haven't married and you have no experience leading families, so how do you lead a huge company like ET?*". From the above question, we can draw the conclusion that what the journalist said was that without the experience of leading the family; no one has the capacity to lead the company. Generally, at this point, the journalist made a big mistake by violating the right to privacy and disrespecting the guests.

4.2. IN-DEPTH INTERVIEW

The researcher interviewed professionals to find out whether journalism is being practiced properly in Ethiopia, specifically on Walta TV. The interview questions were prepared based on the criteria to be answered. Practicing professional journalism in Ethiopia, Practicing professional journalism on Walta TV, to what extent is the Netsa Hasab program researched on Walta TV? Major Challenges to Practice Professional Journalism in the Netsa Hasab Program, Guest Respect in the Netsa Hasab of WALTA TV, and Professional Journalism versus Walta Media's Editorial Policy are designed.

4.2.1 Practicing Professional Journalism in Ethiopia

A variety of respondents were questioned by the researcher about the applicability of professional journalism in Ethiopia in light of the aforementioned circumstances.

According to the majority of interviewees, professional journalism is not easily realized in Ethiopia.

No	Name of the interviewees	Title of the Interviewees	Codes given	Walta	Others
1	Mikias Adugna	Senior Producer	• SP1	✓	
2	Simeneh Bayfers	Program Producer/ Chief Editor	❖ PP	✓	
3	Salsawit Baynesagn	Chief Editor	○ CE	✓	
4	Ashenafi Ararsa	Editor	➤ E		✓
5	Akalu Petros	senior producer (Editor)	- SP2	✓	
6	Asanti Hasen	Senior Reporter 1	✓ SR 1	✓	
7	Aregawi Solomon	Senior reporter 2	✚ SR 2	✓	

Table: code of interviewees

One of the senior producers in Walta, coded SP1, replied that the practice of professional journalism in Ethiopia is

“ባለፉት ሁለት ዓመታት ውስጥ በነበርንበት ጦርነት ጋዜጠኞች የሚዘግቡበት መንገድ ማህበረሰቡ ዘንድ ችግር እንደተፈጠረ ማየት ይቻላል። ስንት ጋዜጠኛ ሚዛናዊነትን ጠበቀ? ብትል እነዚህ ነገሮች ጥያቄ ውስጥ የሚገቡ ነው የሚሆነውም። እንደተቋም ስትመለከትም ደግሞ ያንን ሚዛናዊነት እየጠበቁ የሚሰሩ አሉ ለማለት አፈልጋለሁ።” It was translated as follows: It can be seen that a problem has arisen in the community from the reports of the war that we have been in for the past two years. If you say how many journalists maintain balance, these things will be questioned. I would like to say that even if you look at it as an institution; some are working to maintain that balance. Discussing the impact of violating ethical journalism in the country, the Chief Editor, coded CE, replied as follows:

“ሀገሪቱ ላለችበት ፖለቲካዊ እና ማህበራዊ crisis አንዱ ሚዲያው ተጠያቂ ነው ብዬ አስባለሁ ። ሚዲያው ከመንግስት ጋር ምንም የማይለይ እስኪመስል ድረስ አዳንድ ነገሮች እዚህም እዚያም ይስተዋላሉ። ይህ የስነምግባር ጉዳይ ጋዜጠኝነትን ካለመማር የሚመጣ ይመስለኛል።” literary means, I believe that the country's political and social problems are the result of the media. Some things are noticed here and there, until the media seems to be the same as the government. I think a lack of understanding about journalism is at the root of many ethical concerns. She also added that. “ብዙ ጋዜጠኞች በትምህርት ያላለፈ ይበርክታል። ከሌላም ብትመጣ፣ ከንግድም ብትመጣ ከምንም ብትመጣ መናገር እስከቻልክ ድረስ ጋዜጠኛ መሆን ትችላለህ። እውቀት የማይመዘንበት ሙያ ነው፣ አንድ ሰው ጋዜጠኛ ለመባል የሚኬዱ መንገዶች የሉትም። Practice የሚያደርግበት ቦታ የለውም ። እና አሁን የብሔርተኝነቱ ፣ የሀማኖቱ ፣ የምኑ የምኑ ሀገሪቱ ውስጥ ያሉ ነገሮችን የማጠገን በተለይ አሁን የመንግስት ሚዲያውም ላይ ከጊዜ ወደ ጊዜ እየተጫነ በመምጣቱ ፣ ሁሉም ሰው የኔ ወደሚለው የማጋደል ነገር ይታያል ።”

Many journalists don't complete their schooling. As long as you can talk, you can work as a journalist regardless of your background—from business to anything else. Being a journalist is not a measurable occupation here. No practice area exists. Nowadays, everyone is perceived as biased due to ethnicity, religion, and other national factors—especially when the government media is occasionally forced to broadcast them. The idea above is further strengthened by another Walta senior producer, SP2, who says, “እኛ ሀገር ባለው የፖለቲካ ትኩሳት ከፍተኛ እየሆነ ነው ያለው። ፌርድ ላይ እርግጠኛ አደለሁም ፕሮሰንት ስጥ ብትለኝ 30 % - 39% ነው። ባላንስድ የሆነ ሰው ስታቀርብ ያ ያቀረብከው ሰው እውነታ ታቀርባለህ ወይም እኔንጃ ሄዶ መረጃ ሰብስቦ ከመስራት ምናምን ከፍተኛ አለ ብዬ አምናለሁ።” which implies that objectivity is little to none because of the tense political situation in the country. I'm not even sure about the fairness issue. If I were to give a rating, I would go with 30–39%. There are also limitations in gathering the proper information to make it balanced. Based on the real practice of professional journalism in Ethiopia, the interviewee, SP1, replied as follows:

“እነዚህን ነገሮች በሁለት ክፍል አይቸዋለሁ በመሠረቱ ኢትዮጵያ ውስጥ አጠቃላይ እንደ ማህበረሰብም ዶክመንቶችን የመያዝ ችግር አለ። ሁለተኛ ደግሞ የሞጋች ጋዜጠኞች ችግር ነው። ጋዜጠኞች ኢንተርቪው የሚያደርጉት ሰው ሁለት፣ ሶስት ወይም አራት ፍሬ ጥናቶችን አሳትሞ ሊሆን

ይችላል። ከእነዚህ ከታተሙ ጥናቶች ውስጥ አንዱን መጽሐፍ ብቻ በመውሰድ መሻሻል አለመሻሻሉን ሳያዩ ጥራዝ ነጠቅ በመሆን እዛ ላይ በጣም ሞጋች ይሆናሉ። በዚህ ምክንያት ራሱ ጋዜጠኛው በእንግዳው የሚፋጠጥበት ሁኔታ አለ። አንተ ራስህ ይህን ሀሳብ ከየት አመጣህ? ሊባል ይችላል።” which he desired to respond to as follows: These I shall split into two categories. In Ethiopian society at large, document retention is essentially

a problem, and journalists' problems are a second issue. Maybe two, three, or four peer-reviewed papers have been published by the subject of the interview with the journalists. You would be overwhelmed by ripping off a volume without checking to see if it got better if you picked up just one book of this published research. As a result, the guest has the opportunity to face the journalist directly. Where did you obtain the concept? One could ask. I have experienced something similar to this once. The researcher also asked Walta TV Reporter, coded SR1, about the significance of preparing documents that regulate the professional ethics of journalism. And she replied, “ያው እንግዲህ code of conduct የምንላቸው በጣም አስፈላጊ ናቸው። ምክንያቱም Code of conduct የምንላቸው ከተቀመጠልን ገደብ ዘለን እንዳንሰራ ያደርጉናል። ለምሳሌ ኢትዮጵያ የተለያዩ ብሔር ብሔረሰቦች የሚገኙበት ሀገር ነች። እኔ ደግሞ ከዛ ከአንዱ ብሔር ነኝ። ለሁሉም ደግሞ balance የሆነ ነገር መስራት አለብኝ። እንደዚህ አይነት ነገሮች ቢዘጋጁ ጥሩ ነው እላለሁ።” It is translated as a code of conduct and is very important. Because a code of conduct prevents us from acting beyond the limits set for us, For example, Ethiopia is one of the countries where different nationalities live together. I am also from one of those nations. I have to do something balanced for all of them. If an institution has its own rules, that journalist can't go outside of those rules and will not go his or her own way. I say it is good that such things are prepared. In response, another editor, E of Ethiopian News Agency, said, “አንዳንድ ጊዜ መረጃን በሚፈለገው መልኩ ያለማግኘት ሁኔታዎች አሉ። የመረጃ ምንጮቻችን ቻሌንጅ ያደርጉናል። መረጃን በተገቢ መልኩ ያለመስጠት፣ ጋዜጠኛን ደጅ ማስጠናት፣ ጋዜጠኛው ወጣ ያለ ነገር ሲሰራ ማሸማቀቅና የመሳሰሉት ሁኔታዎች አሉ። እናም በዚህ የተነሳ የመረጃ አኩራኪ ጥያቄ ውስጥ ይገባብሃል። ስለዚህ ጋዜጠኛው ሁሉም አንባቢ፣ ጠያቂ መሆን አለበት። የሚጠይቀውንም ነገር በደንብ ዲቴል ማወቅ አለበት። ያለበለዚያ ከተጠያቂው ትችት ይገጥመዋል። የምትጠይቀውን ጥያቄ በአግባቡ አታውቀውም የሚል ትችት። ከሰው የምናገኝው መረጃ ችግር ያመጣብናል እናም ቀድመን በደንብ ዲግ አውት ማድረግ አለብን። ጋዜጠኛው ሁሉም አፕዴትድ መሆን፤ ከአለም ጋር መጓዝ አለበት። ጋዜጠኝነት ፓሽን መሆን አለበት። በጋዜጠኝነት መመረቅ ብቻ በቂ አይደለም ብዬ አምናለሁ።” This means, in literal translation, that there are occasions when necessary information is not readily available. The data sources we use test us. Inadequate information provision: failing to train a journalist. The veracity of the report is called into question when a journalist engages in unusual behavior, leading to instances such as shame. A journalist needs to be up-to-date at all times and have global access. Reporting ought to be a passion. I don't think getting a journalism degree alone is sufficient. He also explained ethical journalism by comparing Ethiopia with the international media. “የተለያዩ ትላልቅ ሃገሮችን

ብንወስድ መሪዎቻቸውን እንኳ እስከመተቸት የሚደርሱበት ነጻነት አላቸው። ነገር ግን በእኛ ሃገር እነዚህ ክፍተቶች በሰፊው እንዳለ ይስተዋላል። ብዙ ግዜ በሌላ ሃገሮች ስንመለከት እንደፈለጉ በነጻነት የሚዘገቡበት ሁኔታ ነው ያለው ። ለምሳሌ እነደነ ቢቢሲ፣ ሲ.ኤን ኤን...ሚዲያዎች እንደፈለጉ የሃገር መሪዎቻቸውን ጭምር ሲያብጠለጠሉ እንመለከታለን።” The editor’s reply implies that several developed nations are free to criticise their leaders, regardless of the situation. But in our country, it can be observed that these gaps exist widely. When we observe other nations, we frequently find that their reporting is unrestricted. For example, the BBC, CNN... even we see the media slandering their leaders as they wish.

4.2.2 Practicing professional journalism in Walta TV

With reference to the kind of the genre “Netsa Hasab,” program Chief Editor, CE responded as well, saying, “ነፃ ሀሳብ hard talk program እንዳልሆነ የሚነሱ ነጥቦች አሉ። በተቻለ መጠን በየጊዜው ማስተካከያ እንዲደረግበት ብዙ ጭቅጭቆች አሉ። ከአንድ ሰዓት ፕሮግራም ላይ 30 ደቂቃ 40 ተቆጦ የሚጣልበት አጋጣሚ ስላለ full picture ተደራሲያኑ ጋር ይደርሳል ተብሎ የማናስብበት አጋጣሚዎች ይኖራሉ። ስለሆነም ሚዛናዊ አልሆነም ተብሎ ከህዝቡ የሚነሱ ቅሬታዎች አሉ። ያለ ማስረጃ ሰዎችን ለመጥገን መሞከር፣ አሉባልታ ይዞ ቀርቦ ሰዎችን ማደናገር፣ irrelevant የሆኑ ጥያቄዎችን መጠየቅ ፣ የመጣውን እንግዳ የማይሆን ክብር እንዲያገኝ ማድረግ፣ የነበረውን ክብር እንዲያጣ ለማድረግ እና ታውቆም ይሁን ሳይታወቅ የሚታዩ ችግሮች አሉ። በደፈናው Document የሌለው ነው። ሊታይ ይችላል ፕሮፖዛሉ አንድ ግለሰብ ነው ያቀረበው።”

“Netsa Hasab” is not from a hard-talking program. There are occasions when 30 minutes and 40 minutes are cut from a one-hour programm, so we don't think that the full picture will reach the audience. Therefore, there are complaints from the people that it is not balanced. However, even though there are such special things, there is also a problem of not understanding what the basis of hard talk is. To confuse people, to ask irrelevant questions, to make the guest gain respect, and to make the other guest lose his or her respect, some problems can be seen, whether they are deliberate or not. She also added that: በየቴሌቪዥኑ እንደምታየው የሆኑ ሰዎች ቁጭ ብለው የሚወያዩበት አይነት ቅርፅ ነው የነበረው። በየጊዜው develop አድርጓል። ተወዳጅነትም አፍርቷል። በዚህ ጊዜ ብዙ ውጣ ውረዶችም ተስተናግደውበታል። ተቋሙን ለትችት ያጋለጠ፣ ሰዎ የማይገባቸውን ክብር እንዲያገኙ ያደረገ ምክንያቱም በዝግጅት እጥረት ሰዎች ሊጠየቁ የሚገባቸውም ጥያቄ በአድር ባይነት፣ በማወቅም ይሁን ባለማወቅ መጀመሪያ ባለማነጋገር አንዳንድ ጊዜ ደግሞ ፕሮግራሙ በጥቅል እንዲህ ነው እንደዛ ነው የሚል define የተደረገ ነገር ስለሌለ አስቸጋሪ ነበር። ሆኖም ግን ሀገሪቱ ላይ ካሉ የመከራከሪያ መድረኮች አንዱ ነው ።

ከቅርብ ጊዜ ወዲህ ደግሞ እንደአዲስ formatu ምን መሆን እንዳለበት እስከምን ድረስ መሄድ እንዳለበት ኮሚቴ ተዋቅሮ በደንብ እየተሰራበት ነው። አየር ላይ ሊውል የታሰበው ለውጥ መጥቷል አልመጣም የሚለው ሌላ ነገር ነው። አንዴ ይወርዳል አንዴ ከፍ ይላል። በደንብ አለመዘጋጀት፣ ለሚዲያ የማይገቡ ጥቃቅን ነገሮችን ሁሉ ማቅረብ፣ ያለምንም ማስረጃ ሰዎችን ለመሞገት ማሰብ። እንደዚህ አይነት ደካማ ጎኖች ይስተዋላሉ።

It was a program like you see on many television stations, where people sit down and discuss issues. The program has constantly changed and has gained popularity. During this time, many ups and downs have been dealt with. It exposed the institutions and made people get the respect they didn't deserve because of the lack of preparation. It was difficult because there were no guidelines for the program. However, it is one of the debate platforms in the country. A committee was recently established to decide on the extent of its format. It's another matter entirely whether the desired change has materialized when it airs. Questioning individuals without any evidence and asking all the tiny things that should not be provided for the media are flaws observed in the program. In response, another senior producer, SP2 in Walta, said,

“ሀርድ ቶክ ውስጥ ወይም ብርቱ ወግ ውስጥ ነፃ ሃሳብ የለም እውነት ነው ያለው። ነፃ ሃሳብ ላይ ግን እውነት ላይሆን ይችላል ሎጂካል ሊሆን ይችላል። የሚነሳው ሃሳብ ወይም የሚቀርበው ሰው በራሱ ትክክል ነው ብሎ ሚያምንበትን ነገር የሚናገርበት ነው።

ፕሮግራሙ የጋዜጠኝነት መርሆች የምንላቸውን ያሟላ ነው ብዬ አላምንም። ለምሳሌ በጋዜጠኝነት መርህ እውነት ሁሉ አይነገርም።

እውነት ሁሉ የማይነገርበት ምክንያት ደግሞ ለምሳሌ ብነግርህ እዚህ ኢትዮጵያ ውስጥ ባለው የፖለቲካ ትኩሳት እዚያም እዚህም ሠዎች ይገዳደላሉ፤ ይሞታሉ፤ ይፈናቀላሉ፤ ብዙ ጊዜ ግን የሚገልፁበት ቋንቋ ሠው በሞተ ሠው ተሰደደ ሳይሆን የሆነ ነገር ጠቅሰው ነው ሚናገሩት ምክንያቱም በቀጥታ የሆነ ቦታ ላይ x የሚባለው ሰውዬ ተገደለ ብለን ተመሳሳይ እርምጃ ውሰድ እንደማለት ነው። ለዛ ነው እውነት ሁሉ የማይነገረው ። ኢለመንቱን ያሟላል አያሟላም አላውቅም አሁን ባለው ሁኔታ እያንዳንዱ ነገር የሚነገርበት ቋንቋ ግን ትክክል አይደለም። መርሆችን ተከትሎ ከመስራት አንፃር ክፍተት አለ። በኢትዮጵያ ካለው ነገር አንፃር የጋዜጠኝነትን መርህ ተከትሎ የሚሠራ አለ ብዬ አላስብም።” His reply implies that:

I think they all have their own distinct features. Hard talk is all about trying to get the truth out of the interview, while the “Netsa Hasab” program format entertains opinions. The "Netsa Hasab” program does not necessarily stick to the conservative way of finding out the truth. It has more room for logic and personal perspective. I don’t think so. For instance, according to journalistic principles, not all the truth should be told. That is because the bitter

truth may create chaos. For example, in Ethiopia, people are being killed here and there because of political motives. So, while discussing, you don't directly mention who is being killed and by whom. If you do so, you are by default calling out others to retaliate. But regarding being loyal to journalistic ethics and principles, a lot has been missing. No one has been doing it respecting those important journalistic fundamentals. The senior producer, SP2, has also told the researcher that he was the first journalist to start the Netsa Hasab program as: “ነጻ ሃሳብ የጀመርኩት እኔ ነኝ። ስሜነህ ዋልታ ከመቀላቀሉ በፊት አቅራቢ ሆኜ ሰርቻለሁ። ነፃ ሃሳብ የተጀመረው ከዛሬ 6 አመት በፊት ነው። ከኔ በኋላ አቶ ታምራት ዱታ ተቀብሎኝ መልሼ እኔ ያዘኩት። በመጨረሻም ስሜነህ መስራት ጀመረ። እውነት ለመናገር እኔ በምሰራ ሰአት ነፃ ነበርኩ ። ባሌ ተራራ ላይ የቆርኪ ሀውልት ታሪክና ሻሸመኔ ጅግጅጋ ላይ የነበሩ ቀውሶች ላይ ወጣቶችን

አወያይቼ ነበር። ስለዚህ ነፃ ሃሳብ ዋና አላማው የችግሩ ሳይሆን የመፍትሔ አካል ነው። ነፃ ሃሳብ እንደጀመርኩ 10 ፕሮግራሞችን ሠርቻለሁ።አሁን ግን ስያሜውና አቀራረቡ ተምታተዋል። አንድ ለአንድ ፍጥጫ ነፃ ሃሳብ ሳይሆን ብርቱ ወግ ነው። ለምሳሌ አንድ ፕሮግራም/ ሚዲያ ዋና አላማው ማስተማር ማሳወቅና ማዘናናት ነው። ስለዚህ እኛ ነፃ ሃሳብ ላይ ማስተማር የሚለውን ሃሳብ ነው። የያዘነው በሰአቱ ብዙ ቀውሶች ነበሩ እና አላማው ችግሮች አሉ ነፃ ሆነን እንነጋገርና እና መፍትሔውን ደግሞ እናምጣ ነው። ዋና ስራ አስፈፃሚ አቶ ተካ በቀለ ነው ነጻ ሃሳብ ፕሮግራምን የቀረፀው ። this translated as I started the “Netsa Hasab” program before Simeneh/PP joined Walta. The "Netsa Hasab” program was started six years ago, I was the one who started it and then handed it over to Mr. Tamirat Duta, and then I took it back again until Simeneh/PP took over. Truly speaking, I was free the whole time. I have done programs on instabilities in Shashemene and Jigjiga, staging discussions with the youth. The very purpose of the “Netsa Hasab” program is to be a solution, not to create problems. I did 10 episodes. But now, there is a contradiction between the name and the program. If you sit one-on-one for a tense discussion, that is hard talk, not the “Netsa Hasab” program. The very inception of the program was to bring about solutions for the existing problems at the time through genuine and frank discussions. When the then CEO, Teka Bekele, brought up the idea, it was to educate people through dialogue.

Similarly, Chief Editor CE, another Walta journalist, also responded, saying,

“እንግዳው ካለው ይልቅ ወደ ሌላ የተጣመመ ፣ የአዘጋጁ ነገሮች ብቻ እንዳይነኩ ጥረት የሚደረግበት ነው። በፕሮግራሙ ቀርቦ እንዲያስረዳ ከተፈለገው ሰው በላይ አዘጋጁ ብዙ የሚያወራባቸው ፕሮግራሞች፣ በእንደዛው ተሸፍኖ ያለፉ ብዙ ስህተቶች አሉ። እንግዲህ ከፕሮግራሙ ተወዳጅነት ወይም በህዝብ ከመጠበቅ በዋልታ ተመልካቾች ከመጠበቅ በምሁራኑ የሚቀርቡት አካላቶች ከፍ ያለ ቦታ ያላቸው ሚንስትሮች ጀነራሎች ሊሆኑ ይችላሉ ።እንደየጊዜው

እና በእነሱ አካባቢ እስከ መንግስት ድረስ የሚጠበቁ አንዳንድ ስጋቶች ስላሉ። ያ ስጋት እንደሚጠበቀው professional ሁኖ እንዳይሰራ እንደ እንከን ነው ብዬ አስባለሁ። የሆነ ነገር ካለፈ ተቋም እስከመጠየቅ የሚያደርስ ስልጣናቸውን check እስከማድረግ የሚደርስበት ሁኔታ ስላለ።” It was converted as follows: programming that features the producer, who speaks far more than the person who must explain, has covered up many errors, turning them into something other than the guests. Because of this, the academics' bodies may consist of higher-ranking generals and ministers based on public expectations or the program's popularity. It is expected of the local administration to address certain issues. If something goes wrong, there is a situation that leads to asking the institution to check their authority.

In response to the request, a different editor named E gave contrasting opinions, saying,

“እሱ ብዙውን ጊዜ መረጃዎችን ይዞ ነው የሚያውራው። ባያዘድ አይሆንም። ኢንቴንሽኑን ስታይ ባላንስድ እና ተገቢነት ያላቸው ናቸው ብዬ ነው የማስበው።”

He usually talks with information, and he has never been biased. When you see the intentions, I think the program is balanced and appropriate. Similarly, a senior reporter named SR1, another journalist, also responded, saying, “ነፃ ሀሳብ ፕሮግራም ከህዝብ የመጣ ጥያቄን መሰረት አድርጎ የተቋማትን ኃላፊዎች የመጠየቅ ስራ ነው የሚሰራው። ሙሉ በሙሉ እውነት ነው ብዬ አልልም።ግን balanced እና clear ነው።ጥያቄዎቹ ራሱ፣ እኔ ብሆን የማልጠይቃቸው የምላቸው ጥያቄዎች ሲነሱ አያለሁ፤ የተወሰነ እውነትም አለበት።”

The "Netsa Hasab" program is based on requests from the public to ask the heads of institutions. I don't say that it is completely true, but it is balanced and clear. The questions themselves—I see questions being asked that I would not ask—also have some truth to them. Another senior reporter, SR2, also strengthened the idea as follows: “ነፃ ሀሳብ ከፍተኛ የመንግስት ሀላፊዎችን የሚያናግር ስለሆነ መልስ ማግኘት የሚፈልጉትን ከበላይ አካል እንዲያገኙ የሚያደርግ ፕሮግራም ነው ብዬ አስባለሁ። እንደ አንድ የፕሮግራም ፎርማት፤ እንደዜና የምናየው ሳይሆን አንድ የመንግስት /የበላይ አካል ቀርቦ እሱ ስለተቀመጠበት ፖዚሽን ብቻ መልስ የሚሰጥበት በመሆኑ እያንዳንዱ እንደዚህ ሲቀርቡ ጎላፊነታቸውን እየተወጡ ነው ብዬ አምናለሁ ።ከሚዛናዊነት አንፃር ሳይሆን ነገሮችን ግልጽ ከማድረግ አንፃር ነው።”

Since the “Netsa Hasab” program speaks to high government officials, I think it is a program that helps those who want to get answers from the highest authority. We don't see a single program format as news, but a government or superior body is presented and only answers about the position it is in, so I believe that when they are presented like that, they are

fulfilling their responsibilities. But Chief Editor, CE doesn't agree with this idea “ነፃ ሀሳብን አነሳን እንጅ በሌሎችም ፕሮግራሞች ላይ ችግሮች መንፀባረቃቸው የተለመደ ነው። ፕሮግራሙ የሆኑ ነገሮች እንዲተቹ ሲፈልግ purposely የመታዘዝም መልክ አለ ። ፕሮግራሙ ካለቀ በኋላ፤ ረቡዕ ከተላለፈ በኋላ ሀሙስ ጠዋት የሚገኘው editorial እንዴት ይህ ፕሮግራም ቀረበ? ይባላል። ይህ መባል አልነበረበትም ብሎ ይጮሃል። ፕሮግራሙን ያዘጋጀው አካልና ወቅታዊ ክፍል ደግሞ defend በሚያደርግበት መንገድ defend ያደርጋል።ምንም መልስ አይገኝበትም።ፕሮግራሙን የሚያዳብር ነገርም አይደለም። ይህ ተቆርጦብኛል ብሎ ከስ ነው ። በአብዛኛው Editorial morning የውስጡን ችግር በእንደዚህ አይነት ሁኔታ ማየት እንችላለን። የፖለቲካ ፍላጎት አለ፣ከሀይማኖት አንፃርም አንዳንዴ የሚደርሱ ችግሮች ይኖራሉ። በአጠቃላይ በአንድም በሌላም መንገድ ውጭ የምናየው የሀገሪቱ የሀይማኖት፣ የብሔርና የፖለቲካ አመለካከት ችግር ይንፀባረቁበታል። በጣም ለቁጥር የሚያዳግቱ ግብረ መልሶች ከሀገር ውስጥም ከሀገር ውጪም ይመጣሉ።” We spoke about “Netsa Hasab," but other programs show that it is widespread. Another way to deliberately comply with the program's requests for a body and objects of criticism exists. As I already mentioned, how was the editorial broadcast on Thursday morning if it was televised on Wednesday after the show ended? It's called when some editorial members shout that this wasn't the right thing to say. The department in place and the body that produced the program will both defend it in the same manner. There has been no response to it. The guest also claims that my comment has been trimmed and misconstrued by the

media. In this case, we can observe the internal issue for the majority of the editorial morning. Political interests are present, and occasionally, the issues with the nation's political, ethnic, and religious perspectives that we observe outside are generally mirrored in it in one way or another. Feedback from both domestic and international sources is abundant. Chief Editor, CE, continues her idea on the impact of the program in terms of conflict of interest.

“ጥላቻን፣የጥላቻ ንግግርን ሊያበረታቱ የሚችሉ አንድን ህዝብ ሳይወክል የሆነ ሰው ተገኝቶ የሚፈርድባቸው ፕሮግራሞችን ታዝቢያለሁ።

በጊዜ ሒደት ላልተፈለገ ለቀውስ የሚዳርጉ፤ ብዙ ጥቃቅን አንድነት ላይ ሳይሆን ልዩነት ላይ የሚያተኩሩ ማህበረሰብን የሚጨቁኑ፣ የሚተቹ በርካታ ፖለቲከኞችን ማስታወስ እንችላለን። ለምሳሌ የአብን አመራሮች ቀርበው ትምክህተኞች ከእኛ በላይ የለም የሚሉ የተደረጉበት፣ሰዎች ቀርበው በአማርኛ ገዝተህ እንዳትገበያይ ውስጥ ውስጡን በነፃ ሀሳብ ፕሮግራም የተላለፈ ፕሮግራም ነው። ዝም ብሎ ቁጭ ብሎ ቢታይ፣ እንዴ ይህ የመንግስት ሚዲያ ላይ የተላለፈ ነው ? ያስብላል። ግን አዎ ለህዝብ የተላለፈ ነው እንግዲህ። ይህ ሚዲያውን ተወቃሽ የሚያደርግ ነው። እንዲህ

የተንፀባረቁባቸው ጊዜያት ቀላል አይደለም። በተለይ በለውጡ ማግስት ብዙ ነገሮች ክፍት ነበሩ። አንተም ታቀዋለህ ጋዜጠኛ ስለሆንክ።

ሌላው በጥቅም መደለልም ዋነኛው ችግር ነው። የነፃ ሀሳብ ፕሮግራም አዘጋጁ በይፋ በነጋዴ መኪና የተሰጠበት አጋጣሚ አለ።

እሱ ደግሞ “conflict of interest journalism” ውስጥ ትልቅ እንትን አለው። አንድ ሰው ሊሸለም ይችላል። የሚሸለምበት የሚሸምበት መንገድ ግን በስራው ሰርቶ መሆን አለበት። ፖለቲከኞችን አምጥቶ አወያይቶ ማንን ስላስደሰተ ነው? ምን ስለተገኘ ነው የሚሸለመው?

ተቋሙ ለመደበኛ እንኳ አልሞከረም። ተከትሎ ሂደ ዜና ሰርቶ በአደባባይ እስከማውጣት ደርሷል። ይህም በብዙ ሰዎች በተለይ ተምረዋል በምንላቸውና ለሙያው ቅርብ ናቸው በምንላቸው ሰዎች የሰላ ትችት የደረሰበት ጊዜ ነበረ። እነዚህን ነገሮች አስተውያለሁ።”

Someone is present and denounces those who do not speak for a group of individuals capable of inciting hate speech. Many politicians who oppress and condemn society and emphasize division over unification come to mind; eventually, this causes an unwelcome catastrophe. For instance, the party leaders of the NMA (National Movement of Amahara) came and said that “there is no one above us,” and a leader from another party said to refrain from purchasing and warned to not buy from Amhara in the “Netsa Hasab” program. Is it possible to entertain this kind of hate speech by the state media? We find ourselves wondering if we should simply sit and watch. Is it publicly broadcast? It influences our thoughts in this way and places the responsibility on the media.

Consequently, these kinds of times are not easy. Many things were open, especially on the day following the reform. You know better because you work as a journalist as well.

Fraud is a serious additional issue. The producer of "Netsa Hasab" was formally given a car by a merchant. There is a significant issue with conflicts of interest in the media as well. One can receive rewards. However, the way he is appointed ought to be reflected in his work. Is it because he pleased the politicians? For what is he rewarded? The establishment of the media did not attempt to conceal it. Following it, news was created by the media and released to the public. Many people at the time, particularly those with education and connections to the profession, faced harsh criticism. These are things I observed.

4.2.3 To what extent Netsa Hasab program is researched in Walta TV?

Respondents were sent the following points of view regarding areas of focus for using appropriate evidences. SR2, a senior reporter in the Walta newsroom, responded, saying, “ከመረጃ አንጻር ለምሳሌ የተጻፉ ፅሁፎች ከዚህ በፊት የተደረጉ ቃለመጠይቆች ቀድሞ ይመለከታል፤ ከማስረጃ አንጻር ከተመለከትን ሲሞግቱ ለምሳሌ ብሎ የሚያቀርበው ነገር ግን ተጨባጭ የሆነ ነገር እስካሁን አላየሁም። እንደ ፕሮግራሙ ሁኔታ እስካሁን በታዘብኩት መረጃውን ይሰበሰባል። ለምሳሌ በማህበራዊ ሚዲያዎች ሊሆን ይችላል በፅሁፍ እንዲሁም በሚወሩ ነገሮች ህብረተሰቡ በሚያነሳቸው ጥያቄዎችን ይዞ ሲያንፀባርቅ አያለሁ። ማስረጃን ግን እስካሁን ባየሁት እንዲ ብለህል ብሎ የሚጠይቅበት ቪዲዮ አልተመለከትኩም። ለምሳሌ አንድ ባለስልጣን /ፖለቲከኛ ከዚህ በፊት የተነገራቸው deny ሲያደርጉ እንደ ማስረጃ እንደዚህ ብለዋል ብሎ ያንን ቪዲዮ እንደ evidence አምጥቶ ሲያስመለከተን አይቼ አላውቅም። ከዚህ በፊት እንዲ እኮ ብላችኋል ብሎ የሚያሳምንበት ማስረጃ የለውም።

In terms of information, for example, written articles and previous interviews are considered. From the point of view of the evidence, I have not yet seen anything concrete, such as when he challenges the guests. It may be through social media, written and spoken, that I see society reflecting on the questions he raises. But I haven't seen a video of him challenging evidence. For example, when an official or politician denies what he was told before, I have never seen him bring that video or evidence and show us. Regarding using concrete evidence, Senior Reporter SR1 replied as follows:

“አንዳንድ ጊዜ evidence based ሆኖ የማይጠይቅበት አጋጣሚም አለ። ስለዚህ ሙሉ በሙሉ evidence based ነውም ማለት አልችልም ያለ evidence ነው ሚሰራው ማለትም አልችልም።” There are also cases where it is not evidence-based. Therefore, I cannot say that it is completely evidence-based, but also I can't say it works without evidence.

In response, Chief Editor, CE said, “በግርድፉ የዝግጅት ማነስ፣ አሉባልታ ይዞ መቅረብ አለ። ዝግጅቱ በአንድ ሰው ነው የሚዘጋጀው። ሰውዬው የሚፈልገውን ሰው ይዞ መጥቶ ሰርቶ በኋላ ለጭቅጭቅ እስከሚዳርግበት ጊዜ ድረስ። አዘጋጁ በራሱ ፍላጎት የመነሻ ጥያቄዎችን በራሱም ይሁን ከሌሎች ባገኘው እገሌን ላመጣ ነው ቢል ተቀባይነት ላያገኝ ይችላል። ስለዚህ ትንሽ ያስቸግራል። ሰዎች በውስጡ complex የሆነ ጥያቄ ቢኖራቸው ራሱ እገሌን ሊያመጣው ነው ብለው አስቀድመው editorial ላይ አለመነሳቱ እና በዛ ዙሪያ በቅርቡ ያሉ ሰዎች እንዲያግዙትና different ሀሳብ እንዲሰጡትም አይጋብዝ። ከ social ሚዲያው ያልራቁ ጥያቄዎች (ሰዎች አመንገርከው የተፈቸው) እርባና የሌላቸው ለምሳሌ ማንሳት እንችላለን ብዙዎችን አጨቃጭቋል። የቴሌ ኮሚኒኬሽኒ ወይዘሪት ፍሬህይወት አይነቱን ማስታወስ እንችላለን። ከዚህም የባሰ ወይዘሮ አዜብ ተገኝተው ለምሳሌ ብዙ ህንፃ አ.አ ውስጥ አላት ተብሎ ሲጠየቅ የትኛው ማስረጃ አምጣ ሲባል አይን ፍጥጥ ጥርስ ግጥጥ የሚባል አለ አይደል ? አሉ እንግዲህ ምን ተፈልጎ እንደቀረቡ ፍሬህይወትን

ለማዳን ነው ? አዜብን ነፃ ለማውጣት አይነት ጭቅጭቆች ሊያስነሳ ይችላል ። ትርጉም የለውም። ከአሉባልታ የዘለለ ስላልሆነ ማለት ነው። ጋዜጠኞች ሊያነሱባቸው የሚረዱ ጥያቄዎች ተነስተዋል ለመባል ብቻ የሚነሱ ጥያቄዎችን ታያለህ። ማስረጃ የሌላቸው ማለት ነው ። በተቃራኒው ደግሞ የህብረተሰብ ጥያቄ የሆኑ እነዚህ ጥያቄዎች መጠየቅ አለባቸው። ለምሳሌ የብሔራዊ ሎተሪ አስተዳደር ጋር ያየነው ነገር አለ።”

Owing to a lack of planning, the show is managed by a single individual and is produced mainly on hearsay rather than hard data. Up until the point where the producer introduces the subject he wants to interview and then starts a fight. If the producer wishes to bring up questions sooner, either on his own or with others, the management may decide to reject the guest right away. As a result, it is a little challenging. He doesn't even ask those around him to adopt opposing viewpoints. Before inviting his guests, he should ask his coworkers some questions. This will allow them to bring up subjects that are difficult for them, and he may use their suggestions as fuel for the studio conversation. For instance, the producer poses absurd queries that are widely shared on social media (people have even been known to toss them out of their mouths). We can recall Ms. Frehiwot, who is the CEO of Ethio-Telecom. Even worse, Mrs. Azeb was there and inquired about her numerous buildings in Addis Ababa, among other things. He inquired, "So what is needed to save Ms. Frehiwot?" without providing any supporting information or citing references. It could lead to arguments in favor of freeing Azeb. It is illogical. It implies that it is merely hearsay. There have been awkward queries raised by reporters. There will be inquiries made merely for informational purposes. It implies they lack supporting data. Conversely, it is appropriate to pose these sociological questions. As an illustration, consider what we have witnessed with the National Lottery Administration. Another journalist on Walta TV whose title is Senior Producer, named SP1, strengthens the above response as follows: “በጣም ክፍተት አለ። ጥቂት ሀሳቦችን በመያዝ እኮ ነው ወደ ተጠያቂ የምንሄደው። በራሴ በኩል፣ በራሴ ተቋም የሚሰራው ነጻ ሀሳብን ብንመለከት ለጥቃት የሚጋለጡ ተጠያቂዎች እኮ አሉ። በጥራዝ ነጠቅ ብቻ ማለት ነው። ይህ ማለት ደግሞ ሚዛናዊነቱን የሳተ ነው

የሚሆነው። መረጃ ድክመትን በመሰብሰብ ታማኝ የሆነን መረጃን ወደ ተመልካች ከማድረስ አንጻር በጣም ትልቅ ክፍተት የሚታይበት ነው። ለኔ ሙሉ አይደለም። የመጀመሪያው ፋክተር አድርጌ የማስቀምጥልህ የጋዜጠኛው ድክመት ነው። በዚህ ሰዓት ላይ ምን አይነት ኢሹ ቢነሳ በጣም ሊጮህልኝ ይችላል በሚል ያቺን የአየር ሰዓት ለመሸፈን ብቻ የሚደረግ የችኮላ ስራ ነው። ይህ ደግሞ የተቋም ችግር ሳይሆን የጋዜጠኛው ድክመት ነው ብዬ ነው የምወስደው። ፕሮግራምን ሚዛናዊ ከማድረግ አንጻር የራሱ የጋዜጠኛው ፍላጎት ማጣት ነው እንጂ በስልጠና በምናምን ነገር ብትወስድ እንደዚህ አይነት እድሎች በተቋም ደረጃ አሉና የጋዜጠኛው ክፍተት ነው ብዬ የምወስደው።”

There is quite a gap. We are going to be responsible with a few ideas. On my part, if we look at the "Netsa Hasab" program that works in my institution, there are those responsible who are vulnerable to violence. It's just a volume grab. This means that it is out of balance. There is a huge gap in terms of collecting and documenting information to deliver reliable information to the audience. This is not complete for me. The journalist's weakness is the first thing I would want to discuss with you. It's a hurried task simply to fill that slot since, in my opinion; the journalist is the one who is lacking here, not the institution, regardless of the issue that arises. The journalist's lack of interest is the program's balancing factor, but if you take training in anything, you can find opportunities like this at the institutional level; therefore, I believe the gap is with the journalist. The Chief Editor, CE, responded as well, saying, “ወደፊት እናየዋለን። እስካሁን ድረስ ምንም አይነት ሃምብል ማስረጃ ይዞ አይቸው አላውቅም። ፕሮግራሙ ቅርፅ ስለሌለው (የተወሰነለት ነገር ስለሌለው) ወቅታዊ የሆነ ነገር ሲነሳ እሳት የሆነ እሳቱን ብቻ ይዞ የተሰራ ነገሮች ካለህ የማደፍረስ ነገር ታያለህ። ለምሳሌ የሰላም minister ጠቅሰህ ምን ታደርጋለህ? ልትል ትችላለህ። ወቅታዊ የሆነ ለምሳሌ ፓርቲ ከሆነ እናንተ ተመረጣችሁ አልተመረጣችሁ አይነት ጥያቄ ብትጠይቅ የሚጠቅመው ማንን ነው? የሚጎዳው ማንን ነው ? እስካልታየ ድረስ ችግር የለውም። ሊያስሞግስህም ይችላል። ቅርፅ አለመኖሩ ይህን ክብደት ሰጥቷል ብዬ አስባለሁ። document ቀርቦበት ኣያውቅም። ሰዎች ካሉት ነገር ተነስቶ እንዲህ እንዲህ ተብለሃል ተብሎ ማስረጃዎች ሲቀርቡ ያየሁበት ሁኔታ ነው ያለው።”

We'll see in the future, as I haven't yet seen the programs provide any evidence of Humble so far. The program is amorphous (it lacks a defined form), so when an issue develops, anything created with fire will be destroyed. You may say that if you pose a contemporary query, such as "Who will benefit if a party wins or loses?" To whom does it harm? As long as it is not noticed, no issue includes concrete evidence in it. It may make you feel good. I believe this weight has been assigned due to the lack of a given format. But in contrast to the respondents above, “Netsa Hasab,” Program producer, who went by the name PP, said

“ፕሮግራሙ የተለያዩ የሚዲያ አውታሮች የሰራተኞችን ዘገባዎች፣ በተሙቋማት የተሰጡ መግለጫዎችን፣ የዋና ኦዲተር ሪፖርት እንደዚሁም ደግሞ በጉባኤ ላይ በየቋሚ ኮሚቴው የሚነሱ ሃሳቦችን፣ የፓርቲ ደጋፊዎችን ወይም ተቃራኒ ወገኖችን ሀሳብ በግብዓትነት

ይጠቀማል። በአሁኑ ሰዓት ደግሞ መረጃዎችን ብቻ የሚሰበስቡ፣ የሚያደራጁ፣ የሚያጠናቅቁና የሚተነትኑ ሁለት ሙያተኞችን ለመቅጠር እየፈለግን ነው። እስካሁን ባለው ሁኔታ ግን እራሴን ነኝ መረጃ የማሰባሰብው በምንጠይቀው አካል ላይ የተሠሩ ቪዲዮዎች የተነገሩ ነገር ግን በደንብ Verified የሆኑና በአግባቡ የተገለጹ እንጂ በሆይሆይታ ወይም በአሉባልታ አገሌ እንዲህ ነበር የሚሉ እንትኖችን አናቀርብም። ወይ ግለሰብ በሆነ መድረክ ላይ ተገኝቶ የተናገረው ነው

ወይም ከግለሰቡ ተቋማት ሊሆን ይችላሉ የሕዝብ ተወካዮች ምክር ቤት ቋሚ ኮሚቴ ዋና ኦዲተር የመሳሰሉ ስለዚያ ተቋም እና ግለሰብ ያወጧቸውን ሪፖርቶች እንደዚሁ እንፈትሻለን ከዚያ ባሻገር ግን ባለን communication ተንተርሼ አሰሳ በማድረግበት ሰዓት ላይ አላጣም።”

We use reports made by media outlets, statements given in the press, as well as proposals raised by each standing committee at the conference as a source. I am requesting the party to provide me with its annual report, especially now that they are party representatives as well as an individual who follow that party with admiration or support, in addition to the information I have already received and what they refer to as our reality. In addition, questions about the articles written by opposing parties on both sides, etc., can be used as sources. Additionally, we are looking for a couple of analysts to hire. But right now, I'm gathering films that were produced about the guest we're looking for; they're well-verified and accurately detailed, and we don't show any that claim it was all a rumor. We will look at the reports that were released by the institution and the person who spoke on a platform, for example, the chief auditor of the Standing Committee of the House of Representatives.

The researcher asked a follow-up question about the impact of having limited manpower to use concrete evidence, saying, “Is there anything that has banned you from being able to create a program that is particularly evidence-based?” The program producer, PP, replied that

“ያው የጎዳንን የማውቀው መረጃዎችን የሚሰበስቡ፣ የሚያደራጁ፣ የሚያጠናቅሩና የሚተነትኑ ሙያተኞች ቢኖሩ ነበር። ያኛውን ሞክሬው ቢሆን ነበር። ነገር ግን የበለጠ ሊሆን እንደሚችል ምንም ጥርጥር የለውም። ከዚያ ባሻገር ግን ከሰነድ ጋር ተያይዞ አንቱታን ያተረፉና የበሰሉ ሰዎች ጋር ነው ሥሰራ የነበረው። ከነ ጌታቸውረዳ፣ ከነ ሸመልስ ወዘተ....እናም እንዴት አድርጌ Commanication ማድረግ እንዳለብኝ እያንዳንዱን ባለሥልጣናት ስለማውቀው ከሰነድ ጋር ተያይዞ ብዙ ፈተና ገጥሞኝ አያውቅም ።”

I regret not trying that one. However, there's no denying that it could be more. Apart from that, in terms of documents, I have connections with well-known officials like Ato Getachew Reda, Ato Shemels, etc. I know each authority and know the directions, so it is easy to get information and contact them. I don't think I've ever had a lot of trouble with providing information, especially when it comes to documents.

4.2.4 Major Challenges to practice Professional Journalism in Netsa Hasab program

The researcher requested an executive producer of the show PP to explain his statement regarding the challenges to practicing professional journalism in the “Netsa Hasab” program. “አንዳንዶቹ ሃላፊዎቻችን ጣልቃ የመጣት ፍላጎት ያላቸው አፍቃሪ ፓርቲ ናቸው። በተለይ የዛሬ አመት አካባቢ በተረኝነት ስሜት ብዙ ሊጎዱ የሚሞክሩ አካላት ነበሩ። አሁን ደግሞ የመጡት አመራሮች ደግሞ በሲብተም ለመምራት ጥረት ያደርጋሉ። ግን ተወደደም ተጠላ ሃገሩን ነው የሚመስሉት። የመንግሥት አካላት በተደናበሩ ቁጥር የኛም አመራር አብሮ የሚደናበርበት፣ እነሱ በተረጋጉ ቁጥር የእኛም አመራር የሚረጋጉበት ሁኔታ ነው ያለው። እነዚህ የመንግሥት አካላት ለማስገደድ ጥረት ስለሚያደርጉ የኛም አመራር በራሳቸው ተነሳሽነት ብቻ ሳይሆን ከላይ በባለቤትነት ተቋሙን የያዘው አካል በሚሰጣቸው አቅጣጫ መሠረት ነው የሚሄዱት።አሁን የመጡት አመራሮች እሱን አሸንፈው የተሻለ እድል ለመፍጠር ትግል ያደርጋሉ።”

Some people want to step in and have a loving party. Many people attempted to damage others by feeling arrogant, especially this year. The new leaders will now attempt to lead through the system. However, they consider themselves to be citizens of the nation, whether they like it or not. The more our leadership is calm, the more the government bodies are quiet; the more they are confused, the more our leadership is calm. Since these government agencies are attempting to impose their will on us, our leadership is acting not only on its initiative but also following directives from the organisation's higher-ups. The leaders who have arrived thus far will struggle to overthrow a problem and establish a more favourable situation.

Additionally, senior producer SP2 outlines the primary obstacles to producing this kind of program.

“ዋነኛው ችግር በተቀመጠው ህግ አለመስራት ነው። ጋዜጠኛው የቆመበት እውነት እና ፍላጎት ይወስነዋል። ሀገሪቷ ውስጥ ያለው ፖለቲካ ይወስነዋል። ስራ ስትሰራ ግማሹ ሲያሞግስህ ግማሹ ያጥላልህ። ነፃና ገለልተኛ ሆነህ እንዳትሰራ የሚያደርጉህ እውነታዎች ናቸው።”

The main problem is the failure to implement the existing rules and regulations. It is mainly determined by the journalist’s line of thought and interest. The country’s political situation and the background of the guests also play roles. Some bottlenecks hinder you from doing a balanced job. In his detailed elaboration, program producer PP adds more about the external pressure and interference in the media. He replied as follows: “ፕሮግራሙን በተመለከተ በምናደርጋቸው ውይይቶች ላይ አንተ ባልከው መልክ እንዲሠራ የሥራ ሃላፊዎች ትዕዛዝም አቅጣጫም ያስቀምጣሉ።”

ወደ ተግባር ስትገባ ግን እነሱም ያው ከላይ በሚኖርባቸው የጫና ሥጋት እንደሆነ ይለዋወጣል። ወደ ፊትም እንዲህ ሁኖ የሚቀጥል ይመስለኛል። እንሰማለን እዛም አካባቢ አንዳንዴም እንዲቆም ሁሉ ፍላጎት ያላቸው ባለሥልጣናት አሉ። ውጫዊ ጫና በጣም ከፍተኛ ነው። እንዲውያም እኛ አሁን የተሻለ ብዬ የማስበው በተለይ እንደዚህ አይነት ኮርፖሬት የመንግሥት በጀት ሳይኖርህ ስትሠራ የግል ኩባንያዎች በሚሰጡት የስፖንሰርሺፕ ልክ ጫና የሚፈጥሩበት እድል ነበር

ድሮ። ነገር ግን አሁን ነፃ ሀሳብን በተመለከተ በተለይ የግል ኩባንያ ሲሆኑና ፓርቲ ወዘተ ሲሆኑ ስፖንሰር ያደርጉናል፤ ደመወዛችን ናቸው እና ሰዓት አላቸው የሚል ነገር የሉብንም። ይህ የሚያሳይህ የባለቤትነት ጉዳይ የፈጠረባቸው ጫና እንጂ ዝግጁነቱ መኖሩን ነው የሚያረጋግጥልህ። ለምሳሌ ብንወስድ ብሄራዊ ሎተሪ በቀደም ታስታውስ ከሆነ በዚያ ደረጃ ሰውዬውን ስንሞግታቸው ለዋልታ ስፖንሰር አላደርግም በዚያ ወጣ ቢዚህ ወረደ ብለው ሲቀባጥሩ ነበር። የራሳችሁ ጉዳይ ነው የተባሉት። ይህ የሚያሳይህ የፖለቲካው የባለቤትነት ውጫዊው ጫና ስለሚበረታ እንጂ ዝግጁነቱ አለ።”

During our program meetings, the officers establish guidelines and directives to ensure the program operates as you stated. However, in terms of action, they also vary depending on the nation and the pressures they face as high-ranking officials. I predict that things will stay this way going forward. We hear it regardless of what we think. Some higher officials occasionally wish to put an end to the program. There is excessive outside pressure. In addition, I believe that the ability to exert pressure on private company sponsorship is better now, particularly without a corporate government budget like this one. However, in the case of Netsa Hasab, particularly in cases involving private companies and parties, our management does not take into account their sponsorship and air time. This demonstrates the strain that the ownership issue places on government representatives as well as their willingness to serve as a forum for difficult conversations. Using the National Lottery as an example, you may recall that when we previously confronted the director at that level, he said he would not sponsor Walta. "It is your own business," our managers remarked. This demonstrates that while there is preparation in our management, it is still difficult to resist the political pressure.

Another respondent is a senior reporter (SR2) at Walta TV. He explained that he thought that it was difficult to practice professional journalism. He made a lot of points about what he understood about the role of the program in the realization of professional journalism, as follows:

“በፅሁፍ ደረጃ የምንመራባቸው መመሪያዎች አሉን። እኔም የተመለከትኳቸው አሉ፤ እያንዳንዱ የመገናኛ ብዙሃን እንደ ግዴታ የሚመራበት Editorial policy አለው ። ስለዚህ እሱን በፅሁፍ ደረጃ ተመልክቻለሁ አለ። ከባድ ነው እንዳልኩህ PROFESSIONAL ETHICS ተከትሎ ልስራ ማለት። አንዳንድ ወቅታዊ የሆኑ ሁኔታዎች ሲፈጠሩ ከመያ

የወጡ ስራ እመለከታለሁ። እንደ ሰራተኛ ደግሞ ብዙ ጊዜ ከወቅታዊ ሁኔታዎች አንጻር ይህንን ባቀርብ ላይተላለፍ ይችላል ብሎ የማለፍ ነገር ተመልክቻለሁ ። የሚሆነው ምንድነው ወቅታዊ ነገሮች ሲፈጠሩ ትልልቅ Event ሀገራዊ ጉዳይ ሲኖር ብዙ ነገር ይታጠፋል።”

For guidance, our media have written documents. And I did see them. Every media outlet has an editorial policy that is mandatory. As I told you, it is difficult to follow professional ethics, which means that when some current events occur, I look at unprofessional work. What happens when current events happen? When there is a big event and a national issue, a lot of things is lost. The program producer (PP), a senior editor and presenter, was asked by the researcher to provide his knowledge of the primary causes of the (Netsa Hasab) program's ups and downs. He gave the following response:

“አግዲህ ቀደም ሲል ምናልባት ፕሮግራሙን ትኩረትተለው ከነበረ ሦስት ዓመታት እንደዚህ በጥሩ ሁኔታ ላይ ሂዶ በተለይ ባለፈው ዓመት አካባቢ ላይ ተቀዛቅዞ ነበረ። የመቀዛቀዙም አንዱና መሠረታዊ ምክንያት እንደሚመጡት የሥራ ሳይሆን እወክለዋለሁ የሚሉትን የፓርቲ ተልእኮ ተሸክመው የሚመጡ አለቆች አሉ። Even በጥያቄዎች መረጣ ላይ የጣልቃ ገብነት ሁኔታ አለ። በነገራችን ላይ የተቀረፀ ሁሉ ያው ተላልፎ አያውቅም። በሚገርም ሁኔታ 67 ደቂቃ የተቆረጠበት ፕሮግራም አስታውሳለሁ። አየር ላይ ሲቀርብ እራሱ ሰዎች የተሟላ ፕሮግራም ያዩ ይመስላቸዋል። እኔንም አንዳንድ ጊዜ እስከ መውቀስ የሚደርሱበት ሁኔታን በአግባቡ ሁሉም ሃሳብ ስለማይተላለፍ ነውና እንደሱ አይነት የዚህ የፖለቲካ ፓርቲን ውግንና እየያዙ ከጋዜጠኝነት ባሻገር ከሃሳብ ነጻነት ባሻገር የሆኑ የሥራ ኃላፊዎች በሚመጡበት ጊዜ እንደሱ አይነት ችግር ይገጥመኛል።”

If you've been keeping up with the program in the past, it ran smoothly for approximately three years before becoming stagnant, especially in the previous year. One of the key causes of the slowdown is that some leaders enter politics not as professionals but with the mission of the party they claim to serve, even in the selection of questions. There is an intervention of some sort. By the way, everything that was recorded was never broadcast. I remember a program where 67 minutes were cut surprisingly short. It's because not all ideas are transmitted, so I face the same problem because our leaders, who are beyond journalism and beyond freedom of thought, come and hold the political parties they support.

"What are the challenges to getting the appropriate guests, and what is your view on the support from your management?" was the additional question the researcher raised in light of the information presented by the program producer, PP. He gave this response in return:

“ከዚህ ባሻገር ደግሞ ብዙ ንባብ እና ዝግጅት አድርገህ እሺ ያለህን ግለሰብ ወይ ድንገት ካለበት ስልጣን ይነሳል ወይ ደግሞ በቅንነት አንዳንዶቹ በሥራ አጋጣሚ ወደ ውጭ ሊሄዱ ይችላሉ ወይም ስብሰባ ሊኖራቸው ይችላሉ። አብዛኛዎቹ ግን ብዙ ካደከሙህ በኋላ ከሌላው ከሥራህ በኋላ ማለትም ብዙ ለፍቼ ከሳምንት ከአስራ አምስት ቀን በላይ ጥናት የሠራሁባቸው ተቋማት እና የሚመሯቸውም ግለሰቦች ብዙ ከተዘጋጀሁባቸው በኋላ እንደዚህ ልክ ተስፋ በሚያስቆርጥ መልክ እምቢ ይልሃል ግን እኔ ለምጅቀለሁ። ከዚያ ባሻገር ደግን አሁን ደግሞ የመጡት የሥራ ኃላፊዎቹ ጋዜጠኛም ስለነበሩ የተሻለ መድረክ እየፈጠሩልኝ እየሰራሁኝ ነው። ነገር ግን ይህ ፖለቲካዊ ጣልቃ ገብነቱ ለእኔ ብዙ ወቅት ስለማይደርሰኝ እንጂ አንዳንድም በሥራ ሃላፊዎቹም የማትፈርድበት ሁኔታ አለ። ከዚህ ባሻገር ደግሞ ነፃትን በሚፈታተን ደረጃ አሁን የእኔ ፕሮግራም ብዙ ጊዜ በኮሚቴ መልክ ነው እንደውም የሚታየው። ትልልቅ የሚባሉ የሥራ ኃላፊዎች

አንዳንድም CEO ጨምሮ በጋራ የሚመለከቱት ነው። አንዱ ሌላ ያስባል ሌላው ሌላ ያስባል እነሱ ባልተሰማሙበት ልክ እራሱ ብዙ ሃሳቦች ሊወጡ ይችላሉ እና ይህ የሚቆረጡ ነገሮች አንዳንዶቹ በእርግጥ እኔንም safe ከማድረግ ተጠያቂውንም እንደዚሁም ተቋሙንም ሃገርንም ጭምር አንዳንድ ጊዜ በስሜት የምትጠይቃቸው ጥያቄዎች ሊኖሩ ይችላሉ። እነዚህ ደግሞ ሀገር ላይ ለየደርሱ የሚችሉት ጉዳት ይኖራል። እደዚህ እንደዚህ አይነቱ ላይ ብዙ ልዩነት የለኝም።”

In addition to this, you may have done a lot of reading and research, and the person you are going to interview may suddenly quit his job, or, honestly, some of them may travel abroad for business or to attend a meeting. However, the majority of them will reject you in such an upsetting manner after you have put in a lot of effort—that is, after you have studied for more than fifteen days.

Beyond that, now my leaders who came were also journalists, so I am working to create a better platform for me. But occasionally, even my prior leaders don't hold me accountable because I don't receive much criticism for this political intervention. In addition to this, my program is frequently watched, as in the form of a committee, top officials, sometimes including the CEO, will all be watching program. Many ideas can come out, and some of these things are cut. Of course, some of them are good, and I understand their concern about keeping me, the guest, the media house, and the country safe.

4.2.5 Guest Respect in Netsa Hasab of WALTA TV

Another respondent is Chief Editor, CE. She works for Walta TV as a journalist. The researcher requested that to share her opinions on treating guests on Walta TV's “Netsa Hasab” program. “ሰዎች ይመጣሉ። ሚኒስትሮች ሲሆኑ፣ ባለስልጣናት ሲሆኑ፣ ከግል የመጡ አካላቶች ሲሆኑ እና ሌሎች ሲሆኑ በእነሱ መካከል በጣም ትልቅ ልዩነት አለው። ከአቀማመጥ ይጀምራል። ጥያቄ አጠያይቃችንም ሊሆን ይችላል። የአግራችን አቀማመጥ ሊሆን ይችላል። ጋዜጠኛው አውቆትም ይሁን ሳያውቅ ለተለያዩ ሰዎች መድሎ እንዳለው

እንመለከታለን። Even የክልል አስተዳደሮች ጋር፣ የአማራ ክልል ጋር ምን ተወራ? ትግራይ ምን አወራ? አንዳንድ አበባ ተገዝተዋል ፣ ሰዎች ከበሮ ይዘው እየተደለቁ እስከ ቢሯቸው ድረስ የወሰዱት አመራሮች አሉ። ደሞ ብድግ አርጎ አንጠልጥሎ ኖርማል የሆኑ ቁርንቁሰ ውስጥ ሲያወራ ታያለህ። እና ማለት ሰዎችህ ላይ ምን ያሳድራል?

እኔ ላይ ምን ተፅዕኖ ያሳድራል? ፕሮግራሙ ላይ ምን ተፅዕኖ ያሳድራል? የሚለው ሁሉ የተጎበኙ አይመስለኝም ። ማሰብ እንችላለን ለምሳሌ ጀዋር ሙሃመድ ጋር ሂዶ ያደረገው ኢንተርቪው፣ ተቋሙም እነዚህን ጉዳዮች አንስቶ ለዚህ ስቀሃል ብሎ አስተያየት የመስጠት ነገር አልተለመደም። ከውጭ የሚመጡ ግብረ መልሶች እንጂ ተቋሙ ቋሚ የሆነ የፕሮግራም ይዘት እና አስተዳደር ስለሌለው ምክር አያስፈልግም። አዘጋጆቹ ላይ ማለት ነው።”

Guests show up. There is a significant difference in treatment between them depending on whether they are women, ministers, officials, or members of private organizations. It starts with the way we sit. We might also pose queries. Our foot placement might be the cause. It is evident that the journalist, whether intentionally or unintentionally, treats various people unfairly.

Take a look at what was happening with the regional state presidents and higher officials from Tigray and the Amhara region, along with other regions. Some local states greeted the journalist with drumming, while others presented him with flowers. He may be seen loitering and conversing with some other guests, speaking to them disrespectfully and rudely. During his conversations, even his dress is different and visible. He should consider how it is understood by the public. And how does that affect him? In what way does it impact the program? These things haven't been considered, in my opinion. For instance, the producer's conversation with Jawaar Muhammad is one example that comes to mind. The problem is that there are no guidelines from the institution because it lacks a set of program substance and management. Since the institution does not have permanent program content and management, there is no need for advice from the producers. Another senior reporter, SR1, also forwarded her views regarding issues regarding the importance of respecting guests and practicing professional journalism, as follows:

“እንደእኔ ምልክታ እኩል treat አያደርግም። እንደየስልጣን ደረጃቸው ይለያያል። “Hot ሆኖ ሰዎቹን በሚያስቆጣ መንገድ ጥያቄዎቹን ከማቅረብ ይልቅ ethics በጠበቀ መንገድ ቀለል አድርጎ ቢጠይቅ ለሰዎቹም ለጋዜጠኛውም ክብር ይኖረዋል። እና ለምንፈልጋቸው ጥያቄዎች በቀላሉ መልስ እናገኛለን።” According to my observations, it does not treat them equally. It varies according to their level of power. Instead of asking the questions in a way that angers the people while being hot, if he asks them simply in a way

that respects ethics, he will have respect for the people and the journalist. In response to a question about treating guests equitably in the "Netsa Hasab" program, Senior Producer SP1 at Walta TV also responded as follows: “ሰዎች ባላቸው ታይትል ለምሳሌ የብሔራዊ ሎተሪ ዋና ዳይሬክተርና በቅርብ ደግሞ የሀገር መከላከያ ሰራዊት ኮሙኒኬሽን ሃላፊ ኮረኔል ጌትነት የተስተናገዱበት ሁኔታ እኩል ነው ብዬ አላስብም። ይህ የራሴ ግምት ነው። የብሔራዊ ሎተሪውን ዋና ዳይሬክተር የማስጨነቅ ሁኔታ ተመለክቻለሁ። ነገር ግን ለምሳሌ በትግራይ ክልል የነበረውን ጦርነት ስንመለከት እና አሁን በአማራ ክልል ያለውን ጦርነት ስንመለከት ኮንትራቨርሺያል ናቸው። በጣም አከራካሪ ሊሆኑ ይችላሉ። ያ ጦርነት እንዳይደረግ ማድረግ አይቻልም ወይ? በጣም ከባድ ክርክር ሊያስነሳ የሚችሉ ነገሮች ሊኖሩ ይችላሉ። ከ2 ዓመት በፊት የነበረው ጦርነትና የብሔራዊ ሎተሪ እነዚህ ሁለቱም እንግዶች የተስተናገዱበት መንገድ ሚዛኑን የጠበቀ ነው ብዬ አላስብም። በጣም ሚዛናቸውን የሳቱ ነገሮችን አንዳንዴ አያቸዋለሁ። ክፍተት አለ እዛ አካባቢ። I don't believe that people with titles like Chief of Communications for the Defence Forces, Colonel, and Director General of the National Lottery are treated equally. This is just what I think. I have personally observed the National Lottery Director General being harassed. However, they are controversial when we consider, for instance, the wars in the Tigray region and the Amhara region right now. They are sometimes very contentious. Is there no way to stop that war? Certain things might give rise to a furious dispute. How these two guests have been treated doesn't seem out of proportion.

Considering the national lottery and the war from two years ago, occasionally, I witness out-of-balance things. That is where the gap is. Similarly, another editor, E, also reinforces the stated idea as follows:

ጉድለቶች የሉም አልልህም። ምክንያቱም አንዳንዴ አግሬሲቭ የሚኮንበት ሁኔታ አለ። ትክክለኛ ማስረጃን ብቻ ስለያዘክ ሰው ፊት ቆመህ እንደፈለክ መሆን የለብህም። ፖላይት እንዲሁም ሁሉንም ሰው አክባሪ መሆን አለብህ። ማዳመጥ ፡ ሃሳቡን ማስጨረስ እንዳለብህ አምናለሁ ። ልክ ካዳመጥክ በኋላ ለሚሰጠው ምላሽ በማስረጃ በማስደገፍ መከራከር ይቻላል። የሃሳብ ልዩነት ስላለ ብቻ ጣልቃ በመግባት ኢንተራፕት ማድረግ የለብንም። የምትፈልገው መረጃ ለማግኘት ስትል የሰውን ሃሳብ ማክበር አለብህ። ያለበለዚያ የፈለከውን መረጃ ሳታገኝ ከተጋባኝ እንግዳህ ጋር ልትለያይ ተችላለህ። እና እዚህ ላይ ክፍተት እንዳለ እንመለከታለን።”

I can't say that there aren't any imperfections. Because there are circumstances in which being violent is frowned upon. You don't need to present solely legitimate proof to an individual. You have to treat everyone with courtesy and respect. Listening: I think you should carry out the idea. As soon as you listen, arguments can be made, and responses can be supported by evidence. Simply because there is a disagreement, it does not mean that we should intervene or interrupt. It is necessary to respect others' opinions to obtain the

knowledge you require. If not, you might have to say goodbye to your host before receiving the information you require. So there are gaps in this area. However, the senior reporter, SR2, doesn't agree with the above respondents. He says that:

“በደምብ ጠለቅ ብዬ መናገር ባልችልም ያው እንግዶቹ ሲመጡ ጀምሮ እንዴት treat እንደምናረጋቸው ስመለከት ጥሩ ነው። እንደ ወዳጅ ነው የሚቀርቧቸው ስራ ላይ ስራ ነው Interview ላይ ሲገቡ አየር ላይ እንደምንመለከተው ነው ምክንያቱም ነገሮችን አደባብሶ ማለፍ ሳይፈልግ በደንብ ደጋግሞ ይጠይቃቸዋል። ጥያቄዎችን ከዛ ውጪ ግን እንግዶችን ያከብራል እኔ እንደተመለከትኩት ማለት ነው። አንዱ ለምሳሌ fairness ላይ አንድን እንግዳ ሲጋብዝ በዛ እንግዳ ምክንያት ሌሎችን አያስተችም I think የገባህ ይመስለኛል ፤ ለምሳሌ አንድን እንግዳ ሲያቀርብ ስለዛ እንግዳ ብቻ ነው የሚያወራው ወይም ደግሞ እንግዳው ፖለቲከኛ ከሆነ ፖለቲከኛውን እና ፖለቲካውን ስለሚደግፉ ሰዎች ነው እንጂ እንዲያውሩ የሚያደርገው ተቃርኖ አላቸው የሚላቸውን አያስተችም ። ያ ማለት በሌላ አባባል ሌላ ሰው በሌለበት ስለሌላ ሰው እንዲወራ አያደርግም so fair የሆነ ስራ ነው የሚሰራው ምክንያቱም ምላሽ መስጠት የማይችል በሌለበት ስለዛ ሰው እንዲያውሩ አያደርግም መንገዱንም ይዘጋባቸዋል ሊያነሱ እንኳን ቢፈልጉ።”

Although I can't say in detail, its good when I see how they treat the guests when they arrive, he treats them like friends. For example, when one invites a guest to fairness, he does not mislead others because of that strangeness. I think you understand. A saying does not make someone else talk about someone else in their absence, so it does a fair job because it does not make them talk about that person when they are not able to respond.

In response, senior producer, SP2, of Walta TV, said the following. “ብዙ ክፍተቶች አሉ፡ እንግዳ ምታናገርበት የራሱ የሆነ ስርአት አለው አይደል? መናገሩም መሳቅም የሌለብህ የለብህም። ከዚህ አንጻር ክፍተት አለ ብዬ ነው ማስባው ። እነዚህ ነገሮች ተቋቁመህ ሰርተህ መውጣት እየቻልክ ስሜታዊ መሆን ተገቢ አይደለም። ለምሳሌ እንግዳው እንዲያወራ እድል አለመስጠት፤ ትክክል ነኝ ብሎ ከማሰብ የሚመጣ ስህተት አለ፤ ከዚህ አንጻር ክፍተት አለ ብዬ አስባለሁ ። ከእንግዳ እንግዳ ክፍተቶች አሉ ያንን ሰው ስለሚወደው፤ ስለሚያከብረው በስርአቱ ያወራዋል፤ ያንኛውን ሰው ደግሞ የማዋረድ ምናምን ነገር አለ። እንደኔ ቢሆን የምለው በተቀመጠልን ህግ በተቀመጠልን መርህ በተቀመጠልን ልክ ነው ልንሰራ ሚገባው።”

There are lots of problems in this regard. You are not supposed to be angry or laugh at the interviewee. That is disrespectful. This has to be improved. You should not be so full of yourself to deny the guest enough time to talk. I see problems in such aspects.

4.2.6 Professional Journalism versus Walta Media's Editorial Policy

Walta Media Editorial Policy states that the company will work to uphold professional journalistic values to better serve the public. In the process, it will reveal all types of

unethical behaviour, including attitudes and actions motivated by rent-seeking that are detrimental to the public interest. It was also noted that all of this should be accomplished through people's dignity, equity, veracity, and balance, as well as by employing verifiable proof. The editorial policy also supports strengthening democracy and ensuring good governance. Freedom of speech and media independence is protected under Article 29 of the Federal Democratic Republic of Ethiopia's Constitution. Walta will enjoy legal protection under this article's sub-article 4, which will allow it to function as an independent institution and welcome a variety of viewpoints. Therefore, in compliance with the constitution, Walta shall be free to operate without interference from any internal or external pressures. In addition, Walta's editorial policy also stipulates that it must act independently of any internal and external pressure in compliance with the constitution. So there isn't a gap in its editorial framework. The Walta editorial policy of article sixteen, sub-article 15.3, explains, *“Affiliates may sometimes attempt to impose conditions before agreeing to participate in content, in which case Walta does not in any way compromise its editorial independence and control.”* However, there are many challenges on the ground against Walta’s editorial policy. Government officials' interruptions, media managers' lack of dedication, and journalists' lack of commitment are the main causes of the issue. The concept that not all parties obey the editorial guidelines is supported by the respondents' senior reporter (SR2) and the program producer (PP) at Walta TV.

CHAPTER FIVE

5 SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary

The study aimed to analyze the status of professional journalism in Ethiopia during the reform period (2018-2023) by taking "Netsa Hasab" of Walta in Focus.

This research is designed to answer the following fundamental research questions.

1. How close to *accuracy* and truthfulness does Walta TV's "Netsa Hasab" program adhere?
2. How does Walta TV uphold the values of fairness in its shows?
3. Under what circumstances does the "Netsa Hasab" program respect the dignity of its guests?
4. What are the challenges for using concrete evidence in Walta TV's "Netsa Hasab" program?

Sample programs and study participants were chosen from Walta TV to answer these questions. One media specialist further took part in the study. Qualitative analysis was performed on the information gathered from in-depth interviews. Contents of the sample program collected from Walta TV were also analyzed.

Based on the results of this study, the following major findings are made.

- The majority of respondents concurred that Ethiopia lacks practicing, professional journalism. Furthermore, they acknowledged that there are gaps in media laws that prevent people from getting the information they need to pursue this job.
- According to the interviewees, professional journalism is not easily realized in Ethiopia.
- As a way to strengthen discourse, the "Netsa Hasab" program asks even ministers to take a seat and practice dialogue.
- Regional administrators were also confronted about the program.

- During the reform period, programs such as "Netsa Hasab" aimed to exercise professional journalism, but most of them experienced a lack of practicing evidence-based journalism.
- When the substance of the "Netsa Hasab" program samples were examined, it became clear that Walta TV's professional journalistic practice was still in its infancy and needed to be improved.
- There is no exemption to Walta Media's editorial guidelines for practicing professional journalism. Nonetheless, the main issue was the lack of dedication on the part of journalists, media managers, and government representatives.
- The Walta media organization did not commit to advancing the field of professional journalism.
- The Walta TV Netsa Hasab program lacked depth, accuracy, clarity, and scope in its variously aired programs.
- Guests are not treated fairly or with respect in Walta TV's "Netsa Hasab" program.
- Because "Netsa Hasab" is mostly handled by a single person, there is insufficient planning, which leads to the program being based more on hearsay than on solid proof. So it affects the accuracy and truthfulness of the program.

The main obstacles to professional journalism at Walta TV were:

- Government interference,
- Media managers' lack of commitment,
- Lack of government support,
- Journalists lack of professionalism,
- A shortage of skilled manpower and logistics,
- Inadequate training for journalists,
- A lack of incentives for journalists,

- Misconceptions about the value of professional journalism in the community, and the inability to give protection for professional journalists were the main challenges at Walta TV and in other media in Ethiopia.

5.2 Conclusions

The study's findings led to the following conclusions being made.

The dialogues on TV talk shows often involve verbal altercation and violence. This is most prominent when discussing political issues. Issues like corruption and social problems receive much less attention and are almost absent from discussions.

The study found a significant absence of women participating in these talk shows. This is identified as a critical issue that needs attention and correction.

The discourse on these talk shows tends to prioritize emotions over logic. Participants often rely on personal opinions ("the talkative self") rather than constructive dialogue with others ("dialectical, constructive concepts").

These findings point towards potential concerns regarding the content and dynamics of TV talk shows, particularly in terms of gender representation, bias in topic selection, and the quality of discourse. Addressing these issues could lead to more balanced and informative programming.

Critical emphasis must be given to developing dynamic media organizations staffed by morally upright professionals.

The host of these talk shows tends to show bias towards political topics. This suggests that the discussions may not always be neutral or balanced.

However, the field investigators did not provide a compelling justification for the facts of how the Ethiopian media failed to cover especially the practices of research, preparation, fact-checking, and as well as showing guests respect and following up with appropriate questions.

On the other hand, several academics attempted to carry out a study on the journalism industry with a focus on these Hard Talk television shows. For instance, these results were incorporated in a thesis (Selamawit Worku, 2019), published a thesis titled "*Audience*

Reception Analysis of LTV Show among Addis Ababa Residents.” The study's conclusions do, however, have certain gaps, especially when it comes to important journalistic ethics like objectivity, fairness, privacy, and respecting human dignity in addition to truthfulness and accuracy. Her research mostly examined how satisfied viewers were with the program.

In contrast, (Seid Muhie, 2019), concentrated more on the show's production values and standards in his thesis, *"Analysis of Amharic Talk Show Content and Format Reform of Ethiopian Television."* The study focused on the issue of framing and format implementation of ETV's talk show programs, even though one of the talk show programs examined was "Birtu Weg," which is comparable to Walta's "Netsa Hasab."

Therefore, the purpose of this study is to determine the level of attention provided to professional journalism by the Netsa Hasab program at Walta Media Institution.

The results of the study, which used *"Netsa Hasab"* as a sample show on Walta TV, showed that professional journalism is still in its infancy stage.

The host of these talk shows tends to show bias towards political topics. This suggests that the discussions may not always be neutral or balanced.

The *"Netsa Hasab"* sample shows on Walta TV that were reviewed indicated that professional journalism is at a developing level.

5.3 Recommendations

Based on the findings and issues identified in the research on “Netsa Hasab” program of Walta Media, here are some recommendations for improving the quality and effectiveness of the program:

- The host plays a crucial role in managing the talk show program. It is essential to maintain neutrality and fairness. This includes ensuring that all viewpoints are respected and represented.
- Encourage the host to uphold ethical standards and avoid biases towards particular topics or guests.
- The host should prioritize selecting quality guests who can contribute constructively to discussions.
- Topics should be chosen based on public interest and relevance, ensuring a diverse range of themes to enrich the program.
- Producers should take a proactive stance against verbal violence. This includes setting clear guidelines and policies to prevent any form of verbal or physical aggression during broadcasts.
- Emphasize the importance of respectful dialogue among guests and participants
- Journalists and hosts should strive to represent diverse viewpoints, including those not physically present on the program.
- Encourage the presenter to host discussions that involve a variety of opinions, fostering a more comprehensive debate.
- It's crucial for hosts to denounce and prevent any expressions of racism or discrimination on the show.
- If such instances occur, the host should promptly intervene and correct the guest using inflammatory language, maintaining a respectful and inclusive environment.
- To enrich discussions, encourage diversity in guest selection. Avoid repeatedly featuring the same individuals and instead aim for a broad spectrum of perspectives.

- Diversification contributes to a more dynamic and inclusive program, offering viewers a broader range of opinions and insights.
- Stress the importance of teamwork in producing successful talk shows. A homogeneous team can enhance cohesion and effectiveness.
- Producers should ensure equal treatment and professional readiness among all guests, maintaining high standards of preparedness for any contingencies.
- Walta TV ought to help journalists improve their ability to do professional journalism.
- When journalists produce relevant and important programs, media managers should resist external influences and avoid preventing them from airing; journalists should also strive to do the best they can with the knowledge and skill they possess rather than offering flimsy excuses.
- The media managers must be dedicated to doing journalism as a career.
- There should be a permanent and clear editorial policy.
- Professional journalism may have made a big difference in the public's knowledge by raising it to the point where people could denounce corrupt practices.
- Media outlets need a sizable training facility to develop the professional abilities of their journalists. The media should serve the interests of society and the government.
- The Walta media company ought to engage in professional journalism, bring up noteworthy topics that the public would find extremely beneficial, and strive to make a positive impact on people's lives.
- Attempting to strengthen democracy and fundamental rights; critiquing the success of programs and initiatives and exposing flaws in their implementation.

Implementing these recommendations can help improve the quality, inclusivity, and impact of TV talk shows, fostering more informative and respectful discussions that resonate with a broader audience.

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Appendix A: Interview Questions to Managers and Editors at Walta Television

For media managers

1. Do you think that “*Netsa Hasab*” of the Walta TV program is practicing professional journalism?
2. Hard talk programs always present serious and strong questions. Do you believe that the “*Netsa Hasab*” program performed this?
3. What do you think are the major challenges for journalists to practice evidence-based reporting?
4. Do you know of any media accountability systems for Ethiopian media? If so, how effective is it?
5. Is the editorial policy well-known by the editors and producers?

For the Program producer

1. What type of program is Netasa Hasab? Is there any written guideline document or format for the program?
2. Hard talk programs are always present serious and strong questions. Do you believe that the “*Netsa Hasab*” program performed this?
3. What sources are used by the program?
4. What types of issues have been covered by the program?
5. Do you think that the program brought about a change in society by covering issues that were covered?
6. Is the editorial policy well-known by the editors and producers?
7. As a producer, is there any external interference from high officials while performing “*Netsa Hasab*”?
8. What do you think are the major challenges to practicing evidence-based reporting?
9. What do you think are the challenges to practicing ethical journalism at Walta Media?

10. What systems does Walta Media have to monitor the ethical practices of its journalists?
11. What are the strengths and weaknesses of the Netsa Hasab Program?
12. What measures should be taken to overcome problems that hinder the production of a better-quality program?

For producers, reporters, and other media experts

1. Based on the principles of journalism, does the “*Netsa Hasab*” program of Walta TV practice professionalism?
2. How can journalists achieve the following journalistic ethics while producing a hard talk program? a true, accurate, fair, balanced, and objective program
3. Regarding ethical journalism, when you compare our media with other worlds, what do you say?
4. Do you think that producers of the “*Netsa Hasab*” program have gone through challenging situations to gather information to verify issues? Does the producer ask questions with concrete evidence?
5. Do you observe that the journalist is presenting his arguments by using appropriate documents and witnesses without shouting or getting angry?
6. Does the producer use humble words and show good gestures for the interviewees?
7. Can you say that the producer respects his guests in all aspects?

Appendix B: Selected programs for analysis

Categories of the program

No	1 st part Broadcasting Date	Program Title	Program title on you tube (sub divided in to different parts) and aired in consecutive weeks)	Theme (focus) area of the program
1	6 Jan 2019	<p>Dialogue with two Higher Officials of National Movement of Amhara, Christian Tadele and Belete Mola</p> <p>የአማራ ብሔራዊ ንቅናቄ ም/ሊቀመንበር አቶ በለጠ ሞላ እና የሕዝብ ግኝፕኑት ኃላፊው አቶ ክርስቲያን ታደሌ በአብን የፖለቲካ እንቅስቃሴዎችና በአማራ ህዝብ ጥያቄዎች ዙሪያ ከዋልታ ቴሌቪዥን ጋር ያደረጉት ቆይታ</p>	<p>A. ትምክህተኞች ነን በዚህም አናፍርም!! የአማራ ብሔራዊ ንቅናቄ አብን አመራሮች ክፍል አንድ 45:07 https://youtu.be/0HjNFtaav14?feature=shared</p> <p>B.Christian Tadele and Belete Mola on Walta Tv part 2 50:22 https://youtu.be/johAskKgRRI?feature=shared</p>	Political
2	2 Sep 2020	<p>Dialogue with One Ethiopia democratic Party Chairman, Ato Sisay Degu</p>	<p>“ፑቲን ያደገው ሰንበት ትቤት ውስጥ ነው” አቶ ሲሳይ ደጉ በነፃ ሃሳብ ፕሮግራም 48:10 https://youtu.be/FjR5ZdSc7rI?feature=shared</p>	political
3	10 Oct 2019	<p>Discussion with Endalkachew Sime, Secretary General of the Ethiopian Chamber of Commerce and Sectorial Associations (ECCSA)</p>	<p>A. በዋልታ ቴሌቪዥን የነፃ ሐሳብ ፕሮግራም - ከኢትዮጵያ የንግድና የዘርፍ ማህበራት ም/ቤት ጸሐፊ አቶ እንዳልካቸው ስሜ ጋር የተደረገ ቆይታ (ክፍል -1ሀ) 13:10 https://youtu.be/9jeq0Bke5ys?feature=shared</p> <p>በዋልታ ቴሌቪዥን የነፃ ሐሳብ ፕሮግራም - ከኢትዮጵያ የንግድና የዘርፍ ማህበራት ም/ቤት ጸሐፊ አቶ እንዳልካቸው ስሜ ጋር የተደረገ ቆይታ (ክፍል -1ለ) Didn't uploaded correctly https://youtu.be/lZmhkzne66Q?feature=shared</p>	Economic

			<p><u>red</u></p> <p>ከኢትዮጵያ የንግድና የዘርፍ ማህበራት ም/ቤት ጸሐፊ አቶ እንዳልካቸው ስሜ ጋር የተደረገ ቆይታ (ክፍል - 1ሐ)</p> <p>15:39</p> <p><u>https://youtu.be/1d3d1bLwuEc?feature=shared</u></p> <p>Walta TV ዋልታ ቲቪ: ከኢትዮጵያ የንግድና የዘርፍ ማህበራት ም/ቤት ጸሐፊ አቶ እንዳልካቸው ስሜ ጋር የተደረገ ቆይታ (ክፍል 2ሀ)</p> <p>13:10</p> <p><u>https://youtu.be/aC3LGsISoSU?feature=shared</u></p> <p>ከኢትዮጵያ የንግድና የዘርፍ ማህበራት ም/ቤት ጸሐፊ አቶ እንዳልካቸው ስሜ ጋር የተደረገ ቆይታ (ክፍል 2ለ)</p> <p>16:13</p> <p><u>https://youtu.be/tUyLQYh3CwA?feature=shared</u></p> <p>ከኢትዮጵያ የንግድና የዘርፍ ማህበራት ም/ቤት ጸሐፊ አቶ እንዳልካቸው ስሜ ጋር የተደረገ ቆይታ (ክፍል 2ሐ)</p> <p>14:19</p> <p><u>https://youtu.be/6hrw7rWwJds?feature=shared</u></p>	
4	9 Dec 2020	<p>Discussion with Yeshimebet Negash, General Manager of <u>Ethiopian Industrial Inputs Development Enterprise (EIIDE)</u></p>	<p>“1ሚሊዮን ብር እንደ 1ብር የሚታይበት ድርጅት ነው የነበረው” ወ_ሮ የሺመቤት ነጋሽ የኢጣልድ ዋና ሥራ አስኪያጅ ክፍል አንድ ሀ #WaltaTV.mp4</p> <p>15</p> <p><u>https://youtu.be/uMKXt-I993o?feature=shared</u></p> <p>“1ሚሊዮን ብር እንደ 1ብር የሚታይበት ድርጅት ነው የነበረው” ወ_ሮ የሺመቤት ነጋሽ የኢጣልድ ዋና ሥራ አስኪያጅ ክፍል አንድ ለ #WaltaTV</p> <p>17:20</p> <p><u>https://youtu.be/CHb0gwn9oXI?feature=shared</u></p>	Economic

			<p>“1ሚሊዮን ብር እንደ 1ብር የሚታይበት ድርጅት ነው የነበረው” ወ_ሮ የሺመቤት ነጋሽ የኢግልድ ዋና ሥራ አስኪያጅ ክፍል አንድ ሐ #WaltaTV</p> <p>13:50</p> <p>https://youtu.be/YihafK80InQ?feature=shared</p> <p>“ማንኛውም አካል የማይሆን ነገር አድርጎ ካለኝ አማራጭ ሥራዬን መልቀቅ ነው” ወ_ሮ የሺመቤት ነጋሽ የኢግልድ ዋና ሥራ አስኪያጅ ክፍል ሁለት ሀ #WaltaTV</p> <p>15:07</p> <p>https://youtu.be/6Tu2vdelvOk?feature=shared</p> <p>E. “ማንኛውም አካል የማይሆን ነገር አድርጎ ካለኝ አማራጭ ሥራዬን መልቀቅ ነው” ወ/ሮ የሺመቤት ነጋሽ የኢግልድ ዋና ሥራ አስኪያጅ ክፍል ሁለት ለ</p> <p>18:31</p> <p>https://youtu.be/Zmk_LW49wOk?feature=shared</p> <p>F. ማንኛውም አካል የማይሆን ነገር አድርጎ ካለኝ አማራጭ ሥራዬን መልቀቅ ነው” ወ/ሮ የሺመቤት ነጋሽ የኢግልድ ዋና ሥራ አስኪያጅ ክፍል ሁለት ሐ</p> <p>14:25</p> <p>https://youtu.be/MOAAFRiO28?feature=shared</p>	
5	2 Aug 2023	Discussion with Geremew Garje Chief Executive Officer of National Lottery Administration	<p>"የሎተሪው ጉዳይና አገር ወይት...?" / ክፍል 1</p> <p>22:56</p> <p>https://www.youtube.com/watch?v=dwWH-byaGHM</p> <p>B. ቤተንግ የለየለት ቁማር ወይስ ጨዋታ? . . (ቤተንግ እያከሰረን ወይስ እያተረፈን?) / ክፍል 2</p> <p>20:47</p> <p>https://youtu.be/aM5ZSQM9fMA</p>	Social
6	16 Jan	Dialogue with	<p>A. “ሰላም ከቤት ከቤተሰብ ይጀምራል” - ኮሚሽነር</p>	Social

	2021	Commissioner Fiseha Garedew, Deputy Manager of Addis Ababa City Peace and Security Administration bureau	<p>ፍሰሃ ጋረደው የአዲስ አበባ ሰላምና ፀጥታ ምክትል ቢሮ ሃላፊ (ሀ)</p> <p>13:51</p> <p>https://youtu.be/gtsTzRNzfh4?feature=shared</p> <p>B. “ፖሊስ ቀጪ አይደለም አካላዊ ቅጣት የማሳረፍ መብት የለውም” - ኮሚሽነር ፍሰሃ ጋረደው የአዲስ አበባ ሰላምና ፀጥታ ምክትል ቢሮ ሃላፊ (ለ)</p> <p>15:54</p> <p>https://youtu.be/0CGuJvEUIq8?feature=shared</p> <p>C. “ዜጎች አቅም አላቸው፤ ተፅዕኖ መፍጠር ይችላሉ፤ በፖሊስም መተማመን አለባቸው” - ኮሚሽነር ፍሰሃ ጋረደው የአዲስ አበባ ሰላምና ፀጥታ ምክትል ቢሮ ሃላፊ (ሐ)</p> <p>19:36</p> <p>https://youtu.be/pDkbWLXy3N0?feature=shared</p>	
7	28 Jul 2021	Discussion with Frehiwot Tamru, CEO of Ethio Telecom	<p>A. “የዲጂታል ኢኮኖሚ የጀርባ አጥንት ኢንተርኔት ነው” - ወሪት ፍሬሕይወት ታምሩ የኢትዮቴሌኮም ዋና ስራ አስፈጻሚ (ነፃ ሃሳብ - ሀ)</p> <p>17:03</p> <p>https://youtu.be/oqAqBcImJk8?feature=shared</p> <p>B. “994 ላይ በቀን 2 ሚሊዮን ጥሪ እናስተናግዳለን” - ወሪት ፍሬሕይወት ታምሩ የኢትዮቴሌኮም ዋና ስራ አስፈጻሚ (ነፃ ሃሳብ - ለ)</p> <p>12:30</p> <p>https://youtu.be/JfxW4VcdVGE?feature=shared</p> <p>C. “የኢትዮ ቴሌኮም ስራ ሲም ካርድ ከመሸጥ ቀፎ መመዘገብ ሆኖ ነበር “ - ወሪት ፍሬሕይወት ታምሩ የኢትዮቴሌኮም ዋና ስራ አስፈጻሚ (ነፃ ሃሳብ - ሐ)</p> <p>19:50</p> <p>https://youtu.be/ueK-Y-nhieY?feature=shared</p>	Administrative

8	17 May 2023	Dialogue with Assistant Professor Tsegaye Tuke Kia, Mayor of Hawasa City	<p>A. በ11ኛው የኢትዮጵያ ክልል፡- የልማት እና የመልካም አስተዳደር ተግዳሮቶች - ክፍል 1 19:14 https://youtu.be/cIRJgVVgG_4?feature=shared</p> <p>B. በ11ኛው የኢትዮጵያ ክልል፡- የልማት እና የመልካም አስተዳደር ተግዳሮቶች - ክፍል 2 27:44 https://youtu.be/052TSJPDI5Q?feature=shared</p>	Administrative
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