

ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
INSTITUTE FOR PEACE AND SECURITY STUDIES (IPSS)

MAIN STREAM MEDIA AND CONFLICT REPORTING IN ETHIOPIAN:
THE CASE OF ESAT AND FBC

BY: SOFIYA AMANO GELGELU

ADVISOR: MERCY FEKADU (PhD)

AUGUST, 2021

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**ATHESIS SUBMITTED TO ADDIS ABABA UNIVERSITY, SCHOOL OF GRADUATE
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ADVISOR: MERCY FEKADU (PhD)

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Approval

The undersigned certifies that the thesis submitted by Sofiya Amano Gelgelu and entitled “**Main Stream Media and Conflict Reporting in Ethiopia: The Case of ESAT and FBC**”, in partial fulfillment of the requirements for the award of Master of Art in Peace and Security Studies, complies with the regulations of the university and meets the accepted standards for originality and quality.

_____	_____	_____
Name of Supervisor	Signature	Date
_____	_____	_____
Name of Internal Examiner	Signature	Date
_____	_____	_____
Name of External Examiner	Signature	Date
_____	_____	_____
Name of Head of Department	Signature	Date

Declaration

I, Sofiya Amano, declare that this research, entitled as **“Main Stream Media and Conflict Reporting in Ethiopia: The Case of ESAT and FBC”** submitted to Addis Ababa University, Institute for Peace and Security Studies is my own effortful result and the all sources that have been used for the research have been appropriately acknowledged. Hence, I would like to confidently declare that this research shouldn't, and will not be submitted to any other institutions in the same form to pursue degrees.

Name

Signature

Date

Sofiya Amano

Supervisor

Name

Signature

Date

Mercy Fekadu

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LIST OF ACRONYMS

AAU	Addis Ababa University
CSR	Conflict Sensitive Reporting
EBA	Ethiopian Broadcast Authority
ENA	Ethiopian News Agency
ESAT TV	Ethiopia Satellite Television
FBC	Fana Broadcasting Corporate
IPSS	Institute For Peace and Security Studies
KII	Key Informant Interview
OBN	Oromia Broadcasting Network
OLF	Oromo Libration Front
PECOJON	The Peace and Conflict Journalism Network
SRTV	Somali Regional Television

ABSTRACT

In this environment of increasing conflict, the mass media are powerful means of communication in the field of conflict area. Therefore, the title of this thesis is how the main stream media reports conflict in Ethiopia with a particular focus on Fana Broadcasting Corporate (FBC) and Ethiopian Satellite Television (ESAT) since 2018. Specifically, this research sought to answer three main research questions. There are; how did the selected media cover the incidents that have happened in Ethiopia since 2018, what is the media's role in conflict reporting during the sampled period. And what theme do they use when reporting violence that occurred during the sample period on selected mainstream media sites. To carry out this research, the researcher used qualitative methodology and Case study research design. Data were collected through qualitative Television texts news and key informant Interviews with the media practitioner, journalist, news reporter and program editors, media personals

The finding of this thesis showed that, the sampled media were playing important role in informing public about the violent incidents. But the sampled media to effectively report the incidents in accordance with ethics of journalism. The sampled media did not use appropriate sources that clearly reported the incident of conflict by investigation the causes, processes, and consequences of the violent incident clearly. In addition to the above also reporting the violent incident reported mainly sourced the government officials, they did not include ordinary peoples, ideas, opinions, perceptions and the victims to produce a clear and complete story in conflict. This was against the ethics of journalism and missed the general guidelines of conflict sensitive reporting. Finally, from the finding we conclude that FBC and ESAT did not report the sampled conflict incidents in accordance with international rule and ethics of journalism.

Key words: Media, Violence, Conflict reporting, Peace Journalism

CHAPTRE ONE

INTRODUCTION

In internal conflict have occurred in many parts of the country and May occur due to historical, social and political factors in many parts of the country (Addisu, 2019). The nature of conflict today is complex, and they mainly persist for a long period of time within a community, and result in the loss of many people and property. Unless this circumstance finds a lasting solution, conflict again erupted, and leads to serious damage (Mulatu, 2017). In such context, where there is high level of conflict and the situation in some country tense, the media intervention becomes important (Ibid). It is essential assess how the media is reporting, the internal conflict in Ethiopia.

This chapter provides brief information about the main stream media and conflict reporting trends in Ethiopia. The main purpose of the study is to assess how mainstream media reported on the violent incident in Ethiopia with a special focus on FBC and ESAT Television on the three violent incidents in June of 2018, 2019 and 2020 in Ethiopia. “This study is a case study research, case study involves the study of a problem explored through one or more cases in a rich system (John, 2007).

1.1 Background of the Research

In one way or another, there is a conflict between different individuals, groups at different places and time, what matters is the way people handle conflicts to resolve or minimize them (Bercovitch, 2009). A conflict is an event that begins at the latent stage and eventually turns into tension and violence, as a result of the incompatibility of people's goals, values, and beliefs due to the existence of heterogeneous people in the world (Getnet, 2019).

The history of the media on the African continent were placed in Africa during the colonial period (Dodolla, 2019). The media can also create fear or encourage it and becomes a weapon of violence (Wolfsfeld, 2004). The news media can be both constructive for a community and by promoting peace and conflict resolution, but can also influence the reporting of conflicts around the world. For example, in Southeast Asia and Latin America, news media such as television,

radio, and print media play a vital role in becoming a channel of community information and organizing peace against violence in the environment (Himelfarb & Chabalowski, 2012).

Elsewhere, the media are becoming one of the sources of conflict, promoting fear and violence for a community. For example, in conflict reporting on the conflict between Serbia and Croatia, the media propagated the “we” and “them” mentality among their own people (Bajraktari and Parajon, 2007). Ethiopia was in a violent conflict that resulted in severe suffering and loss of life and property as a result of both domestic and interstate wars (Mulatu, 2017).

Until 2005 election in Ethiopia, press was hopping, but deeply polarized, but post-election period as a result of wide spread violence in Ethiopia more than 100 people were killed, ten thousand were arrested journalists were jailed and many of private press were highly silenced by government force (Prince et al., 2009). Conflict in Ethiopia today is complicated and its consequences are increasing; for example, various internal conflicts occurred in Ethiopia in 2018/2019. Mostly Ethiopian, Religious, border, and resource-based conflicts, which caused the loss of life in Ethiopia Damage to property (Addisu, 2019). In Ethiopia, 1,229 people died and 1,393 were injured in 2018/19. In the last two years, political violence, assassinations, and widespread ethnic conflicts have erupted in different parts of the country (FDRE Attorney General, 2019 Cited on Ayele, 2020).

If we take the recent case, Ethiopia was repeatedly subjected to violence across the country in 2018. An attempt was made to assassinate Prime Minister Abiy Ahmed at Meskel Square in June 2018. In June 2019, there was serious violence following the attempted coup in North Amhara, as well as the murder of the country's high military officials and the assassination of the head of the Amhara Regional State. As a result, many peaceful people were killed as a result of the protest held in Bahir Dar, the capital of the regional state. Another scenario in the death of popular singer and Oromo political activist Hachalu Hundessa in Addis Ababa in June 2020 (BBC, 2019). His shooting also triggered mass protests in Oromia region and led to hundreds of deaths and thousands of arrests in Ethiopia (AL JAZEERA News, 2020). Any social conflict and violence across the country will directly affect the peace and stability of the state (Getnet, 2019). Especially, these repeated events that took place in the country from 2018 to 2020 brought unrest, instability, and tension throughout the country. This brings citizens fear and uncertainty about the future.

“Media often plays a key role in the two days of conflict; it either takes an active role in escalating the conflict or contributes to reducing violence” (Puddephatt, 2006). When we come to the media in Ethiopia, media creates a space where society can express its conflicts and become actors of the conflict (Addisu, 2019). “Also press situation in the country is deeply disconcerting due to polarization of media land escape than ever before and some media are accused for promoting violence that has expel in different part of the country since 2019” (Skjerda, 2010). The new government has unblocked hundreds of locked news sites and recognized media freedom since 2018 (Semir, 2019). As a result, the media allowed him to deal with problems freely for the above reasons, the study will also look at conflict reporting between 2018-2020 in state owned media and private media in Ethiopia. Overall, this research aims to evaluate dispute reporting by the following media; Fana Broadcasting Corporation and Ethiopian Satellite Television. These selected media reported the conflict cases in the three incidents in June of 2018, 2019 and 2020 events that took place in Ethiopia. As such, it is a timely and important attempt to point out how the three media reported their conflict stories.

1.2 Statement of Problem

Around the world, the news media can be an instrument for the promotion of peace and conflict management. They can highlight the benefits that peace can bring, and it can increase the legitimacy of leaders working in the peace process. However, the media can also create the image of the enemy and become a weapon of violence (Wolfsfeld, 2004). News media can have both positive and negative effects on the coverage of conflicts around the world. In other parts of the world, media are one of the sources to initiate or escalate conflict, for instant in Belgian media are an inherent part of the country’s basic divide between North and South and also contribute to escalation of conflict presenting about conflict in a biased way by reporting a one side story of conflict (Euwema and Verbeke, 2009).

In Ethiopia, government uses state media as a media who speak for them whereas the private media works for a pro-opposition party in most cases (Dodolla, 2019). As it has been noted that Ethiopian media professionals do not do their reporting on internal conflicts, even if they report, they do not include all conflict incidents and do not use the correct source to report them (Addisu, 2019). Accordingly, the media professional should have access to training in dealing with conflict issues and reporting on peace (Mulatu, 2017).

Even though most of the research were done on the areas of media and conflict the gap observed in previous research did not look at the framework of the serious conflict in Ethiopia and how to investigate the conflict reported in the Ethiopian media about the specific time frame. For instance, Getnet, (2019) on his study ‘Analysis of framing the ethnic conflict in Ethiopia in the media: the case of Ethiopian Herald and The Reporter newspaper’ he covered the framing of ethnic conflict from April 2 to October 2 in 2018’. His main key findings were the selected newspaper is irresponsible to the public due to different factors, high government interference and it also influences the newspapers not to cite the root cause of ethnic conflict in the sampled time frame work the root causes of the ethnic conflict. He did not cover the conflict that erupted in Ethiopia at the given time. Addisu, 2019 ‘a study on the coverage of internal conflict Between Oromia and Somali Regional state on Ethiopia Media: Comparative study on OBN and SRTV’ His major finding were the media frame conflict story by grouping us - them category, the media also did not report all the conflict stories in the sampled cases and the media propagated conflict in a non-stoppable manner. In this case, the researcher focused on the two media as a case study to do analysis of the framing ethnic conflict, he do not see how the media were reporting the conflict as well as what theme media used in reporting conflict stories. Mulatu, (2017) ‘A research on Ethiopian journalism from self-censoring to silence: a case of reporting on internal conflict’. His major finding revels that more than a third of the news sources to report come from senior government officials, as a result newspapers showed less interest in reporting the internal conflict in the country.

The framework analysis also shows that the text's reports try to hide some important elements of the events related to the internal conflicts in Ethiopia. Also The Skerjdal, 2008 study took the ‘Ethiopian state media as a case study. Three organizations were analyzed: Ethiopian Television, Ethiopia News Agency, and Ethiopia Herald’. He confirms that self-censorship practices are not an exceptional activity and belong to the daily routines of news production. Even though most of the research were done on the areas of media and conflict gap observed in previous research did not look at the framework of the serious conflict in Ethiopia and how to investigate the conflict reported in the Ethiopian media about the specific time frame.

The above mentioned study mainly focused on newspaper and as well as state owned media. As a result there is a clear gap in the previous research that analyzes the Ethiopia Broadcast Media's

conflict reporting trends, between 2018 and 2020 on the Three violent incidents in June of 2018, 2019 and 2020. Therefore, for this goal, the researcher has taken the following objectives as a guide. This assessment, therefore, aims to fill in some gaps in the literature that focuses on reporting on issues of internal violence, especially in the main stream broadcast media. In this regard, the study of how conflict reporting plays out in selected media can make a fundamental and important contribution to the private and state owned media television which reported conflict incidents since 2018 in Ethiopia

1.3 Objectives of the Study

The main objective of this research is to assess how mainstream media reported on the conflict in Ethiopia with a special focus on FBC and ESAT Television since 2018.

1.4 Specific Objectives

- To assess how mainstream news media (FBC and ESAT) reported the three incidents that occurred in June of 2018, 2019 and 2020.
- To examine the role of media in conflict reporting in the given period.
- To explore the themes media use, while reporting, internal conflict in the sampled period.

1.5 Research Questions

1. How have the selected media reported the incidents in June 2018, June 2019 and June 2020?
2. What are the recurring themes used by the media when reporting violence incident occurred in the sampled period in the sampled mainstream media?
3. What was the role of the media during conflict reporting in the given period?

1.6 The Significance of the Study

This study has implications for examining the relationship between major news media and conflict reporting. It is difficult to improve objectivity without an effective combination of the two. Most media researcher does not give the academic discourse on how to integrate conflict

reporting and news media to facilitate coverage of most conflicts. Conflicts in different countries, especially in Africa.

This study will fill gaps in existing literature regarding the role of media in conflict reporting and pave the way for researchers as well as other media professionals to do further research. In 2019, Ethiopia accepts new laws on preventing the spread of hate speech and false information, which came into force in March 2020 in Ethiopia. Following the new proclamation, this document will help policy makers develop a comprehensive policy framework and implement the new 2020 proclamation that is relevant with international human rights standards. This gap is timely and appropriate for the discourse on conflict studies. Moreover, it will help the two media to see and re-examine their media production in reducing tensions in the conflict as well as in reducing disseminating hate speech and fake news from their media if there.

1.7 Scope of the Study

There are many states and privately-owned media houses in Ethiopia. However, this study focuses on the coverage of ESAT and FBC Television since 2018. During the aforementioned time period, a number of internal conflicts broke out in different regions of Ethiopia. This research mainly focused on the three June violence incidence since 2018 that were reported in Ethiopia by given Media. Research-based on two television pages; FBC and ESAT. The researcher chose the English and Amharic bulletins to avoid confusion in the translation process.

1.8 Limitation of the Study

Like other studies, this study also has limitations. Among the limitations, this thesis does not include more media, such as Online, newspapers, and other local print media. This did not happen for the sake of the research, especially considering the media as a case, as well as time and resource limitations are the major limitation. Other limitations of the study are budgetary constraints, challenges in collecting relevant data for the problem under study, and lack of local literature.

1.9 The Organization of the Study

This study has five chapters. Chapter One begins with an introduction to the research and present the basic needs and background, the research problem statement, research questions, objectives, scope, and limitations of the study. Chapter Two focuses on the literature review and theoretical framework. Chapter three deals with the methodology used for collection in the study. It focuses on identifying the methods used to collect and analyze data. Chapter Four, presents data and analysis, emphasizes the frameworks identified during the research. Chapter Five focuses on the conclusions and recommendations of the study.

1.10 Ethical Considerations

Several ethical considerations were raised in this study. Before conducting the research, an official letter from the university/educational institution has been sent to the relevant authorities for receipt or permission. While in contact with respondents, the purpose of the study was explained at the beginning of the conversation. The full consent was checked before data collection begins. The researcher is committed to taking the current answer as it is without being misinterpreted or exaggerated

CHAPTER TWO

2. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

Introduction

This chapter mainly focuses on both the conceptual framework and Review of related literature of conflict and the media. It reviews the related literature on the critical approach to media and conflict reporting. This part has the following purpose. One is to provide a framework for the study by demonstrating the importance of the concept of conflict and media and showing how the study fits in with previous research. The second is that this study seeks to take a dynamic view of media and conflict reporting. This chapter also deals with the role of the media in reporting conflicts. It explores what these conflicts are, how they occur and how the media participate in their realization.

2.1 Literature Review

2.1.1 Conflict Reporting in Ethiopian Media

Media has been the defining feature of the modern world. The media can play a major role in both creating violent conflict and peace building. It is a double-edged sword because it can be a dangerous tool of violence when it generates disinformation messages that manipulate and affect public attitudes (Khadar, 2017). Rather, when the information is reliable, it represents the balanced views of a different group, this can be a route to conflict resolution (Ibid). As cited by Nicole and Iginio, 2015.p, 192, on Adisu, 2019, the violent conflict in Africa has affected the media in many ways. In the post-Cold War era, guerrilla fighters used media and communication in their struggles. In the last two decades, there have been a few violence going on like the Rwanda's genocide; post-election violences in Kenya, Somalia Ethiopia, and Guinea”. Ethiopia has been described as a non-media friendly country for over two decades. This is because the intense control of the state and its restriction in the media environment largely denies journalists (Moges, 2017b; 29 Stremlau, 2011).

The communication culture of the new government was based on a Marxist-Leninist approach privileged communication channels and methods that can reach the masses directly, instead of negotiating and discussing the dream of the new nation with the elite and intellectuals (Prience et

al., 2009). The Skerjdal (2010), study took the Ethiopian state media as a case study. Three organizations were analyzed: Ethiopian Television, Ethiopia News Agency, and Ethiopia Herald. He confirms that self-censorship practices are not an exceptional activity and belong to the daily routines of news production, and found that self-censorship also affects reporting on social, economic, cultural and religious issues.

Getnet, (2019), on his study; ‘Analysis of framing the ethnic conflict in Ethiopia in the media (From April 2-October 2, 2018): The Ethiopian Herald and The Reporter newspaper’ are the ultimate target of news media information to the public (Ibid). Mulatu (2017), noted that ‘a study of conflict reporting in the Ethiopian media revealed that more than a third of the news outlets to be reported came from senior government officials’. The journalist is reluctant to report critical or serious cases due to high government pressure. As a result, the media did not report a serious incident unless the government official had officially stated it, concluding that the investigated newspapers showed less interest in reporting the internal conflict in the country.

Ethiopian media in general, and selected newspapers in particular, operate in a climate of fear, intimidation and persecution by the government or security forces, which leads journalists to compromise their profession (Ibid). As a result, media practitioners either completely ignore the cases or self-censor their news work, it reveals that the number of internal conflict reports in selected Ethiopian newspapers is not only minimal, but tends to silence cases by ignoring some of the facts of the events in their stories. Frame analysis also shows that text reports are trying to hide some important elements of the events related to the internal conflict in Ethiopia. Ethiopian local newspapers and their journalists in general, especially in given newspapers, face challenges mainly fear, self-censorship and repression from different fields, which is professional integrity when reporters report on cases of internal conflict (Skerdjäl, 2010). Also reveals that he tends to silence cases by ignoring some of the facts of the events in the stories (Ibid). Getnet, on his part, ‘works on a ‘Framing of ethnic conflict in Ethiopia: The Ethiopian Herald and The Reporter newspaper’ are the ultimate targets of public news media information (Getenet, 2019). However, the selected newspaper is irresponsible to the public due to different factors. The newspaper presents the issues as critical and did not report on all the ethnic conflicts covered in the selected time period, and although it was news, it was viewed too small (Ibid).

A research on conflict reporting in the Ethiopian media, reveals that more than a third of the news sources to report come from senior government officials (Mulatu, 2017). The journalist hesitates to report critical or serious cases due to high government pressure. As a result, the media did not report a serious incident unless the government official had officially stated it, concluding that the examined newspapers showed less interest in reporting the internal conflict in the country (Ibid). Ethiopian media, particularly selected newspapers, operate under conditions of fear, intimidation, and persecution by the government or security forces, which urges journalists to make concessions from their profession. The framework analysis also shows that the text's reports try to hide some important elements of the events related to the internal conflicts in Ethiopia. Looking at the general findings, the study also outlines possible practical and theoretical implications in Ethiopian media, media and conflict reporting (Mulatu, 2017B)

Addisu, in his MA 'in Ethiopian Media entitled The Scope of Internal Conflict Between Oromo and the Regional State of Somalia: A Comparative Study of OBN and SRTV', the number of internal conflicts reporting in the sampled media was low, and they even did not use the source of the incident in the report (Addisu,2019). The media itself handles the conflict according to the category of 'we talk about them'. In addition, the media was escalating the conflict unstoppable, which did not clearly show the cause, course, and consequences of the conflict (Ibid). As a result, we can understand from the finding that media practitioners, journalists, and media professionals in Ethiopia need to be trained on the mechanism for handling conflict issues to report balanced information and peace reporting. Ethiopian media practitioners, even if they report, they do not report internal conflicts, did not include all conflict incidents, and did not use the correct source to report. Consequently, the media practitioner should have access to training in dealing with conflict issues and peace reporting.

Aemere, 2015 studs, entitled 'A Critical Discourse Analysis on the coverage of the 2006 Military Conflict between Ethiopia and the United Islamic Courts: The Ethiopian Herald and The Daily Monitor case, concludes that The Ethiopian Herald serves only official talks this work. The Herald justifies the act of war with the inherent right of individual defense. To this end, the newspaper reports on the threat of terrorism, violent extremism, and endangered state integrity. The Ethiopian Herald blames volunteer fighters from UIC, Eritrea, OLF, ONLF, and around the world for all these threats. The war was also portrayed by the Ethiopian Herald as the perpetrator

of development, the assurance of state integrity, and the mainstream tendency of Islamic extremism. The newspaper was doing its best to attack the UIC from beginning to end. The Daily Monitor does not refer to the UIC in a negative tone in most cases and also avoids giving a clear positive image. However, the employee CDA discovered that the newspaper had a positive view of the group (Aemere, 2015).

In Ethiopia, ‘the state-owned media is the media of the ruling party historically, the birth of the media in Ethiopia has been intertwined with politics, including the nature of the report (Kosun, 2016)’. However, private-sector media organizations such as Addis Admass and Reporter also present different opinions about the incident in their news. In this regard, Addis Admass news report about the incident, what happened in the incident, it describes an interesting clash between the government and opposing party, between protesters and the police force rather than addressing its readers critically about the incident and from behind the scene, the news is concerned with what the government are calming (Ibid)

Finally, from the studies mentioned above, we conclude that there is little or no conflict in the Ethiopian media in general and in the state media in particular. Although private-sector media deal with some conflicts more due to the fear and concept of self-censorship, the above-mentioned studies focused on newspapers as well as electronic media in the capital Addis Ababa. Thus, there is a clear gap in academic research and other literature that has comprehensively analyzed conflict reporting trends of Ethiopian Broadcasting media since 2018. The main focus of this research is to show the problems and extent of containment conflicts as well. In this context, most of the previous work focused on print media such as newspapers, and they also conducted their research in a comparative study with that of the government in private media. This study focused on state-owned broadcast media. By giving priority to the media in question, they will analyze their handling of violent incidents in the sampled media, and the sampling period (2018-2020) would have a strong connection with them. Thus, the study has revealed the scope and framework of broadcast media conflicts.

Evidently, Abiy Ahmeds rise to power has relatively expanded the media sphere released journalists and political prisoners a few months after coming to power; person started accessing 260 previously blocked websites. Media, including the state broadcaster, begin to raise issues and add real folk voices to their programs. However, freedom of the press and the safety of

journalists are at higher risk. In July 2018, two media outlets were taken off the market for different reasons. In addition, the crew of Dire Dawa Mass Communication Agency was attacked on the way to Addis Ababa to report on the visit of Eritrean President Isayas Afeworki-The safety of journalists is of the utmost importance to many journalists who have gone unpunished.

2.2. Conceptual Framework

2.2.1. Concept of Conflict Reporting

Wherever there are people with different perceptions of life, there will always be conflict. This is so because conflict arises from the interaction between people (Dai and Chen, 2017:179). Despite its application to a variety of situations, the definition of conflict has traditionally been relegated to competition for resources or other interests, differences in values, or dissatisfaction with basic needs.

Rahim (2001:18), defined conflict as an interactive process manifested by incompatibility, disagreement, or dissonance within or between social entities. Conflict is an integral part of life, as Sandole, 1993 defines it, "Conflict is a process where two parties disagree about incompatibility of purpose and seek to undermine the goal-seeking potential of others in need "

Howard, (2003) defines conflict as a disagreement between two groups over the incompatibility of needs in which they believe that many do not share it or do not get it. Depending on whether the conflict was the result of fighting or clashes between one or more parties seeking incompatible or competitive means to achieve ends (Mller, 2001:22). Conflict can be manifested, recognized by actions or behaviors, or latent, in which case it remains dominant for some time, as incompatibilities are articulated systems or institutional arrangements such as government, business or even civil society. On the other hand, (Peter, 2013:5) also said that the conflict itself is not evil; it often stems from the process of seeking lasting progress and satisfaction.

Among other things, the conflict itself is the result of a misunderstanding, the human superiority complex and the inability to compromise and reconcile ideas, beliefs, cultures and interests. If used, it could be a powerful tool for progress. At the same time, for the purposes of this study, As indicated by Jeong, (2010:7), 'He describes conflict from a psychological point of view. Anger, hatred, and dehumanization are amplified by degrading verbal communication and degrading

nonverbal behavior' (Jeong, 2017) .The initial use of violence may be aimed at achieving limited goals and demonstrate determined commitment, and will often combine with the manifestation of frustration (Ibid).

As Folger, Poole, and Stutman have (1999) cited in, Dai, and Chen, 2017:179), 'conflict occurs in almost any social setting, wherever there is the interaction between people'. It happens because people are interdependent, when people live together, they also depend on each other. Conflict can be defined as a disagreement between two or more individuals or groups having different points of view and each individual or group trying to be accepted in relation to the other.

2.2.2 The Concept of Media

As Pudephatt, 2006 cited on Addisu, 2019, the concept of media constitutes a space in which the conflicts of a society can be articulated and becomes actors in the conflict (Addisu, 2019). 'To take one indicator, it has been suggested that over the past ten years, over two million children have lost their lives in conflict, over one million have been orphaned and over six million people have been disabled (Puddephat, 2006)'. In this environment of growing conflict, the mass media are a powerful means of communication in the field of conflict area. It can be used negatively to initiate, and sustain conflict secretly and openly (Chebi, 2010: Akpan et al., 2013).

Puddephatt, (2006) states that the 'role of the media can either the media actively participate in the escalation of the conflict and are responsible for the increase in violence, or they remain independent and out of the conflict, thus contributing to the management of the conflict and the end of the violence (Ibid). Conflicts in Africa, which took place in the post-Cold War era, are responsible for up to 90 percent of the total deaths, suffering, and media coverage around the world. Media also have the power to influence the activities used to promote peace in a society, the role of the media has been shown to have played in peace-building. For example, in Bosnia, there is a documented post-conflict recovery project based on positive results through the role of the media (McGoldrich, 2006). In most conflicts, the deaths and displacement of people occur during internal wars rather than between states and regular armies.

'Thus, in this dynamic situation, the media must present itself as the direct mirror image of society, especially at this historical stage where conflicts, especially violent conflicts and crimes,

prevail'. The media must therefore develop their capacity to contribute to the reduction of violence in society. Many academics and media professionals have failed to give space to the media to help build peace in society. While their pessimism cannot be ignored, it is important to ask why this media pessimism plays the role of peacemaker in a society beset by conflict. The media must learn how to develop understanding of conflict and convey it to their audiences in a way that reflects the truth of the conflict in all its complexity and look at the context in which the dispute evolved and explain what caused the conflict in the first place (Akpan et al., 2013).

2.3. The Role of the Media in Conflict Situations

'The media, whether local or international, will always face a significant challenge when trying to cover a conflict'. Inevitably, there will be trade pressure focused on the immediate, most violent, or dramatic incidents, at the expense of explaining the background and issues that may support the conflict. In order to explain the conflict in understandable terms not only to the external audience but also to those affected by the conflict itself, the media must have the ability to run freely without interference and to report on all aspects of the conflict. Although policymakers have a role to play in providing the circumstances in which the media can function, the great responsibility lies with the journalists and editors themselves (Puddephatt, 2006).

'Any analysis of media roles in a conflict situation must address both traditional and new media and Developments in communication technologies have created global news networks and various online social networks' (Gilbao, 2009). Global news networks can broadcast live from almost anywhere in the world to any other location. Thus, the role of the media in a given conflict and in the before and after phases depends on a complex set of factors, including the relationship of the media to the actors in the conflict and the independence of the media from those in power in society (Puddephatt, 2006). To minimize the negative consequences of conflict and to increase positive prospects, the media are the main mechanism in such competitive situations.

In one conflict, which received considerable media attention, the parties to the conflict repeatedly fired to put pressure on international actors'. In these situations, proper reporting is necessary, but sometimes due to lack of time and availability, it is difficult to verify the information we have. One aspect that reflects this is that parties that are willing to shoot at each

other for cameras are also likely to be more dependent on international media pressure. Contrary to some negative effects on the media in peace processes, with the eyes of the international media on the parties to the conflict, actors may be more hesitant to break agreements (Jakobsen 2000). They can also contribute by informing and promoting democratic values, in general, and in the event of intervention. It can play a special role in promoting independent media and journalism through the promotion and achievement of a good journalistic principle (Ibid). In Ethiopia independent local journalists have been charged with engaging in seditious acts for reporting conflict stories that highlight human suffering (Amogne, 2005)

One way to achieve this is not only to provide information that would otherwise be condemned but also to guarantee local journalists (Ibid). However, in order to do so, that in the violent phase of the conflict it is difficult for the national media not to get into a conflict.

A. Positive role

The reporter's job is 'to tell the facts as they are, impartially, accurately, and responsibly, and not as someone or someone else would like them to be communicated, to help readers and viewers create informed public opinion.' This important reporting task is relatively easier to accomplish when the country is at peace, the real challenge for responsible reporting comes when society is in a state of conflict, especially violent conflict (Ahmad, 2008). The power of the media today has undoubtedly grown enormously. If used positively, it can act as a strong mediator in the conflict resolution process. It has been recognized that effective media are an essential part of preventing violent conflicts and are an important element in promoting conflict resolution. Bratic and Schirch (2007), in their explanation about the constructive role of media in a conflict situation, describe the following. The media play vital roles in our lives. Some of these roles are very constructive, if the media works properly as an information provider and interpreter, as Watchdog, Gatekeeper, Policymaker, Diplomat, Peace Promoter, and as Bridge (Ibid).

In Brundi Since 1995, Studio Ijambo has been producing approximately one hundred radio programs a month to create a stable campaign to promote peace (Bratic and Schirch, 2007). In Ethiopia, too, the media have played a key role in the process of building a democratic society for instance, Dagim, (2003) 'In his study of the democratic role of the Ethiopian media', he concludes that the media are well aware of these roles and believe that the media should play a

democratic role in monitoring maladministration, facilitating debate and uncovering various societal problems as well cooperating with government at a time when such cooperation is necessary and the performance of their work is a guiding principle (Dagim, 2003)”.

B. Negative Roles

There are frequent cases where ethnic-religious, regional, or nationalist preferences may prevent professional reporting during a conflict (Ahmad, 2008). The best-known example of the potential negative role of the media in contributing to violence is probably the case of Rwanda, where false reports create fear and mistrust, Yugoslavia and the media in Rwanda in 1994 which played a role in inciting and spreading inter-ethnic conflict and genocide.

Various research findings agree that the media have a significant impact on the outbreak and spread of conflict in both countries. Various scholars express a strong negative role for the media in the inter-ethnic conflict in the former Yugoslavia and the 1994 genocide in Rwanda, such as Media Abuse, Words of War, Crime in the Main, The Propaganda Machine, and the Blaming of the Media. Similarly, current manifestations and trends of the Ethiopian ethnic media are following the path of these countries. Regional state media and specific Ethiopian media based on “ethnic” groups are abused by “extreme ethnic nationalists” (Ayele, 2020). The media are playing a negative role in choosing and emphasizing the framework of victimization and ethical injustice; which has the power to mobilize a “group” consensus to prioritize violent action over an “external group”. There are also manifestations of the mobilization of violent actions, media frameworks.

Ethnic mainstream media, both public and private, are the only communication channel for crisis frameworks of extreme ethnic nationalists. However, the direct role of these ethnic media in the current inter-ethnic conflict requires further study. Ethnic mainstream media, both public and private, are the only communication channel for the crisis frameworks of extreme ethnic nationalists. However, the direct role of these ethnic media in the current inter-ethnic conflict requires further study.

Chebi (2015), “Summarized the history of the negative impact of the media on the conflict situation in Africa and other continents.” In the case of Africa, the continent has experienced several political uprisings in various countries. Some of these uprisings were allegedly

constructed and subsequently escalated by the media. Taking the Libyan civil war as an example, although the media have managed to polarize the nation on controlled and political elites through opposition metaphors, its impact on social status, gender, age groups, and other human variables has not been clearly emphasized. It ended in a major humanitarian crisis that continues to this day. The second country is Cote d'Ivoire. During the general elections in Côte d'Ivoire in 2010, the media scene was full of guerrilla controversy and misinformation from opposing parties and incitement to violence, while members of the media were a means of violence and intimidation (Chebi, 2010).

The impact of media hatred may extend discrimination to more visible extremes, as in the Democratic Republic of Congo, where it leads to continued inter-ethnic conflicts. In Uganda, adequate media coverage is blamed on the conflict in northern Uganda, where for more than two decades; the war between the Ugandan People's Defense Forces and the Lord's Resistance Army was not sufficiently covered. This has made it difficult for the international community to intervene. Similarly, the conflicts in Somalia and Darfur were until recently too uncovered when they made headlines. In addition, in the Balkan wars, some supported Muslims and strongly promoted military intervention against Serbs. A similar pattern has emerged in other conflicts, The same is true in Ethiopia. In the worst case, the difficulties the Ethiopian government has had with its own propaganda and effective management of non-governmental information flows lead to violent results. After the 2005 elections, the media were so deeply polarized that both private and government media deepened the conflict situation and played a significant role in provoking violence (Price et al., 2009).

2.4. Concept of Conflict Sensitive Journalism

The concept of conflict sensitive journalism emanates from the study of journalism as a scholar, an understanding of conflict science, and the experience of hundreds of local and international media journalists who are part of a media practitioner called PECOJON (Rama et al., 2018). An in-depth one that covers all the side stories and opens up an opportunity to express all issues related to conflict (Ibid). According to Ross Howard, conflict-sensitive journalism encompasses four key concepts; The search for truth, accuracy, relevance, and good writing and recognize access to free information to the public. In conflict sensitive journalism, a journalist has a responsibility to understand the conflict, to produce a fair report, to report on the cause and

consequences of conflict, to report on peace efforts and to recognize their influence in a history of conflict (Howard, 2003).

2.5. Peace Journalism

Peace Journalism is a form of journalism that reports or narrates magazines in a way that promotes and encourages conflict analysis that creates a nonviolent response in a society (Jabri, 2017). Unlike war journalism, peace journalism does not see the conflict situation in game terms, where one victory means another loss. Peace journalism is an approach within the framework of the media which can play a constructive role in peace processes by shedding light on positions that provide a positive and constructive solution to the issue (McGoldrick, 2006).

This type of role of the media would vary from one context to another, during which the political and audiovisual environment would affect the functioning of the media. Usually, it is the free media and independent journalists who fight for the target truth that results in the discovery of the root causes of the problems and the constructive treatment of the conflict case. However, it is also possible for governments to organize state sponsored media as part of the speeches created by the government to support official state policies which could also imagine state designed peace.

Although peace is more socially desirable than war, peace journalism is not as developed as war journalism. This, certainly, Peace journalism positions itself equidistant from conflicting parties, allowing it to show untruths from all parties involved in a conflict. Additionally, peace journalism is people-centered as it aims to specialize in all suffering people from all sides and create a chance for their voice to be heard. He does not create, alienate, dehumanize or demonize the other; rather, it empowers the weak and needy by really bringing out all aspects of their problems. He advocates for the non-violent resolution of conflicts through creative and constructive means.

Peace journalism aims to achieve a “win-win” resolution of conflicts by changing the discourse in which something is seen. Peace journalism would contribute to all or one of these progressive values by assuming a positive media role. Peace education and peace journalism are influential means for conflict transformation, as both seek to rework existing conditions by changing the social structures and thought patterns that created them. As a process, conflict transformation

offers visible movement from one environment to another and even suggests the transformation of modernity, which deduces a chance. The past with discouraging and enslaving dogmas and traditions. Journalism for peace, peace education and conflict transformation see peace as a process rather than an end state. All three have a similar goal of trying to bring about positive change by influencing people's awareness, education, values, and approaches to conflict resolution (Askerov, 2010)

According McGoldrick, (2006), Peace journalism is when the reporter and the journalist choose how to report and what to report in a pornographic conflict, which becomes the best way to report and modify the conflict in a non-violent way in response to reporting on the conflict and peace journalism is a normative medium for responsible media coverage of conflict aimed at promoting peace, making peace and changing attitudes of the media, journalists, journalists and the people towards journalism of peace and war(Ibid). McGoldrick's 2006, provide us with a practical checklist for conflict-sensitive peace journalism on what a peace reporter should avoid while reporting a conflict in journalism ethics, including the main things the reporter of peace must do to bring back a conflict, like a peace.

A journalist should avoid reporting a conflict by taking sides in a conflict, He should balance reporting by taking the ideas, perceptions, and opinions of ordinary people, avoid reporting the conflict by citing only government officials or officials in a report on an issue. He showed always focus on reporting on what divides the parties or the group in a conflict, and avoiding using imprecise emotional words in a report, by reducing forming an opinion as to if it were fact while reporting without a thorough investigation of the truth (Howard,2003). Peace newspapers are therefore in favor of the truth and provide balanced information to informants. Of course, the reporter or the report can do what they can, but sometimes the duo of different factors can be political and other situations can cause them to report the truth. The journalist has never followed this advice in a post-conflict environment. The reporter or report can do what they can, but sometimes the different factor duo can be political and other situations can prompt them to report the truth.

CHAPTER THREE

RESEARCH METHODOLOGY AND APPROACH

3.1 Introduction

This chapter focuses on how data are collected and analyzed in accordance with the research questions. The study used methods of qualitative data collection and analysis. This section mainly focuses on the discussion of what methods used in data collection and analysis as tools for data collection, text analysis and how these methods has discussed.

3.1.1 Research Methodology

The study employed qualitative approaches. As Creswell (2013) explained, qualitative research is an approach to discovering and making sense of social or human problems. This approach is more appropriate to assist the researcher in collecting comprehensive data to understand the research problems and objectives (Creswell, 2013). To analyze qualitative textual data from sampled news media, text analysis will be performed for an in-depth look at how the news media is reporting on cases of violence in the community in the sampled period. Textual analysis is a way of collecting data for a researcher interested in how people understand words (McKee, 2003). Text analysis is used to crosscheck and understand the underlying meaning of a text (Morris, 1991). Some of the texts from the stories sampled will be qualitatively interpreted to determine the dominant media coverage of conflict stories. Collected data will be qualitatively analyzed through qualitative text analysis

3.2 Research Approach

The study used qualitative approaches. This method is used for texts analysis. As Creswell (2013), describes, qualitative research is an approach to exploring and understanding the meaning attached to social or human problems. This approach is more appropriate to help the researcher collect comprehensive data to understand the problems and objectives of the research. An analysis of qualitative textual data from sampled news media would perform a textual analysis in order to look more closely at how news media report the occurrence of violence in the

sampled period. The use of a qualitative approach is therefore very important to check the accuracy of the data collected from the three mainstream news media sampled.

3.3 Research Design

Case Study design helps to establish procedures for how the methods will be used to collect and analyze the data and how this will answer the research question (Gray, 2014). John (2007), State that a case study involves the study of a problem explored through one or more cases in a rich system. Kathori, (2004) has described that the case study method is a very common form of qualitative analysis and involves careful and complete adherence to a social unit (Ibid). And according to (Zainal, 2007) case study, research in the true sense of the word helps the researcher to explore and explore the current phenomenon of real life through detailed context analysis. This method is an in-depth rather than a breadth of research method, the study will consider the two media as a case. As a result, this study selected two mainstream media outlets (FBC and ESAT) news media where the incidents were reported.

The selected mainstream media, which cited the news media where the incidents were reported. The researcher also focused on three cases from the June conflict, the attempt to kill Prime Minister Dr. Abiy Ahmed in June 2018, the killing of higher security officials of June 2019 and the assassination of the prominent Oromo singer Hachalu Hundessa in 2020. In this regard, the case studies will help the researcher to identify the analyzed data. The case studies provide a detailed analysis of one person or group and its relationship to the phenomenon and interrelationship of a particular condition. Qualitative case study methods help to ensure that research is examined not only through a single lens, but also helps to examine things in different sources that have suggested multiple facts in order to understand the phenomena or problems (Baxter and Jack, 2008). The case study is therefore basically an intensive research of a specific topic studied. In a case study, the source of data can be all document reviews, observations and interviews.

3.4 Qualitative Text Analysis

Qualitative research is usually used to answer questions such as experience, meaning, and perspective (Morris, 1991). Qualitative methods are one of the research methods used in this

study. Qualitative textual analysis is a way of collecting data for a researcher who is interested in how people understand words (McKee, 2003). Text analysis is a method that involves extensive reading and monitoring of various documents, including reports from media texts, in order to analyze the data. Text analysis is used to cross-check and understand the potential meaning of texts (Morris, 1991). In this study, qualitative textual analysis is used to examine how newspaper articles were formed and how these stories described violent incidents. The main goal of textual analysis is to describe the content, structure and functions of messages contained in texts; the researcher used text analysis (Getnet, 2019). The study was helped by an in-depth analysis of the stories of conflicts. Texts from sampled stories would be qualitatively interpreted to identify the prevailing reports of conflicting stories in the news media.

3.5 Sampling Techniques

Although the sample is considered to be representative of the population, this survey took one month news that was reported about the three incidents in June, 2018, 2019 and 2020. There are four reports from FBC and 7 reports from ESAT Television.

3.6 Sampling Size

Sampling is the process of drawing a subset of people from a population so that results with that subject may be generalized to the population. The study employed a Purposive sampling approach. Mishra and Alok (2017), non-probability sampling methods consist of a purposive selection to represent a sample. In this study, the researcher has used purposive sampling in choosing the media sampled, and these media reported conflict events continuously in the selected period. This method helps in selecting media reports to provide rich information about three events that took place in June. In general, the media sites mentioned above were chosen because of their wide coverage in the country during years of service and use the satellite to reach the Ethiopian community worldwide. For the reason stated above, the researcher chose these three media citations and sampling periods.

3.7 Description of Sampled Media

3.7.1 Fana Broadcasting Corporate (FBC)

FBC is one of the governments media established in 1994 and it is the first TV site to own high-quality audibility and new style as well as cultural broadcast media in Ethiopia. FBC is one of the main audiovisual media in East Africa and previous media houses in the country by building a Full HD studio that began transmission in 2017. The media are well known for their community-centrism programs transmitted to attract more audiences (www.fanabc.com). In addition to the broadcasting service, it expanded its media reach to 11 regional cities outside Addis Ababa. The language they use to present various content to the public Afan Oromo, Amharic, Tigrigna, Afar-of, Afu somali, Wolaitigna and Afu-sidama languages. And it reached around 6 million viewers per week. Currently, it is a dominant media out-late in Ethiopia and it has 12 media stations across a nation (Ibid). This study covered the reporting of Fana television text news in the sampled period and the specific incidence of two June, the major attempt killing of the Prime Minister Dr Abiy Ahmed and the June 2020, assassination of Oromo prominent singer Hachalu hundesa

3.7.2 Ethiopia Satellite Television (ESAT)

Ethiopia's satellite television is an “independent” and unprofitable television. ESAT was established in Northern Virginia in 2010 with the principal purpose of broadcasting content on human rights, press freedom, and Ethiopian politics, among others. Their main goal is to provide free information access in Ethiopia with the slogan “Voices for the Voiceless”, now available in Ethiopia and other cities like Amsterdam, Washington DC, London, and other countries around the world (ESAT, 2019). The ESAT TV and Radio program have repeatedly complained of a jam by the Ethiopian authorities. But it launched a companion satellite radio service in 2011, mainly broadcast in Amharic (Ibid)

In general, the sampled media were purposely selected because of their wide coverage in the country, years of service, and use of satellites to reach the Ethiopian Community globally. In addition, in terms of publicity despite its short duration, it also represents diversity in both government and private media. The sampling period was chosen because there was a political,

economic, and social conflict and targeted assassination was carried out. In all these conflicts, media were actively involved. In all these conflicts, the media have actively participated. For the reason mentioned above, the researcher selected these media and the sampled time framework as a case.

3.8 Methods of Data Collection

In research, there are different methods used to collect information, which is primary and secondary data (Kumar, 2011: p138). Primary data is the data collected for the first time by the researcher while secondary data is the data collected from the previous works of others (Douglas, 2015). The data collection method is the process of gathering or gathering information depending on the research objective. This study used both primary and secondary data as data collection sources

3.8.1 Primary Data Collection

The researcher has used interview method to collect primary data from the people from the media practitioners who have understanding about the concept of media and conflict reporting, because the interview method allows the researcher to have flexibility on choosing the content, wording and way of asking respondents during data collection (Kumar, 2011:p145).The main source of data was collected from sampled television text news. Using qualitative textual analysis of the framework of conflict stories, the attempt to kill the prime minister, Dr. Abiy Ahmed, and the killing of the famous Oromo singer Hachalu Hundessa by FBC and ESAT Television, it is important and is a must-watch documentary in-depth analysis to get a sigh of how this rate of violence is framed in their channel.

3.8.2. Key Informant Interview (KII)

Key informant interview would help to balance the probability of shortcoming of concept of media and conflict reporting in sampled media both FBC and ESAT TV about the violent incidents of the three incident in June of 2018, 2019 and 2020. In–depth interviews will be used to collect information. Because, it helps to collect vital data about the three incidents in June of 2018, 2019 and 202 in the sampled main stream media and help the respondent to tell their side of the story. The researcher conducted key informant Interviews with the media practitioner,

journalist, news reporter and program editors, media personals around respective area to gather information about the issues at hand .The interview with editors and journalists is important to understand how the media reported the violence in the sampled time frame, and role of media in reducing conflict in a conflict reporting.

3.8.3 News Analysis

According to O'Leary (2004), document analysis a research method in which one collects, examines, interrogates, and analyzes various types of texts as a primary source of research data. As Bowen (2009) defines document analysis “it is a systematic review of documents both printed and electronic”. Thus, conducting literature analysis requires examining and interpreting data «to elicit meaning, understanding, and develop empirical knowledge” (Bowen, 2009, p. 27). In another argument, in document analysis, we are talking about the document as a source of data, similar to data collected in surveys, interviews, and observations. This data was derived from previously collected data, articles, archives, and other documents.

3.8.4 Secondary Data

Secondary data were collected from scholarly articles, book chapters, periodicals, internal media organizations, research reports, annual reports, and conference papers. The researcher conducted a comprehensive literature review. Secondary data is data collected by others for research or other purposes, when researchers use those data as information sources, they become secondary data sources (Ibid). In doing so, the study has considered valid facts and personal biases in secondary data collection.

3.9 Time-frame

By taking the two media mentioned above as the object of the study, the study try to evaluate the conflicting stories related to the late Prime Minister Dr. Abiy Ahmed that was broadcasted from June 23 to June 3. July 23, 2018 From June 22 to July 2019 about conflict stories about the Amhara region coup plot and killing of high-ranking security officials in Ethiopia, and conflict stories from June 23 to July 23, 2020, the murder of famous singer Hachalu Hundessa was broadcasted in those three sampled mainstream media. This period includes news related to conflict stories that were broadcast in three, media included in the sample. The time is

deliberately chosen one month of each conflict story aired in the media sampled. Because, during this period, there was a serious social conflict that resulted in political assassination taking place in the country, and due to the difficult times faced in Ethiopia. In general, the conflict broke out in another part of Ethiopia, where the media was actively participating in it, and in the mentioned period, the conflict between the two sides was at a serious stage and caused death for civilians.

3.10. Data Analysis

To reach the data analysis stage, the researcher comes with data collection, sampling, design, and all the steps that need to be done to conduct the research, so if there is no proper data analysis It makes no sense to conduct good research. Data analysis involves examining data in detail and drawing conclusions from it (Akinyoade, 2013). The study used qualitative text analysis on data collected from sampled media. Qualitative text analysis is important for measuring the occurrence of topics or keywords, and how topics or keywords are related to each other through semantic grammar (Robert, 2000). Textual analyses employed to analyze data of violence incident that was reported in the selected television during the sampled period. This helps the researcher to analyze the gathered data and the data analysis process in this study begins by presenting the findings obtained from the text analysis of the conflict stories.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

This section analyzes how two Sampled media outlets reported stories of conflict that occurred in Ethiopia between 2018-2020. It discusses how the media reported violent incidents by each media organization (I.e Ethiopian satellite Television and Fana Broadcasting Corporate) and the theme they used them to report the conflicts. Stories and what is the role of the media in conflict reporting during the period on the three incidents in June of 2018, 2019 and 2020. In addition, the result of in-depth interview also discussed in this part of the study

4.2 Coverage of the Violence Incidence in the Three Month of June Since 2018

Table 1: ዜና ሰኔ 2018- ሰኔ 2020 ዓ/ም by the Fana Broadcast Corporate

Date	Reporter	Title of News	Link
On Jun 30, 2020	Tibebu kebede	ሃጫሉን የገደለው ማንም ይሁን ማን ከህግ ማምለጥ እንደማይችል የኢ.ፌ.ዴ.ሪ ጠቅላይ አቃቤ ህግ ወይዘሮ አዳነች አቤቤ ገለፁ	https://www.fanabc.com/author/tibebu/
June 30	Tibebu Kebede	ጠቅላይ ሚኒስትር ዶክተር ዐቢይ ቦታዋቂው የኦሮሚኛ ቋንቋ ሙዚቀኛ ሃጫሉ ሁንዴሳ ሞት የተሰማቸውን ሀዘን ገለፁ	https://www.fanabc.com/author/tibebu/
June 30	Tibebu Kebede	href="https://www.fanabc.com/ታዋቂው የኦሮሚኛ ቋንቋ ሙዚቀኛ ሃጫሉ ሁንዴሳ በተተኮሰበት ጥይት ህይወቱ አለፈ	https://www.fanabc.com/author/tibebu/
June 2019	Tibebu Kebede	ከጠቅላይ ሚኒስትር ፅህፈት ቤት የተሰጠ መግለጫ	https://www.fanabc.com/author/tibebu/

As listed in the table above, the news produced by the Fana broadcasting organization can be seen. During one month's coverage, Fana Broadcasting Corporate produced four conflict stories about the three incidents in June of 2018, 2019 and 2020. All transmitted stories are checked by

the researcher during the sampling period. All the news from the reviewed news article were stores directly related to the three incidents in June of 2018, 2019 and 2020. For this study, especially a monthly news sampling was made to analyze as a data source the transmission time of the stories which shows that, most of news stories were broadcasted in a day time in Fana television the news is broadcasted as breaking news about the conflict story in the sampled period.

Table 2: News stories covered from June 2018- June 2020 by Ethiopia Satellite Television (ESAT)

Reporter	News Title		Link
Engidu Woldie	Ethiopia: Nine federal police and security officials arrested after grenade attack targeting PM foiled		https://ethsat.com/2018/06/Ethiopia-nine-federal-police-and-security-officials-arrested-after-grenade-attack-targeting-pm-foiled/
Engidu Woldie	Ethiopia: Group suspends armed operations		https://ethsat.com/2018/06/ethiopia-group-suspends-armed-operations/
Engidu Woldie	Ethiopia: Govt spokesperson call on public to keep vigilant eye to thwart spoilers of peace		https://ethsat.com/2018/06/ethiopia-govt-spokesperson-call-on-public-to-keep-vigilant-eye-to-thwart-spoilers-of-peace/
Engidu Woldie	Ethiopia: Suspects of Saturday's bomb attack arraigned before court, PM donates blood to victims		https://ethsat.com/2018/06/ethiopia-suspects-of-saturdays-bomb-attack-arraigned-before-court-pm-donates-blood-to-victims/
Engidu Woldie ESAT News (June 25, 2018)		Ethiopia: FBI to investigate deadly bomb attack at rally in Addis	https://ethsat.com/2018/06/ethiopia-fbi-to-investigate-deadly-bomb-attack-at-rally-in-addis/
ESAT News (June 23, 2008)	Engidu Woldie	UPDATE: Bomb explosion kill one and injure 165 BREAKING: Ethiopia: Undisclosed number of people dead in grenade explosion at rally in Addis Ababa	https://ethsat.com/2018/06/update-bomb-explosion-kill-one-and-injure-165/
ESAT News (June 24, 2018)	Engidu Woldie	Ethiopia: Nine federal police and security officials arrested after grenade attack targeting PM foiled	https://ethsat.com/2018/06/Ethiopia-nine-federal-police-and-security-officials-arrested-after-grenade-attack-targeting-pm-foiled/

Table two shows that, the news article broadcasted by Ethiopian Satellite Television on the three violent incidents in June of 2018, 2019 and 2020. During a month of media coverage on the impact of the violence of three June, ESAT covered seven stories about the impact of the June 2018 violence on the attempted assassination of Prime Minister Dr Abiy Ahmed on the Meskel Square. In June 2019, the assassination of major generals and attempted coup in the Amhara region and in June 2020 the assassination of prominent Oromo singer Hachalu Hundesa. In this regard, the results show that in the period sampled in ESAT Television, seven stories were broadcast that had direct link with the incidence of violence. In discussing about the transmission time of broadcasted stories, Majority of the news were broadcasted in ESAT media in shift time (6:00 PM to 5:59 PM) local time. In the news coverage ESAT media covered the news in the form of breaking news and also they were covering the story by adding some additional malformation by interviewing people where they were in the place

4.3 Situation Analysis of Violence incidence Occurred in Ethiopia Since 2018

4.3.1 June 2018

Since the election of the new prime minister, Dr Abiy has decided to end political repression by releasing political prisoners, removing bans on political parties. He has also been responsible for the release of thousands of political prisoners since taking office on April 2, 2018. Abiy Ahmed enjoys enormous support for his tone of reconciliation, his call for peace and unity between Ethiopians and his struggle to bring democratic reforms and national reconciliation to Ethiopia (BBC, 2020). But over the past two years, political violence, assassinations and widespread ethnic conflict have erupted in different parts of Ethiopia (FDRE Attorney General, 2019). If we take the recent case, Ethiopia was repeatedly subjected to violence across the country in June 2018, shortly after Abiy took office and a year before the assassination of the Chief of Staff, there was an apparent assassination attempt on the Prime Minister in Addis Abeba's Meskel Square.

According to Fana Broadcasting Corporation, grenade was thrown at the scene as the prime minister finished addressing a public rally, killing two and injuring over 165 others at a rally in the capital Addis Ababa where hundreds of thousands of people gathered to show solidarity with political and economic reform initiatives by the Prime Minister (FBC, 2018).

4.3.2 June 2019

In the past two years, political killings and the conspiracy theories they spawn have become a recurrent theme in Ethiopian politics. Ethnic violence spread highly in the country which also hit Amhara and other parts of Ethiopia in recent years (ESAT, 23 June 2019). June 2019, there was serious violence following the attempted coup in North Amhara, as well as the murder of the country's high military officials and the assassination of the head of the Amhara regional state. The chief of staff of the Ethiopian army, Gen. Seare Mekonnen, has been shot dead by his own bodyguard in the capital, Addis Ababa. He and another officer died trying to prevent a coup attempt against the administration in Ethiopia's northern Amhara region (BBC, 2019). As for Seare's assassination in Addis Ababa, it happened on the same night as what the government alleged was an attempted coup in the northern region of Amhara.

The plot, which the government said was led by Amhara state's then security chief, Asaminew Tsige, resulted in the murder of several top officials in Amhara including the regional president. In the following days, Asaminew was killed by the army while hundreds of his alleged accomplices and co-conspirators, including some opposition leaders, were arrested (ESAT, 2019). As a result, many peaceful people were killed as a result of the protest held in Bahir Dar, the capital of the regional state who are angry with the assassination of high major generals in the region (Ibid).

4.3.3 June 2020

Another scenario in June of this year, Hachalu Hundessa, a singer and popular activist of the Oromo ethnic group, was shot dead in his car, in Addis Ababa in June 2020. Hachalu was an Oromo musician known for his songs of protest. He was shot dead on Monday, 23 June 2020 evening in the capital's Gelan Condominiums neighborhood, as Addis Ababa Police Commissioner Getu Argaw said. On Tuesday morning, angry youth in Addis Ababa started fires, blocked roads and chanted slogans as protests erupted in other parts of Ethiopia as well (ESAT News, 2020).

Hachalu's assassination also sparked mass protests in the Oromia region and led to hundreds of deaths and thousands of arrests in Ethiopia in general (ALJAZEERA NEWS, 2020). Protests erupted in Ethiopia after police announced the murder of Hachalu Hundessa, a musician and

popular activist, who was shot dead in the capital, Addis Ababa, triggering days of chaos in which at least 166 people were killed and over 9,000 people were arrested and resistance to the system which really oppressed the people and took them to the streets by killing the singer (FBC, 2020)

According to the report (BBC Afaan Oromo, 2020), After the assassination of singer Hachalu Hundesa, there was a continuous demonstration in different parts of the country, especially in the Oromia region, for example in Adama, 90 km southeast of Addis -Ababa, five people died on Tuesday after being shot during the protests and 75 others were injured, hospital director general Dr Mekonnen Feyisa told BBC Afaan Aromo (Ibid). In the eastern town of Chiro, two people were shot dead during protests, a doctor at the local hospital told the BBC (BBC, 2020). In the eastern city of Harar, protesters removed a statue of a royal prince Ras Makonnen Wolde Mikael (BBC, 2020). These are difficult times for the Ethiopia and Prime Minister Abiy, who is already facing increased ethnic tensions and violence in different part of the country. As a result of increased protest and ethnic violence and instability in Ethiopia is highly affected by peace and security and survival of the nation is in a difficult situation (FBC, 2020).

4.4 Over Views of Conflict Reporting

The researcher developed the basic indicators from the conceptual framework developed in the second chapter of this paper. The indicators developed in the study have answered the research questions. According to the first research question, selected media coverage of the violent rate for June 3 was broadcasted from June 23 to July 23, 2018. First, it was reported using the government sources that ESAT television relies on most to cover conflict stories. From these sources, most of the ESAT media was written using social media sourcing. Conflict stories reported by sampled media do not use the right source that clearly reports the incident while investigating the cause, course, and outcome of the incident in depth. Right (Appropriate) source, which means mean media must produce by sourcing known popular source like, Ethiopian News Agency, by interviewing people and victim's for rich information about cases. This idea was reinforced by viewing news texts taken from the web;

"Inexplicably a number of people died and others were injured during a protest in Addis Ababa, attended by Prime Minister Abiy Ahmed. Video shared on social media showed a massive explosion. Near the scene where the prime minister is sitting (ESAT News 23, 2008)"

This statement reveals conflicts that are reported were by using social media as a news source for sampled media to generate conflict stories occurring at the time of publication sample. More than a third of the sources reported in the Ethiopian media come from high-ranking government officials little coverage of conflict issues in Ethiopia (Mulatu, 2017 and Skerdjal, 2008). Mulatu, 2017 says journalists are hesitant to report critical or serious cases due to high pressure from the government. Journalism ethics, even as he thought, encourages journalists to balance the news sources they produce to provide real information by balancing the disparate news sources, and they provide resources to the government or cite leaders as the source of the news they produce. According to an informant from ESAT,

"The government classifies us as opposition media after we make private media public. We are starving because of the lack of information from the government, because they do not allow us access to the full range of conflict stories, in-depth reporting of all the problems of the rate of violence, but we have discovered waves of conflict stories from a number of sources that we have access to (ESAT Editor, June 30, 2020)"

Due to strict government control over media outlets and problems with self-censorship, most Ethiopian media do not cover all conflicts clearly, especially state media (Ibid). As a result, the media did not report any serious news. Its leaders do not mention it unless government officials say so officially. Another conflict story reported by the ESAT media also shows that conflict stories are developed dependent on government sources by citing leaders as a news source in the report. On the rate of occurrence during the sampling period;

«Ethiopia's minister in charge of media affairs urges the public to be vigilant to prevent attacks similar to the plot to assassinate Prime Minister Abiy Ahmed on Saturday. The minister, who is also the government spokesman, told reporters yesterday that there are groups that want to create havoc in order to hinder the ongoing efforts of Abiy Ahmeds government to bring peace and eliminate the hatred and anger in the public (ESAT News, June 27, 2018)"

In addition to the above FBC also reporting the violence incidence of June 23, by sourcing the government officials, they were not included the ordinary people, ideas, opinions, perceptions and the victims to produce a clear and real story in a conflict incidence idea strengthen as follows;

“The PM's press office said. “The coup attempt in Amhara Regional State is against the constitution and is intended to scupper the hard-won peace of the region.”

“ከጠቅላይ ሚኒስትር ዕህዲት ቤት የተሰጠ መግለጫ, በአማራ ብሔራዊ ክልላዊ መንግሥት ላይ የተደረገው የመፈንቅለ መንግሥት ሙከራ የሀገሪቱን ሕገ መንግሥት የሚፃረር ፣የክልሉ ሕዝብና መንግሥት ለረጅም ጊዜ የታገሉለትን ሰላምና መረጋጋት ለመንጠቅ የተደራጀ በመሆኑ የፌደራል መንግሥት ሙሉ በሙሉ ያወግዘዋል (FBC 22, 2019, at 11am local time).

From the above statement, The researcher understand that ,most of the Ethiopian media produce a report showing government leaders and officials as a source of information to produce reports on the conflicts. This once again implies that the news released is being reported at all times in accordance with the government source. Thus, the statement implies that the information disseminated is highly dependent on government procurement as a source of conflict story production. As is the rule of many journalists, it is important to verify all information and diversifying its source would be helpful in reporting a factual and balanced report on the story they have reported or produced. Regarding the idea of prioritizing the idea of the public or ordinary people to get information about the incidence of violence during the sampling period, one informant said:

“We always follow the principle of the media. That is, accuracy, balance, clarity. We respect the right of people to be heard, whatever the case. It is a right of the people guaranteed by the constitution. We cannot violate these rights. So, we try to hear all voices as much as possible and include in the report to keep the balance of the news or the report But in some situations there is government intervention in the reporting. that, as a government (FBC editor June 30 , 2020)”

The second question of the study is: What is the role of the media in conflict reporting in the period sampled? The Researcher Hase also identified an indicator to measure what role media plays in reporting conflicting stories in the sampled time frame and media houses.

4.5 Role of Media Contributing to Conflict Situations

As Bratic and Schirch (2007), Put it media plays an important role in our lives. The primary role of the press is to provide information to the public and some of these roles are very constructive if the media works well as informants and translators, as watchdog, gatekeeper, as a Policymaker, as a Diplomat, as a Peace Advocate, and if the media is functioning properly (Bratic and Schirch 2007). When covering the conflict in the Media of Peace, journalists must balance information by going beyond the elite to express the opinions, views and words of ordinary people in the field of journalism ethics who can voice the opinions of many people. Journalism for Peace is people-oriented because it is oriented towards specialization and provides an opportunity for all sufferers from all sides to be heard. It does not create, alienate, dehumanize or demonize others; instead, it empowers the whole week and those in need by really highlighting all aspects of their problems (Good Books, 2003). As one of my key informants put it:

"We're trying to be as fair and balanced as possible unless we're facing or under pressure from certain groups from the main side. But we are not 100% perfect. Public trust is our priority and asset as a media organization. We always strive to maintain our good reputation among the public. Trust is a means of existence in the media industry. To be fair in our coverage, we need to be neutral in our coverage of conflicts. In addition, the balance between reporting is very important in reporting conflicts in terms of coverage and reducing conflicts to some extent. Determining the root cause of conflict without a record is another way for us to get a full picture of the situations (KII 02, 2020)."

In addition, another informant from ESAT explained that,

"As a media organization, we report conflicts based on why? How? What are the damages? These are some of the points we try to consider when reporting conflicts across the country (KII 03, 2020)."

Researchers analyzed text news in accordance with metrics developed from conceptual framework and finding that text news from television text news is sampled in sampled conflict stories suggests that late sampled media do not cover a conflict story by balancing information. Join or participate in the production of conflict stories as a news source.

"The Government's Office of Communications Affairs said the Prime Minister accepted an invitation from the organizers to speak at the rally at the central Meskel Square in Addis Ababa. Abiy Ahmed has attracted support. Great support for his conciliatory tone, calls for peace and unity among Ethiopians and for extending an olive branch to opposition groups, He has also been recognized for releasing thousands of people, thousand political prisoners since he took office on April 2, 2018 (ESAT News June 22, 2018)"

The above statement makes it clear that text reports from sampled media do not go beyond finding different news sources, only depicting government officials as a news source that generates natural information. Position and violate international journalistic ethics by going beyond the elite, or officially cited by the government as the source of the developed story, giving or taking on the opinions, views, and perceptions of other individuals in developing conflict stories by showing them as the source news they produce.

As one of my key informants said;

"The government is the main source of information. We need the government's position to balance the report. Government is the legal power in the state. When we visited the site of the conflict, we needed an escort from security personnel. We have to announce everything to report from where the conflict is happening. We've asked the government not to stream the show at some point in the past, for various reasons (KII 04, 2020)"

Also, about why the media prefer government officials as their news source. The informant from the FBC explained,

"We work closely with the government because it is the main source of information about the conflict. From our experience, we've found that in some parts of the country, government officials are fueling conflict. So we need them to provide more complete and complete information (KII 02 June, 27 2020)"

Some newsletters do not represent the views and opinions of the general public. As published news is viewed very clearly from both Ethiopian Satellite Television and Fana Broadcasting Corporate, some examples are taken from both Ethiopia Satellite Television and Fana Broadcasting Corporate to look at it very clearly.

“A popular musician, Hachalu Hundessa shot dead in the capital Addis Ababa. He was shot in the capital Gelan Condominium area late on Monday, Addis Ababa Police commissioner Getu Argaw said. Getu Argaw said police commissioners had arrested several suspects and the commissioner promised to announce what they get from the investigations. The commissioner also urges the public to promote peace and stability in the country.”

“አዲስ አበባ፣ ሰኔ 23፣2012 (ኤፍ.ቢ.ሲ) ታዋቂው የኦሮሚኛ ቋንቋ ሙዚቀኛ ሃጫሉ ሁንዴሳ በተተኮሰበት ጥይት ሰኞ ማምሻውን ህይወቱ አለፈ። አርቲስቱ ምሽት ላይ በአዲስ አበባ ገላን ኮንዲሚኒየም አካባቢ በተተኮሰበት ጥይት ህይወቱ ማለፉን ነው የአዲስ አበባ ፖሊስ ኮሚሽን ያስታወቀው። የአዲስ አበባ ፖሊስ ኮሚሽነር ጌቱ አርጋው ለኢ.ቢ.ሲ እንደተናፋት፣ የከተማዋ ፖሊስ ከሌሎች የፀጥታ አካላት ጋር በመሆን ግድያውን በፈፀም የተጠረጠሩ የተወሰኑ ግልሰቦችን በቁጥጥር ስአውለዋል። በወንጀሉ ምርመራ ሂደት የደረሰበትን ደረጃ ለህዝብ እንደሚያሳውቅ ነው ያመለክቱት። አሁን ባለው ተጨባጭ ሁኔታ በከተማዋ ሰላማዊና የተረጋጋ ሁኔታ መኖሩን ያመለክቱት ኮሚሽነሩ ህብረተሰቡ የአካባቢውን ሰላም እንዲጠብቅ አሳስበዋል። (FBC, Jun 30, 2020)”

The plot above is about the murder of the well-known Oromo singer artist Hachalu Hundesa in Addis Ababa on June 23, 2020, but FBC does not explicitly report the violent incident to the broad words on television. Investigate conflicts and issues and report softly to the public. The story did not respond at least to the individuals involved in the violence and did not cover the entire story of the conflict. This type of reporting can confuse readers without including an in-depth research and reporting to the people. Moreover, the developed story only uses the government source as a news source to report on the topic.

As an informant from ESAT explained;

“Although many private media is operating in Ethiopia, most of them are not accessing information due to high government influence. Government block private media not to get information about the conflict stories. This hinders us not to cover all stories of conflict (KII 13, July 5, 2020)”.

Also, another informant points out that,

“Ethiopia government call ESAT Media as a threat due to the highly provide reliable and accurate information to the public by information includes a high critics of government police. Mostly journalist was jailed and harassed and frequently to block transmission through jamming broadcast and block websites by paying large amount of money. Jamming the media is a only means of restricting the flow of information to the public, because the private media highly provide rich content of report of the any violence incidence by reporting on human right issues which government find it sensitive as well report it with image of the victims of the violence and atrocities by the state security force (KII 14, June 27 2020)”.

The media in Ethiopia lacks Freedom and free environment to report or cover events, especially conflict related issues (Skjerdal, 2012 & Mulatu, 2017). From the above statement we consider that still in Ethiopia there is high interference of government on media and restricts the media professionals not to perform their responsibilities on providing information to the public. Another piece of news was one that was reported on June 25, 2018. This was also discussed on Saturday's suspects in the bomb attack at Meskel Square in Addis Ababa, in particular blood donations were made to the victims of the bomb attack by the prime minister. The story from start to finish is about the Saturday bomb attack and the police investigation suspects, the wounded and the victims of the suspect. The complete coexistence of the people before the questionable law and to promote peace. Below is an extract from the story:

“Twenty-six people suspected of carrying out a bomb attack at a rally in Ethiopia’s capital Addis Ababa on Saturday, including police and security officers, have been arraigned before a federal court of first instance in the capital. Of those brought before the court today were 17 police and security officers whom prosecutors say have demonstrated security lapse in protecting the Prime Minister, Abiy Ahmed and the public from harm. The deputy commissioner of the capital’s police, Girma Kassa, is one of the officials arraigned in today’s session. Nine of them were accused of planning and carrying out the attack. Police requested additional 14 days to complete its investigations, which was granted by the court” (ESAT News, 2018).

The statement is all about reporting of the number of suspects of the bomb attack and their presence in the court and as some of them accused from the suspect. Report is incomplete, it is

only reporting one side story by sourcing the government officials that of the deputy police commissioner. This story also not produced in accordance with general ethics of conflict sensitive reporting.

Regarding reporting a rich information to the public, as one of Key informant explain,

“We try to use different mechanisms to get the full pictures of the conflict beyond the official narratives. Sometimes various government bodies are involved in the conflict like, police officers, military personnel with different rank, zonal and kebele officials that make the situation more complex and further drift away the solution in terms of time and resource. In this regard, we are working toward community-based conflict management process or initiations to overcome the problems. Different government bodies request us to report about the eminent or existing development about conflict on the ground to understand the progress of conflict. In doing so, we serve as bridge between people and the government. People are always the epicenter of conflict reporting. We support traditional conflict resolution mechanisms to resolve the conflict. They provide inclusive and multi face solutions to the problem. In order to promote these institutions, we have a program called “Heber” Meaning, a composition of different color literally defined in Amharic. The program is consists of different entering programs (KII 06, 2020)”.

From the above statement we can understand that as a media is playing its role in reducing conflict by conflict through advocating traditional conflict resolution mechanism. Also, another informant from FBC explained that,

“We have a contingency plan on how to report conflicts if they occur instantly. We focus on areas where conflicts are frequent. But we are warned not to aggravate the problem, to assess the situation, above all, some conflicts are deliberately ignited or triggered by certain groups in the area to achieve their objectives. In this regard, we report to the relevant development agency to take action before things reach their limits. We try to promote reconciliation and the transformation of peace. As a media organization, we have this responsibility. Because we want to be a media institution credible by the people. Some conflicts are deliberately triggered or triggered by certain groups in the region to achieve their objectives. In this regard, we are accountable to the relevant development organization in order to take action before things reach

their limits. We try to promote reconciliation and the transformation of peace. As a media organization, we have this responsibility. Because we want to be a media institution credible by the people. Some conflicts are deliberately triggered or triggered by certain groups in the region to achieve their objectives. In this regard, we report to the relevant development agency to take action before things reach their limits. We try to promote reconciliation and the transformation of peace. As a media organization, we have this responsibility. Because we want to be a media institution credible by the people (KII 07 June 31, 2020)”

Regarding the policy guide lines to do conflict sensitive reporting for the media practitioner one informant from FBC said,

“Yes, we have a policy guide line to do reporting a conflict story. Before broadcasting the news, the editors edit the news article in accordance with the policy of the institutions on conflict sensitive reporting checklist. This helps the reporter not to report un wanted words in the media (FBC, Reporter July 20202) ’’.

But, another an informant from both ESAT and FBC explained,

“We have never been trained on training in the institutions on conflict sensitive reporting. Even though we have monthly meetings on discussing in different issues in our institutions as staff we have never seen such training on conflict sensitive reporting”

4.6 Ethics of Journalism

According to Ross Howard (2003), news about a conflict can be devastating to a community by fostering fear and violence, and it can be constructive if the report or news has implications for promoting peace and conflict resolution. This concept is sensitive to conflict Journalism must therefore be reliable and impartial when providing information to the public in a violent conflict, and investigate the voice or opinion of the news when producing information for a conflict article in times of violent conflict. ‘In a conflict sensitive journalists, no journalist can be completely objective about conflict sensitive reporting and journalistic ethics in a profession’. When there is a violent conflict, the media sometimes take sides in a reporting conflict. In the exemplary media, the idea that the journalist uses side in the conflict while reporting the story of the conflict is strengthened by the data taken from the television text news.

“The Minister, who is also the government spokesperson, told reporters yesterday that here are groups who wish to create havoc in an attempt to impede ongoing efforts by the government of Abiy Ahmed to bring peace and do away with animosities and resentment among the public. The Spokesperson, Ahmed Shide, said there are signs that some groups, whom he did not mention by name, could instigate violence and carry out attack during public gatherings” (ESAT, 2018).

From the above news, the researcher understand that a report takes a side in journalism by taking the views of only one party. We can understand that this is only a news story that speaks about the other party in a conflict and contains the views of other parties. Even the media missed the conflict sensitive journalism checklist or assessment criteria developed by the peace reporter in (Lynch and McGoldrick, 2005). The text of the report should avoid being complicit in a story by speaking with balanced information from other parties. Although there is general agreement on the need to develop a code of ethics and improve standards of journalism media practitioners fear that government-driven initiatives could lead to censorship (Harris, 1994).

The reporter describes the issues, from the prime minister's spokesperson's point of view, as people being attacked by an unidentified group, and the above statement showed the journalist's demonstration of the leader producing information about the conflict using only government officials as News source. But as one of the FBC reporters put it,

“As a reporter, yes, we adhere to the ethics of journalism and ethics. Accountability is another element; we could be charged in court with any unethical act. This will affect our credibility with the public. As a media organization, we played an important role in covering the conflict before and after 2015. The conflict report attracts more attention than any other story. "There is fat in the story." People love to hear this news with great enthusiasm. But we always seek to balance the story which is good for the sustainable development of the media and to solve the problem one and for all (KII 09, 2020).”

Often a journalist in a conflict can only be a provider of information to his audience. Therefore a journalist, frames violent conflict can and skew the audience in favor of one side of the story (Galtung, 1996). In this context, the way journalists structure conflicts can either intensify or defuse them. However, in times of violent conflict, the journalist must provide full, reliable and

impartial information to the public to make them knowledgeable about the impact of the violence of the three incidents in June of 2018, 2019 and 2020 .Another informant said.

“As a journalist, we have a responsibility to cover the whole story. We try to show the cause, the course and the consequence. Finally, the solution of the conflict. We do not want to limit ourselves only to reporting the conflict (KII 06, 2020)”.

The news published on June 27, 2018 also concerned the grenade attack of Prime Minister Dr Abiy Ahmed during the rally in Meskel Square. Everything that caused the incident produces profound information about the incident, speaking only of the unknown group that attempted to kill the prime minister and attacked the civilian who called the peace inspectors. Here are extract from the text report;

“Ahmed Shide said there were signs that certain groups, which he did not name, could incite violence and carry out attacks at public gatherings. Shide said government officials and public development projects could also be targeted by groups unhappy with the country's ongoing peace and reconciliation efforts (ESAT, 2018)”.

The above extract mentions the unidentified group attacking the public gathering. The news has not gone beyond the violence and tries to deal with the person who caused or condemned the violence. This type of reporting is traditional reporting that confuses the values of journalism. Ethical and conflict-sensitive reporting in the news about the violent incident involving the Prime Minister and the attempted murder of civilians, victims of a greedy attack.

Another important point seen in this exemplary television is how a medium produces and reports a story of conflict according to the Conflict Sensitive Journalism Assessment Checklist developed by (Lynch & McGoldrick, 2005). As an ESAT informant explains:

“As a journalist and information provider, we follow ethics. Because we are responsible for every report we produce. Unless we can escalate the conflict and undermine our credibility, violate the principle of journalism (KII 12, 2020).”

Here is the extract from the news article reported on ESAT TV,

“A grenade attack at a rally in Addis Ababa in support of Ethiopia’s Prime Minister, Abiy Ahmed, was an assassination attempt against his life, according to witnesses and organizers of the rally. The attack left one person dead and over 155 injured. Nine people are in critical condition. A man dressed in police uniform was trying to hurl the bomb in the direction of the stage where the Prime Minister had just finished his speech. But another police officer holds the hand of the thrower, at which point the grenade went off, according to interviews by several media outlets with witnesses and organizers of the rally.” (ESAT News June 24, 2018).

The story has put too much emphasis on uncovering the root causes of the conflict, and the reporter participating in it tries to report the incident by interviewing ordinary people and gathering their opinions while reporting on the incident that is entirely related to the grenade. The bomb attack targeting the Prime Minister reveals more likely explanations of the incident and try to give complete information about the issues by interviewing a witness who was at the area and clearly saw that he was at the scene. It only takes other individuals as a source of information that is known to occur and known by many, and to make news equal for all. The above statement implies that a reporter is critical to the true cause and gives the reader a complete and comprehensive information about the event. As an informant from ESAT explained,

“For me journalism as a profession force us to report by providing a rich information about any conflict stories. If there is a violence incidence, we deeply see the conflict stories and provide accurate and reliable information to our audience. So, for me reporting the whole story of conflict is not a problem but what matter to be sure whether the information we gather is accurate and reliable (ESAT, Reporter July, 2020)”.

From the text story above, we can understand that the media played a positive role in providing complete information to the public about the events of the conflict. ESAT media reporter narrates the conflict story in accordance with conflict-sensitive journalism and journalism ethics. Ross Howard pointed out that a conflict-sensitive journalist should ensure that each conflict story not only understands the conflict or violation, but also understands the underlying cause and how to prevent conflict or violence in this particular feature. However, the sampled media missed this point in reporting the conflict story. Here is the extract from the news story posted on FBC, in June 23, 2020;

“Ethiopian singer Hachalu Hundessa shot dead in the capital Addis Ababa Gelan Condominium area late on Monday”

“አዲስ አበባ፣ ሰኔ 23፣ 2012 (ኤፍ.ቢ.ሲ.) ታዋቂው የኢሮሚኛ ቋንቋ ሙዚቀኛ ሃጫሉ ሁንዴሳ በተተኮሰበት ጥይት ሰኞ ማምሻውን ህይወቱ አርቲስቱ ምሽት ላይ በአዲስ አበባ ገላን ኮንዲሚኒየም አካባቢ በተተኮሰበት ጥይት ህይወቱ ማለፉን ነው የአዲስ አበባ ፖሊስ ኮሚሽን ያስታወቀው” (FBC, 2020).

From the above statement, we can understand that it is as if the artist was a dead, unknown person. The news is incomplete, did not exactly show the cause of the assassination of the artist that caused it, and the general news story is about the killing of the artist. The media lacked follow-up to the general concept of conflict-sensitive reporting and did not explore how conflict could be prevented in the future in peace-building and conflict resolution that comes with the killing of prominent singer Oromo Hachalu Hundesa. An informant from ESAT TV explained that,

“We covered conflict story in Oromia and Amhara in the mentioned period with our reporters. We have 4 FM radio stations in Amhara region and 5 in Oromia. They were very instrumental in reporting the situations. We invite all stakeholders in the conflict reporting. We just tried to cover the report through our networks of TV, Radio and Website in general. Our reporter tries to understand how demonstrators understand the conflict, the way they express the development. There are two kinds of demonstrators. First, those who perceived the media as the right hands of the government to oppress the people. Second, those who perceived the media as the victim of the system and have sympathy to the media. On the other hand, it depends on the way we report the demonstration. If we report by supporting the cause of the demonstrators, everyone feels happy and they have good attitude to the media. When demonstrators feel that our media coverage is against their interest, they perceive the coverage not good enough voicing their claim, they condemn the media and everyone against us. For instance, we have been praised when we cover the story in Gondor at some point. Demonstrators were happy. In another situation, there was demonstration in protesting against the government in the same city of Gondar. Fana was condemned and our logo was burnt down and tried to attack our office in Gonder. Opposition or support to the media depends on the way we cover the story (KII10, 2020).

From the above we can understand that media in order to play its role it faces challenges from different angles, from community, opposition group, and government. This can be a great challenge to perform their duty in providing information and to cover all stories in the conflict accurately as well as imperial.

The theme of the story makes it clear that the reporter produced the conflict story by procuring senior government officials, also used emotional and imprecise words in textual stories. The way media report the incidence is in a biased way by presenting one side in the conflict or by taking perspective this can escalate conflict. The use of information sources and emotional words in the text. Similarly, another news published in ESAT is 23. 2020. Prime Minister Abiy Ahmed, the leading role of the story, expressed his condolences by stating that

"Ethiopia lost a precious life." Deep condolences for those of us who have been deeply saddened since the death of the shining young Artist Hachalu Hundesa," said Abiy. "We are waiting for the full investigation reports of this evil act. We wish our condolences by keeping ourselves safe and preventing further crimes" ESAT, 2020).

From the above news article, we can understand that the newly reported one, which does not report the full story of the event, is missing so that the readers can understand. And understand the cause and understanding of the violence, especially about who killed the artist and how it took place in the text? Report stating that the journalist was reluctant to produce the full story of the violence.

According to the third question of the research: What kind of themes do they use when reporting the violence that occurred during the sample period on the selected mainstream media sites? To answer the above question, the researcher used two techniques to read television text news in depth or intensively and to measure text news according to the indicator developed from the conceptual framework. In conflict communication, metaphors are often used by the media to explain something, simplify facts, create meaning, and influence emotions. These words were used to describe a conflict or an event of violence that led to the escalation or desalination of public opinion of a conflict; Like this, In the texts, the result showed that the sampled media used emotional words. The theme of the story clearly reveals that the reporter produces the conflict story by obtaining it from a senior government official and also uses emotional words in the text

news. This may violate journalistic ethics, both in terms of using only the quoting leader as a source of information and using emotional words in the text.

Story posted on ESAT, 23, 2020. The lead of the story describes the issue as follows, the theme of the story is about the Prime Minister Abiy Ahmed expressed his condolences, saying Ethiopia had “lost a precious life”. “I express my deep condolences for those of us who are in deep sorrow since the news of the death of the shining young Artist Hachalu Hundesa,” Fana reported the prime minister as saying. “We are expecting full investigation reports of this evil act.” Let us express our condolences by keeping ourselves safe and preventing further crime,” Abiy said. *Here is the extract from the story;*

“Prime Minister Abiy Ahmed expressed his condolences, saying Ethiopia had “lost a precious life”. “I express my deep condolences for those of us who are in deep sorrow since the news of the death of the shining young Artist Hachalu Hundesa,” Fana reported the prime minister as saying. “We are expecting full investigation reports of this evil act.” Let us express our condolences by keeping ourselves safe and preventing further crime,” Abiy said.

“ጠቅላይ ሚኒስትሩ በሀዘን መግለጫቸው “ውድ ህይወት አጥተናል” ብለዋል። “የዚህ ድንቅና አንፃራቂ ወጣት አርቲስት ሐጪሉ ሁንዴሳ ህይወት መቀጠፍ ከተሰማ ጀምሮ በከባድ ሀዘን ውስጥ ለምንገኝ ሁሉ መፅናናትን እመኛለሁም” ነው ያሉት ።

The above Sentences are composed of words of the prime minster which did not explain about the conflict story and its resolution mechanism. This suggests that the reporter or journalist is reluctant to respect the general ethics of journalism and carefully present the conflict story in a way that includes the ideas from different parts in the story. Although the journalist, has put a lot of effort to create a complete information about the rate of conflict. The news from the sampling story shows that journalists are not welcome to the idea of journalism for peace. As Howard 2004, the journalist says that the journalist will not be an advocate for peace, but the good news can be a trove of data that contributes to peace. This means that if a journalist acts as an educator, a moderator of dialogue, an informant and a place of reasoning and interpretation, As one of key informant explained about themes media use to produce a conflict story in the sampled period,

"Media policy prohibits the use of inflammatory words when reporting conflicts, whatever there is a problem in identifying government and Fana positions among the public. People understand that the whole word and position in the message is the brain of the child Fan. However, if Parliament adopts a resolution on the use of these words, we will never use them. In some situations, such as when a prime minister uses an inflammatory word, we can use the word in quotation marks, even if it is incorrect. Because there is a situation that has forced us to see out of national interest and national security. Live transmission is another situation where the public transmits inflammatory words (KII 11, 2020)".

4.7 The Fana Broadcasting Corporate and Ethiopia Satellite Television

It is very important to assess the coverage given to violent incidence sin each of the selected broadcast, main stream media. FBC and ESAT TV were selected to be studied because both of them actively dealt issues related to politics and current affairs. Knowing that violence has occurred in the country during the study period, especially since 2018, one can expect more or less similar reports among these cases, given that there is a large amount of violence in Ethiopia media. Obviously, the Fana broadcasting corporate covers relatively less stories than Ethiopian satellite television as privately owned media. But the result shows that there is quite difference in the coverage of conflict issues between the two main stream media.

4.7.1 Fana Broadcasting Corporate

It is known that the Fana Broadcasting Corporate is a state owned television. Although it is government owned television it gives less coverage of the violence incidence of the June in Ethiopia. From the broadcasted news from the FBC, majority of the stories were covered by quoting leader or government officials rather than balancing information by interviewing the people who were at the place and victims of the violence incidence. This type of reporting is traditional reporting that confuses the values of journalism Ethical and conflict-sensitive reporting in the news about the violent incident involving should be produced complete information to the readers by balancing information avoiding talking side in broadcasting the conflict story. To make it more concrete, it is better to see some examples that illustrate the above issues. For example the first story posted on 22 June 2019 on FBC;

“The PM's press office said. “The coup attempt in Amhara regional state is against the constitution and is intended to scupper the hard-won peace of the region.”

This the above extract is all about the statement from the prime minister office, which is government source. The reporter broadcasted the news as it is. The story finally comes with a kind issue that asserts the coup attempt in Ahmara regional state.

4.7.2 Ethiopia Satellite Television

From the news story, ESAT covered majority of the news about the three June violence incidence in Ethiopia. Even though there is high pressure from government on private media, ESAT media better reports the issues. According to the data collected from the some key informant from ESAT shows, the private owned media freedom is still in question? To produce news story they get challenge in getting information due to government block them not to do so. Unlike, ESAT produce reach and complete information to the reader, But FBC highly relays on governments leader to access data about the conflict incidence in the sampled time. For instance a story post on June 24, 2018 says, statement tries to produce a broad news in giving explanation to the violence incidence of 2018 which is on the attempt assassination of Prime minister in Ethiopia. ESAT somehow provide a complete information to the reader even though the government has blocked it to access information.

4.8 Major Findings

This study focused on the main stream media and conflict reporting in Ethiopia: Case of FBC and ESAT. This is evident that 11 stories were broadcasted on the sampled media in three violent incident in June of 2018, 2019, and 2020 violent in Ethiopia. ESAT produced 7 conflict stories in the sampled time and FBC broadcasted 4 stories, which is somehow gives less coverage of the issues. Result suggest that the analysis revealed a consistent findings. Three key finding were obtained.

The result of qualitative text analysis of the news show that both media were sourcing government officials highly than including ordinary people and victims idea. This can be against the ethics of peace journalism which contributes to the negative role of media in conflict reporting. Although private media were operating in Ethiopia, they were facing challenges by

government not to access information about the conflict stories. The government did blocking and jamming of media by paying money not to transmit for the public. Private media is highly silenced, journalists were arrested by the government security forces. ESAT media were using social media source to produce conflict stories. Even though the media lack information due to high government pressure using social media as a source of news is inappropriate in producing news stories about the violent incidents. Most respondents say private media provides most reliable and accurate information about the violent incidents to the audience than state owned media. However still it is not enough to say that media are performing their duty to provide complete information to the public, there is still lack of enforcing strong media policy in Ethiopia which can enlarge media freedom as well as open space for private media to operate out professionally in the country.

The theme media used to report a conflict are outrageous, meaning emotionally inaccurate words that describe what happened to a person. These kinds of tragedies can put a reporter on one side to clearly report incidence stories that have the same value. In this regards, media can play negative role in reporting conflict by taking side in stories and loss impartiality. The way media report the incident also can easily contributes to escalation of conflict. As data collected from both media show that, both media lack an effective training on conflict sensitive reporting. The journalist were working in undeveloped media system and in professionally untrained journalist. As Galtung, 1998 noted, a journalist should be aware of the different kinds of conflicts, the cause of conflict and how people were resolving it, which is all about the concepts of peace journalism. As a result both media were working then a traditional conflict reporting due to lack of effective policy and training on conflict sensitive journalism.

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

The main purpose of this study was to analyze how media reports on the occurrence of conflicts that occurred in Ethiopia from June 2018 to June 2020, using a sample of one government media and private media, in particular two cases as sample studies. The study aims to assess how the mainstream media reports conflicts in Ethiopia, with a special focus on FBC and ESAT television, since 2018.

The specific objective is to assess how the mainstream media reports three June cases of violence that have occurred since 2018. Conflict reporting during the reporting period and examine the topics used by the media in reporting internal conflict during the reporting period. The researcher used qualitative textual analysis methods to identify how the media reported the conflict in Ethiopia from both Fana Broadcasting Corporate and Ethiopian Satellite Television. The source of the data used in the production of the news story, how the conflict cover was critically analyzed, how the conflict story is reported, as well as the role of the media in the conflict. The collected data were analyzed in accordance with the indicator that the researcher developed from the conceptual framework work in the second chapter.

According to the first research question, it was found that as selected media have recently reported conflicting stories broadcasted from June 23 to July 23, 2018, different ways of reporting in different media. The findings show that ESAT TV mostly relied on reporting conflicting stories. Of these sources, most of the stories that The ESAT TV produced some what a rich report by sourcing different sources. Which have a clear report of the occurrence of conflicts in the search for a through investigation of the cause, course and consequences of this incident clearly. In addition to the above, the FBC also reports the incidence of the violence of June 23 by recruiting government officials, did not include ordinary people, ideas, opinions. And also, FBC media reports conflict highly by focusing on government source which is against the principles of journalism.

Regarding the role that the media plays in reporting conflicts in the given time, the data collected from the television text news, the media played both positive and negative roles in reporting conflict stories in the sampled period. According to data from the sampled media late in it is argued that most of the genres of news stories produced were not deeply explored, rather than stories created in one-sided stories simply by recruiting government officials and elites in the news by avoiding or ignoring the voice of ordinary people; victims affected by the incident. The way media reports the incidence can either escalate or deescalate the conflict. In the above statement we can understand that media is escalating conflict by presenting the story by taking perspective or taking one sided story of the incidence.

Another important point found from the text messages in the sampled media is that when looking at the incident stories, the whole story spoke of unnamed groups that cause conflict or violence. In a democratic state, a peaceful journalist plays a vital role in our lives. Some of these roles are very constructive if the media function properly as a provider of information, they inform the public about certain concepts. It is argued that the media also play a negative role in reporting conflict-sensitive issues, in particular by reporting false reports aimed at creating fear and mistrust in society without looking for the right source to produce and report conflict stories without deeply examining the cause, the consequence of the occurrence of violence.

In addition to the above, in the text messages, stories about conflicts tell all about the perpetrators of violent incidents, they did not have clear information about who creates the conflict and how to deal with the occurrence of violence. The terms a reporter uses to report a conflict are outrageous, meaning emotionally inaccurate words that describe what happened to a person. These kinds of tragedies can put a reporter on one side to clearly report incidence stories that have the same value. Selected news media play a positive and negative role in reporting conflicts, which means that in text messages there is a story that is highly dependent on the government as a source of news, avoiding other ordinary people as a source, using some emotional words also in sampled text messages, incomplete information about the incident, which may violate the readers' right to complete information. This and others may conflict with the ethics of journalism, which results in the promotion of violence or conflict and becomes a negative role for the media in reporting conflicts. The media also play a positive role in reporting conflicts, and based on data collected from sampled television text, reports have shown that some

media reports have in-depth coverage that has clear coverage and is becoming a good source of information for the public.

Finally, most of the data from the study indicated that of all the stories reported in the selected media, there are no conflicting stories that have a deep and clear report of incidence. Conflict stories are false if they generally seek to minimize the deterioration of conflict stories.

5.2 Recommendations

Based on the findings in this study, the researcher recommends the following.

- It is important for the mainstream Ethiopian media to consider the international ethics of journalism. As the data collected from television text messages show, the source of the conflicting news story comes from government officials or cites the leader as the source of the news story. This may be contrary to the ethics of journalism, which avoids the thoughts, perceptions and opinions of the victim, or ordinary people have spread the news and created a balanced news story. It is therefore better if the reporter avoids talking in the news and focuses on the government official as a source of information for conflict stories.
- Sampled mainstream media should be required to report news and conflicting story to be complete as appropriate for readers
- It is important for a journalist to maintain in mind a handbook developed by Ross Howard on conflict-sensitive reporting guidelines to minimize the extent of conflicts or reports they produce. It is more appropriate if the sampled media not only of the above two but also of the Ethiopian media do not contain interference from other entities. Freedom of speech must be respected. Ethiopian media in general must comply with both international and private media ethics. It should generate conflict-sensitive messages in a given conflict story. The consequences of the findings further show that since there is no clear message in the conflict story, the reporter speaks aside in creating a
- A reporter or journalist must make balanced reports that become trusted by all public or readers. Journalists must also avoid self-censorship, sometimes when we are afraid of something difficult, case or problem, we self-censor. This can undermine the ethics of peaceful journalism.

- This study will initiate many research ideas that need to be studied when reporting the many conflicts that have occurred in Ethiopia. It is good for a future study if it focuses on why the Ethiopian media focuses on recruiting government officials when reporting on conflicts, or by referring only to leaders as the source of any conflict story. why media space in Ethiopia is not free and accurate, as well as responsible for reporting conflicts such as the ethics of peace journalism
- Media professionals reporting in conflict situations can bring other perspectives by training in Peace Journalism which promotes alternative methods such as mediation and co-operation
- Overall it can be stated that a strong independent local media, with journalists who have skill and sensitivity in peace-building, is essential in Ethiopia

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APPENDICES

1.1. Major indicators developed from conceptual frame work

- 1 Did the news stories avoid reporting a conflict as containing of two opposing sides?
- 2 Did it Avoid defining the conflict by always citing the leaders and go beyond by taking the ideas, words as well as opinions of ordinary people?
- 3 Did the news article avoid only reporting what divides the sides in conflict?
- 4 Did the news article Avoid inflammatory words like devastated, tragedy and terrorized to describe what has been happened to a person or a group. These kinds of words put the reporter on one side?
- 5 Did the news media article avoid the emotional and imprecise words while reporting the violent incidence?
- 6 Did the news media avoid making an opinion into a fact during reporting conflict?
- 7 Did the journalist Avoid words like terrorist, extremist these words take sides, make the side seem impossible to negotiate with?
- 8 Did it avoid emotional and imprecise words?
- 9 Did the news article avoid focusing on the suffering and fear of only one side?

APPENDICES 2

INTERVIEW GUIDE

The purpose of this interview guide is to collect data on issues of “Main Stream Media and Conflict Reporting in Ethiopia: The Case of ESAT and FBC”. The following questions are formulated to gather data in interview.

1.2 Key Informant Interview (KII) Question for participant from (ESAT and FBC) Television

1. What is the role of media in reporting the conflict situation in the sampled period since 2018, particularly about the three incidences of June? How do you describe it?
2. To what extent your media prioritize the people’s idea to get information about the violence incidence in the sampled period in your media?
3. Does it seems that you give fair reporting of the conflict incidence? How and why?
4. How does your media cover the conflict story that occurred in the sampled period?
5. What kinds of themes do you use in producing a conflict story in the sampled period and sampled cases, specifically did you avoid inflammatory words in producing news.
6. Why most of your stories were reported by citing only government official?
7. What is the role of media in reducing conflict during reporting conflict story?
8. Did you follow the ethics of journalism in reporting conflict story, what are the implications for this?
9. Why you sourced government officials more than others, especially victims were neglected in your story. Why?
10. Did you report a complete information that includes in reporting the cause, course and consequence of the conflict situation to give clear information to the public?
11. Did you act responsibly in the coverage of conflict story at the time of the conflict incidence?
12. Does your institution have a conflict reporting guideline or policy? Or is conflict sensitive reporting included in the overall policy of the institutions?
13. Have you ever your staff received a training on conflict sensitive reporting?

APPENDICES 3

Key Informant Interviews

Informant one - Editor-in-chief (FBC)

Informant two – Newsroom coordinator and editor-in-chief (ESAT)

Informant three - Editor (ESAT)

Informant four – News reporter (FBC)

Informant five – News reporter (ESAT)

Informant six – Journalist (FBC)

Informant seven – Journalist (ESAT)

Informant eight – Journalist (ESAT)

Informant nine-news producer (FBC)

Informant ten-Program coordinator (ESAT)