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SCHOOL OF JOURNALISM AND COMMUNICATION GRADUATE STUDIES

The Practice and Challenges of Journalists in Reporting Road Traffic: The Case of Fana Broadcasting Corporate

By: Nuru Ebrahim Yimer

**A Thesis submitted to School of Journalism and Communication
Presented in partial Fulfillment of the Requirements for the Degree
of Masters of Arts in Journalism and Communication**

ADDIS ABABA, ETHIOPIA

SEPTEMBER, 2022

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Statement of Declaration

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

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The Practice and Challenge of Journalists in Reporting Road Traffic Accidents: Fana Broadcasting Corporate in Focus

By: NURU EBRAHIM YIMER

Addis Ababa

Acknowledgements

Dear ALLAH, I am thanking you for my past for the present and for the future too. Thank you! Everything happened because of you. I want to express my gratitude to my Family as well as my advisor Dr Abdisa Zereai for supporting me up on undertaking the study. I will not forget all the journalists who are working at Fana, especially Fana news department for filling all the questionnaires and giving real data, through taking their precious time.

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List of Abbreviations

AATPB- Addis Ababa Traffic Police Bureau

EBC - Ethiopia Broadcasting Corporation

FBC - Fana Broadcasting Corporation

FTA - Federal Transport Administration

GDP - Gross Domestic Product

GNP - Gross National Product

RTC - Road Traffic Accidents

RTA - Road Traffic Accidents

WB- World Bank

WHO - World Health Organization

USA - United State of America

Abstracts

Traffic accident is causing serious damage both globally and national. Although it is given less attention and effort, road traffic injury has been a matter of global health problem and taking the lives of productive citizens. The aim of the study was assessing the practice and challenges of journalists in reporting road traffic accident in Fana Broadcasting Corporate (FBC). To this end, the study used descriptive research design to examine the existing situation and identify the challenges faced during road traffic accident reporting with the help of survey research strategy. The study looked in to 101 respondents taken from road traffic Journalists. The research used both purposive sampling procedure and relies mainly on primary data with the help of questionnaire, interviews and secondary data sources. The collected data was analyzed using frequency, percentage, graph, tables and charts. The findings of the study revealed that the practice of road traffic accident reporting at Fana Broadcasting Corporate was performed at lower rates; owing to internal and external challenges. Based on the finding, give training for the journalist on the issues, allocation adequate resource, facilitate stakeholder participation, give adequate time to report RTA, government support medias that work on RTA, and establishing a station-wide separate department for road safety were provided recommendation.

Keywords: Road Traffic Accident reporting, Journalists, Fana Broadcasting Corporate, Addis Ababa

CHAPTER ONE

INTRODUCTION

In this chapter, an attempt is made to assess the background of the study, provide statement of the problem, and identify general and specific goals and state research questions. Include under this chapter also defining the scope and significant of the study as well as pointing out limitation of the study.

1.1. Background of the Study

Traffic accidents are causing serious damage both globally and nationally. According to World Health Organization, (cited in Federal Transport Authority, 2019) road traffic accidents contribute to loss of 3% GDP of nations in each year and estimated that it will bring influence on around 2.4 million people throughout the world in 2030. According to this report, every year more than 1.25 million people die on the world's road and about 50 million people are injured or disabled as a result of road traffic crashes in the year 2019. Injured people have occupied 30 to 70 percent of orthopedic beds in developing countries hospitals.

This report also showed in the past five years, most countries have endorsed the recommendations of the World report on road traffic injury prevention which give guidance on how countries can implement a comprehensive approach to improving road safety and reducing the death toll on their roads. To date, however, there has been no global assessment of road safety that indicates the extent to which this approach is being implemented. This Global Status Report on road safety is the first broad assessment of the status of road safety in 178 countries, using data drawn from a standardized survey. The results provide a benchmark that countries can use to assess their road safety position relative to other countries, while internationally the data presented can collectively be considered as a global "baseline" against which progress over time can be measured. The Global State Report (2018) presents several key findings: The countries road traffic fatality rates (21.5 and 19.5 per 100,000 population, respectively) are higher than that of high-income countries (10.3 per 100,000 population, 100,000 respectively). More than 90% of road fatalities worldwide occur in low- and middle-income countries, accounting for only 48% of registered vehicles worldwide.

Road traffic accident is an incident on a way or street open to public traffic that becomes one of the most critical public health problems in the world especially in developing countries. According to World Health Organization`s 2019 Global Road Safety Report 1.25 million people are killed by road crashes each year globally every day more than 3000 people die from a road traffic accident. Road traffic injury is now the leading cause of death for children and young adults age 5 to 29 years. Developing countries account for 90% of global road traffic deaths. Road traffic accidents are being the critical public health problem that causes disabilities and death in Ethiopia

Although road traffic accidents are a major global public health problem, most of it occurs in low and middle income countries. The East African country has lost in excess of 495 million Ethiopian birr (about 12.3 million U.S. dollars) in terms of financial damage incurred from traffic accidents. Traffic accident has increasingly become the recurrent problem in Ethiopia where thousands of people are being killed and properties amounting to multimillion birr are destroyed every year which led to socioeconomic crises of the citizens.

According to the country's Federal Police Commission Report (2020), 1,848 people died in traffic accidents in Ethiopia during the first six months period of the current 2020 Ethiopian fiscal year that starts in July 2020, the commission said the East African country witnessed more than 20,600 traffic accidents between Julys to end of December 2020, Figures from the commission also showed that some 2,646 people sustained serious physical injuries from traffic accidents occurred during the stated period, while some 2,565 others also sustained minor injuries. Pedestrians and passengers in commercial vehicles are the most vulnerable in Ethiopia, while in developed countries most crashes involving personal vehicles occur. In this case, the driver is the main passenger in injury or death.

Addis Ababa is not only the capital of Ethiopia but the seat of African Union, embassies and other international organizations. According to statistical profiles, the city has a population size of more than four million in 2020. It is the center of the economy and the home of people with diverse social and economic background. More than half of the vehicles in Ethiopia are found in Addis Ababa (UN-Habitat, 2021).

According to Addis Ababa Annual Road Safety Report (2018-2019), in Ethiopia due to road crash 13 people lose their lives and 37 people are injured every single day. Similarly, in Addis Ababa, on average one person dies per day or 480 die on the road per year. In addition, traffic accidents are one of the serious problems affecting the social and economic life of citizens, causing psychological and financial crises. As a result, road traffic contributes to poverty, loss of productivity, property damage, injury, disability, grief and death.

There are a number of contributing factors causing road traffic crash. The causes range from infrastructure, development to human behavior and skill. Woldu (2020) substantiates this as, “Although Road infrastructures have a significant role in the occurrence of road traffic accident, and the human factor is the most prevalent contributing factor of road traffic accident. This includes both driving behavior (e.g., drinking and driving, speeding, traffic law violations) and impaired skills (e.g., lack of attention, exhaustion, physical disabilities and so on).

Road traffic accidents are a huge public health and development problem in Ethiopia. The current situation calls for a high level of political commitment, immediate resolution and action to contain the growing problem. Otherwise, things will only get worse from today due to auto mobilization and rapid population growth.

1.2. Statement of the Problem

Traffic accidents are accidents on roads or streets open to public transports that are becoming one of the world's most serious public health problems, especially in developing countries. According to WHO (2020), road traffic accidents kill more than 3,000 people every day. Developing countries account for 90% of road fatalities worldwide. Road traffic accidents are a major public health problem causing disability and death in Ethiopia.

Although it is given less attention and effort, road traffic injury has been a matter of global health problem and taking the lives of productive citizens. Addis Ababa Annual Road Safety Report (2018-2019) states “Road traffic injuries are a major but neglected global public health problem, requiring concerted efforts for effective and sustainable prevention.”

According to Woldu (2020), “Road traffic injury is now the leading cause of death for children and young adults aged 5-29 years, signaling a need for a shift in the current child health agenda”.

It is the eighth leading cause of death for all age groups exceeding HIV/AIDS, tuberculosis and diarrheal diseases, and the deaths due to road traffic accidents.

Effective road safety communication through the media, safety campaigns or outreach plays an important role in ensuring safe mobility for all road users. How the public thinks about and can do about road traffic injuries and deaths is largely determined by how they are reported in the media.

Mass media and journalists could play a key role to raise awareness on road safety. In particular, they can disseminate preventive messages and promote safe behavior's, increase people's knowledge and understanding of the gravity of the problem and advocate for safer roads and systems. Media has already been attached to the individual and has become an instrument of the state and non-state social forces to influence citizens. Organizations and institutions who are interested mobilize members of the society to a particular goal rely on the media. The public service announcements, advertisements and commercials printed and broadcasted daily are examples of the functions of media in informing the public to manage social life. As one of the critical needs of the society, the issue of road traffic safety cannot be addressed without the involvement of the media and journalists. The media informs the public about timely issues of road traffic safety by covering incidents including accidents and new developments in the management of traffic. Beyond events reporting the media can play a significant role by creating awareness among the community through in-depth reporting and analysis. In the USA the role of media in ensuring road traffic safety was clearly stated in the National Communication Plan of the National Highway Traffic Safety Administration (2019). The plan clearly states that the media plays a pivotal role in creating awareness among the society to improve the condition of road traffic safety through intensive work and campaigns. The plan identifies key media types including broadcast and cable television, online media, radio and social media. The communication plan expects the media to stimulate dialogue within the society.

This article assumes that by providing accurate information, the media can fulfill their responsibilities and play the most important role in helping to create a clear understanding and awareness of this social issue. The media has the responsibility and ability to control the minds of readers and viewers. In this respect, the mass media plays a major role in raising awareness.

The media is contributing greatly to the reduction of traffic accidents. The role of the media is not only to report death, but also to provide detailed information about the deceased so that others can learn. This is what the study focuses on.

As Ethiopia is currently struggling to reduce high rate of traffic accident, the focus remains on the role of media in educating the mass about road safety issues and provide information on the causes and consequences of the crisis because access to information and education on road safety is critical to the well-being of the society. It's known that media have great role in informing, educating and bring behavioral change through addressing an issue which is sensitive and social problem. But we can observe that road safety issue coverage in Ethiopian media is just reporting the number of deaths, injury and loss of property occurs in each day after news which is mostly after the early morning news of each media station.

One of the main causes of traffic accidents is the lack of public awareness. The media must play a major role in solving this problem, but the reality in Ethiopia is different. It is known that media have great role in informing, educating and bring behavioral change through addressing an issue which is sensitive and social problem. But we can observe that road safety issue coverage in Ethiopian media is just reporting the number of deaths, injury and loss of property occurs in each day after news which is mostly after the early morning news of each media station. In Ethiopia, road traffic accident doesn't get the media concern as much as needed. Therefore, the main purpose of this study was to examine the practices and problems of reporters reporting traffic accidents by Fana broadcasting corporate. There have been studies conducted on traffic accidents in Ethiopian context. For instance, some researchers, such as Fraser Zewude (2020), Tariku Getacho(2019), Gelane Emanu(2018), Meron Bereda(2016), and Getacheu Tilahun(2009) have looked at the problem of traffic accidents.

Researcher Frezer (2020) analyzed the practice of road safety TV programs on Walta and EBS. He examined how Ethiopian road safety television programs particularly kehiwot seleda television program of EBS and Guzo television program Produced by federal transport authority and transmitted via Walta framed road traffic accident and road safety issues from September 2018 to August 2019. The study shows that both television programs media coverage time was too short and there was a gap in the story source and frame distribution too. Kehiwot Seleda television program of EBS stories framed the issues according to human interest frame but

lacked pre-preventive stories. Guzo television program Produced by FTA and transmitted via Walta framed stories mostly in educative advocacy, and what is more, the third part of the program “Ande lemenged” spots framed stories in educative advocacy frame. The researcher concluded with recommendations for both road safety programs by suggesting that they should design stories that would be suitable for different age level of society and ought to try to shape programs in better format in order to attract audiences and should focus on pre preventive work.

The study by Tariku (2019) concerning, the comparative analysis of road traffic coverage by Addis Zemen and Reporter newspapers years from 2008 to 2009 EC; the findings of the study revealed that, reporter newspaper were provided much space and coverage than Addis Zemen newspaper.

Gelane (2018) study concerning how EBC covered road traffic accident problems and the study focused role of EBC played in terms of road traffic accident between 1st September 2017 & February 28, 2018. The research attempted to examine the role of Ethiopian Broadcasting Corporate (EBC) in combating traffic accident in Ethiopian. Specifically, the study explored the extent of coverage of road traffic accident in EBC’s Amharic news.

The researcher Meron (2016) examined how Addis Zemen newspaper and Guzo program broadcast in EBC framed road safety and traffic accident related problems. The result of the study revealed that, in covering road traffic accident issues, the selected state media used different frames, but most of the stories were framed in attribution of responsibility frame. Prognostic frame and economic consequence frame were the second leading frames in Addis Zemen and EBC (Guzo program) respectively.

Getachew (2009) also examined the effect of road traffic safety radio programs on road use behavior of audiences and the communication strategies being employed to achieve this purpose. The study also explore the extent on the effects of road traffic safety programs on their target audiences (drivers and pedestrians). Researchers wanted to study on the communication strategies, if any, that the media uses in prevention programs.

Thus, most of the stated research has be focused on media coverage of traffic accidents, the airtime allotted for production, and the content of the program. While, no studies have be shown a common problem with journalists when reporting traffic accidents. Thus, detail research is

required to clarify the duties and practices of reporters covering road traffic accidents. Therefore, the focus of this study is to evaluate the practices and difficulties of journalists reporting traffic accidents at Fana Broadcasting Corporate.

1.3. Objective of the Study

This research has two objectives. The general and specific objectives of the study were the following:-

1.3.1. General Object of the Study

The general objective of the research was identifying the practice and challenges of journalists in reporting road traffic accident by Fana Broadcasting Corporate.

1.3.2. Specific Objectives of the Study

The following were specific objectives of the study;

- ☛ To examine road traffic accident reporting practices and coverage at Fana broadcasting corporate.
- ☛ To identify internal and external challenges that journalists are facing while conducting road traffic accident reporting at the stations.

1.4. Research Questions

The study has attempted to answer the following research questions:

- ☛ What does the practice of road traffic accident reporting coverage in Fana Broadcasting Corporate looks like?
- ☛ What are the external and internal challenges journalists face in conducting road traffic accident at Fana Broadcasting Corporate?

1.5. Significance of the Study

Media plays an important role in reducing road traffic accidents. Media coverage in Ethiopia, however, is a serious problem. What most reporters do is tell the audience how many people died, injured and how much property was destroyed. But this type of reporting does not help to

reduce the risk. Therefore, the main Significance of this study is to take a closer look at the current road traffic accidents and to study the challenge of the reporters doing this work and to provide the media with a better and more effective way to reduce traffic accidents.

The outcome of the study would initiate media workers to provide relevant and important information that the public needs. This might increase the credibility of media and quality of the program. It may recommend to the management the need to tackle the challenges. Moreover, the study can be used as a reference and a background document to conduct further researches on the road traffic accident and its practices in Ethiopia.

1.6. Scope of the Study

Geographical Scope

To make the research more manageable and due to different constraints including the limitations of time and financial resources, the research is delimited to one broadcast media (Fana broadcasting Corporate). The main reason is that the station gives relatively better cover for road safety accident

Thematic Scope

The study only assesses the practice and challenges of journalists who report road traffic accident in Fana Broadcasting Corporation. Those road traffic accident program producers, editors, content director, media expert and general director of the stations include in the study.

1.7. Limitations of the Study

The major limitation of the study is that the researcher will assess only one media from broadcast due to the constraints of time. Another limitation will be lack of interest of media management and editors. To overcome the short coming the researcher used my time effectively, conducting interview and collect all questionnaires within a few days and adjust my program with the time of the organization give orientation to all the staff.

1.8. Organization of the Study

The content of this thesis is divided into five chapters. Chapter one include background of the study, statement of problem, objective of study, scope of study, and significance of study.

The second chapter presents brief theoretical framework of the researches and views of different scholars who are in one way or the other pertinent to the study.

Chapter three figure out the methods, procedures and techniques employed in the study. This chapter justifies and explains the rational for employing qualitative and quantitative research design. It also explains why and how individual in-depth interviews are employed in the studies. It also briefly explains data management analysis techniques and procedure employed in the study. The fourth chapter will deal with the presentation and discussion of the data and analysis of the findings. Chapter five is all about conclusion and indicating the way forward.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

This section describes road traffic accident globally, in Ethiopia and in Addis Ababa, cause of road traffic accident, concept of media, media reporting of traffic safety issues, challenges to media, challenges of modern journalists, theoretical frameworks and each can be described coherently.

2.1. Road Traffic Accident Globally

Road safety defines the means of reducing the risk of death or serious injury to a person using a road network. Road users include pedestrians, cyclists, motorists, their passengers, and passengers on public transport on the road, especially buses and trams.

Road traffic accident has been a major impediment of social and economic well-being of all nations of the world. Each day it is abruptly claiming the lives of thousands of people. Facts and figures indicate that the world is losing more than a million people per year. Despite being entirely preventable, road traffic accident is causing injuries to significantly high number of people around the globe.

According to the 2019 World Health Organization's Global Safety Road Safety Report, 1.35 million people are killed in road accidents each year worldwide and more than 3000 people are killed in road accidents. Unintended accidents are counted as the fourth leading cause of death in the world near heart disease, cancer and chronic respiratory disease. Unintended accidents include road accident, drug overdose, falls and fire (CDC, 2014).

Every day thousands of people die and are injured on our roads. Men, women or children walking, cycling or riding to school or work, playing in the streets or taking long walks, will never return home, leaving families and communities scattered. Millions of people each year will spend long weeks in the hospital after a terrible accident and many will never be able to live, work or play as they used to. Current efforts to address road safety are relatively small compared to the growing human suffering road traffic crash claims the lives of around 1.25 million people per year, according to the World Health Organization, 2019.

Non-fatal injuries affect between 20 and 50 million additional people, with many of them resulting in disabilities. Individuals, their families, and nations as a whole suffer significant economic losses as a result of road traffic injuries. The cost of treatment as well as lost productivity for individuals killed or crippled by their injuries, as well as family members who must take time off work or school to care for the injured, contribute to these losses. Most countries' gross domestic product is lost due to road accidents (WHO, 2019)

Road traffic deaths account for more than 90% of all mortality in low- and middle-income nations. The African continent has the greatest rate of traffic-related deaths. People from poorer socioeconomic origins are more likely to be involved in road traffic accidents, even in high-income countries (WHO, 2020).

Accidents that occur unintentionally cause injury to oneself or others are known as unintentional accidents. Many unintentional injuries happen in or around the home, and many of them are caused by falls, such as down the stairs or when someone uses a ladder to fix something. Streets, highways, and recreational areas are the most typical venues for unintentional injury outside of the house. Accidents are the fourth leading cause of death worldwide, after heart disease, cancer, and chronic lung disease. Road traffic accidents, drug overdoses, falls, and fire are examples of unintentional mishaps (CDC, 2014).

The United Nations General Assembly has set a lofty goal of halving the global number of road traffic fatalities and injuries by 2030. Pedestrians, cyclists, and motorcyclists account for more than half of all road traffic fatalities. Males are more likely than females to be involved in automobile accidents from an early age. Young males under the age of 25 account for over three times as many road traffic deaths as young females, accounting for roughly three quarters (73%) of all road traffic deaths. Every year, 1.25 million people are killed on the world's roads (WHO, 2020).

Terrorist attacks claim the lives of approximately 32,658 individuals each year around the world. On the other hand, 1.24 million people died in a year as a result of traffic accidents (WHO, 2015:12); this means that traffic accident fatality rates are 37 times higher than terror attacks. Traffic accidents will be the third greatest cause of death by 2030. The WHO Western Pacific

Region has the lowest road traffic fatality rate (11.0 per 100 000 population), followed by high-income countries in Europe (12.0 per 100 000 population) (WHO, 2015).

The economic cost of traffic crashes and injuries is estimated to be 1% of GNP in low-income countries, while in middle-income ones, it is 1.5 percent. Low- and middle-income nations account for \$65 billion in development assistance, which is more than they receive. From 2015 to 2030, it is anticipated that fatal and nonfatal collision injuries will cost the global economy \$1.8 trillion dollars (in 2010 USD). This is comparable to a 0.12% annual tax on world GDP (gross domestic product) (WHO, 2015).

2.2. Road Traffic Accident in Ethiopia

Road traffic deaths account for more than 90% of all mortality in low- and middle-income nations. The African continent has the greatest rate of traffic-related deaths. People from poorer socioeconomic origins are more likely to be involved in road traffic accidents, even in high-income countries. In Ethiopia, road traffic accidents are a major public health issue that results in impairments and death. In low-income countries, the crash death rate is more than three times higher than in high-income countries (Silcock, 1997).

LMICs account for only 60% of the world's registered cars but more than 90% of all crash fatalities. Crash injuries are a significant financial burden for LMICs. From 2015 to 2030, it is anticipated that LMICs will lose \$834 billion dollars (in 2010 USD) in economic losses due to fatal and nonfatal crash injuries.

Traffic accident rates in developing countries are 10 to 20 times greater than in developed countries. Having said that, 15% of the victims are under the age of 15, and 40% to 75% of the victims are over the age of 15, and they are household earners in the family group (Yerrel, 1992).

In low-income countries, the economic cost of traffic crashes and injuries is estimated to be 1% of GNP, while in middle-income ones, it is 1.5 percent. Low and middle income nations receive \$65 billion in development support, which is more than they receive in aid (WHO, 2020)

RTAs disproportionately affect the poor, young, and males, and they cost between 1% and 3% of GDP in low and middle income nations. The costs of these deaths are a "poverty-inducing burden," according to the report (washingtonpost.com, 2014, cited from Irigoyen). Many African

countries and other least developed countries (LDCs) are prioritizing road construction and growth. Despite this, RTAs are growing at a faster rate. African countries, particularly Ethiopia, Lesotho, and Tanzania, had the greatest levels (Selam, 2011:1)

RTAs are now one of the leading causes of death in Sub-Saharan Africa, notably in Ethiopia, second only to natural causes. Ethiopia is a developing country with the worst traffic accidents, resulting in significant economic losses and social problems that stymie the country's progress by lowering labor force, ruining infrastructure, and destroying public property. According to the World Health Organization in 2009, persons who become physically incapacitated as a result of a car accident typically endure stigma and prejudice, which can lead to social, educational, occupational, and financial deprivation. Posttraumatic stress disorder, phobias, anxiety, and depression are among the many mental health repercussions (Endalkachew, 2020; 12).

Each year, the number of road traffic accidents in Ethiopia rises dramatically. It causes the country to be identified as one of the countries where road traffic accidents occur. Let's have a look at a study done by the University of Gondar, which used a six-month institutional-based cross-sectional survey on patients who visited the University of Gondar Comprehensive Teaching and Referral Hospital to determine RTA and associated factors. The data on the patient's chart was carefully collected using a semi-structured pre-tested checklist. The findings revealed that 103 (33.6 percent) of the 307 traumatized patients were involved in a traffic accident (Ibid).

The victims were on average 29 years old. 40 (or 39 percent) of the victims have perished. The study found that road traffic accidents are the most common in the country. We use Gondar as an example, although the scenario is similar in other cities (Endalkachew, 2020).

Ethiopia's current incidence of road traffic accidents is casting a pall over the country. From 2011 to 2020, the United Nations will implement a ten-year road safety action plan to address the problem globally, with Ethiopia leading the charge at the national level (FTA, 2019). One of Ethiopia's road safety stakeholders is the Federal Transport Authority, which is part of the Ministry of Ethiopian Transport. It collaborates with the Ministry of Health, the Ministry of Education, and other government and non-government organizations.

The Federal Transportation Administration also provides training for drivers, students, and law enforcement agencies. It established a "Media Forum," which is made up of representatives from various government and private media outlets. The fundamental purpose of forming the "Media Forum" is to raise public awareness about road safety among those who use the media, as well as to make media owners and journalists more concerned about the subject (Ibid).

2.2.1. Road Traffic Accident in Addis Ababa

Road traffic accidents occur across Ethiopia, although they are more severe in Addis Ababa than in any other city. Addis Ababa is the country's capital and home to numerous international and national organizations as well as business operations. Despite this, according to the findings of the study, it has a greater prevalence of traffic accidents.

Road traffic accidents (RTCs) are one of the leading causes of death worldwide. In Ethiopia alone, more than 4,000 people die each year in road traffic accidents (RTAs). About 10% of them are in Addis Ababa. The Addis Ababa government is working to address this issue under a road safety strategy launched in 2017. Improving the safety of road users in the work area is one of the priority areas identified by the City as interventions.

Addis Ababa is one of the fastest growing cities in the world. This trend will continue as Ethiopia is one of the least urbanized countries, unlike other countries in sub-Saharan Africa. Ethiopia's urban population share is expected to reach 27% by 2030 and increase by 4.4% per year between 2020 and 2030. Urbanization is driving the expansion of construction through both private and public investment. Most of the construction of cities is done on roads or roadside. To ensure sustainable development, all negative external factors, including road safety concerns, must be minimized.

Describes important steps and necessary procedures to be taken in cities to ensure the safety of road users. The guidelines are based on international best practices and knowledge in this field and an understanding of the local context.

2.3. Major Causes of Road Traffic Accident

Regarding Neway (2015), there are several causes of road crashes, with vehicle, environment and road being the main causes (ibid.). Drivers also play an important role in causing accident

problems. More than 74% of crashes worldwide are caused by drivers (McMahon, 2005). There are many factors that cause drivers to have car accidents. The main causes are drunk driving, improper driving, and speeding and incorrect turns (Ibid).

There are many contributory factors for traffic accidents, which are discussed briefly in the following sections.

2.3.1. Drivers Factors

According to a World Bank report, we determined that the contribution of driving forces to RTA grows very rapidly over time, with derivatives accounting for the largest share of contributing factors. There are various factors identified by the AATPB that are driving drivers to cause more road accidents in Addis Ababa. Drunk driving, do not yield to vehicles, do not yield to pedestrians, go too close, wrong turns, speeding, overloading, sleeping while driving, do not use the right side.

2.3.2. The Age of Drivers

It is estimated that younger drivers commit more accidents than older drivers. This is because older drivers drive significantly more and have more experiences in their lifetime than younger drivers. However, younger drivers have more accidents than older drivers because they are unfamiliar with the environment and do not risk their lives to drive (WB, 2013).

2.3.3. Driving Experiences of Drivers

Driver experience is known to be one of the contributing factors to road traffic accidents. And inexperienced drivers are more likely to have accidents than experienced drivers (WB, 2013). Experienced drivers are more familiar with road signs, rules, vehicle characteristics, weather conditions, and the behavior of passengers and pedestrians. This has helped drivers mitigate the impact of the accident. On the other hand, inexperienced drivers who do not have sufficient information about road characteristics, weather, traffic rules and regulations are more likely to cause a traffic accident.

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2.3.5. Education Levels of the Drivers

It is believed that more educated drivers are less likely to be involved in car accidents than less educated drivers. This is because an educated driver understands traffic rules, road conditions and vehicle conditions more easily than an untrained driver. According to 2012 WHO data, more educated drivers are less likely to cause a traffic accident than less educated drivers.

2.3.6. Sex of the Drivers

Gender is one of the demographic factors that influence drivers in road accidents. Many studies conducted over the year's show that men account for more road traffic accidents than women. This is because men are more emotional than women and are more susceptible to drug addiction and gossip.

2.3.7. Drinking Driving

Studies have shown that alcohol is the leading cause of road accidents and that approximately 43% of crashes and 80% of deaths are due to drunk driving (Hingson, 2003).

Drinking alcohol can cause drivers to lose their ability to focus and concentrate on certain things. Available evidence suggests that a slight reduction in drunk driving will have a significant impact on road traffic accidents. Alcohol disorders have a significant impact on crash risk for both drivers and pedestrians. It is regularly reported as one of the major contributing factors to road traffic accidents (Cherpitel, 1993).

Studies also demonstrate that alcoholic drivers are at higher risk of being involved in traffic accident related issues than those who have not consumed alcohol and the accident rate is higher in developing and middle income countries, Even if drinking driving is illegal in developing countries the traffic law is vague or not accessed at all. Moreover, the law does not specify the blood alcohol control level or other methods which is used to figure out drinking driving and enforce drivers not to drink and drive (Gibbs, 1984) due to this reason, 33% to 69% of fatalities and 8%29% of nonfatal accidents are happen because of alcoholic drivers which are found in low and middle income countries (WHO, 2007).

2.3.8. Vehicles Factors

The vehicle factor is another contributing factor to road traffic accidents.” It is known that the longer the life of a vehicle, the higher the possibility of mechanical failure of the vehicle, which leads to a traffic accident.

A vehicle that has been used for a long time has a greater risk of an accident than a new vehicle. This means that vehicles older than 5 years have more accidents than vehicles less than 5 years old. This shows that there is a somewhat positive relationship between vehicle lifespan and traffic accidents. In other words, in Addis Ababa, the longer the vehicle is used, the more accidents occur, and the shorter the vehicle period, the fewer accidents.

2.3.9. Over Speed

Speeding is another factor that causes problems related to traffic accidents. About one-third of car accidents happen due to speeding, the main cause of which is that 90% of licensed drivers speeding and the remaining 10% of drivers exceed the speed limit by 10km/h. In fact, if the vehicle's output increases, its ability to reach its maximum level at that moment will be very high for an accident to occur (Ibid, 2009).

For physicists, speed is the ratio between the distance it takes to travel and the time ($s=x/t$). In fact, when the stopping distance is equivalent to the secondary speed (V^2), the ability to minimize accidents is lowered due to the high speed (Safety Net, 2009).

Speed is directly contacted with the capability of brain function, especially with the visual capacity of one person during the time of driving. The normal visual capacity of healthy person is 180° however, at the time of driving it will decrease to 90° in this case at the time of driving the brain will eliminate things out of mind because it cannot process things at the time of speed driving. It also will have a particular influence on the capacity of human vision mainly for the visual field. Furthermore, while the speed limit of the vehicle is increased, the visual capacity of the driver will be diminished or out of control. In addition, people also need time gap to respond or react on certain information and to pass their decision whether they have to react on it or not. That is, as the speed limit of a single vehicle increases, the ability to take risks also increases (Sergerie, 2008).

The driving speed is the speed which is the driver to drive for, but the legal speed limit is set by the authorized body. The speed limit of drivers varies from country to country (Transportation,

2005) in Ethiopia the regulated speed limit for the drivers is 60km/hr. (37mph) for the city limit and 100kph (62mph) for outside the city. There are several factors that lead to go over the speed limit of the vehicle, that are driving at night, drinking driving, and being at young age other than this factors traffic condition and speeding exponential curve are the cause to happen traffic accident, But the most terrible problem of speeding is drivers drive deliberately and knowing the risk, though they totally ignore the risk that is happening. The reason is that most of drivers think few kilometer faster than the road limit is not seen as violating the speed and also they relate their violation with enjoying driving fast, being in a hurry, and being bored. At the same time, they do not believe or accept that reckless driving is a violation of the speed limit, even if some drivers are not aware of the speed limit (Safety Net, 2009).

2.3.10. Environment

The environment is the environment that influences and can influence society. It can also be divided into physical, biological, social and cultural categories that affect the health status of the population (Smith, 1999).

According to environmental scientists, the environment is the relationship of water, land, and air to humans, other living things and property, and controls the life of living things, including humans, but humans also cooperate with the environment more actively than other living things (Mondal, 2015).

Whether is one part of environment, it is current atmospheric condition and includes temperature, rainfall, wind and humidity. Furthermore, whether situation doesn't have constant period and can happen at any time (Henderson, 2015).

Environment is one factor that causes RTA. Since weather condition is included as one part of environment, it plays a significant role in traffic accident related problems. Weather like cloud, rain, snow and fog, low sun, and temperature have an impact on the crash rate and directly related with traffic hazards (Safety Net, 2009).

According to the US Highway Traffic Safety Administration's fatal accident reporting system, pedestrian mortality increases by up to 400% of a driver's ability to see clearly at sunset (Harris, 2004). This situation hinders driving even in the event of an accident (Fokkema, 1987).

A rain fall even can cause blindness for the drivers because during this time cars reflect rain water at the day time as well as at night time (Ellinghaus, 1983). Furthermore, the more rain, snow or hill falls, the roughness of the road will be **less** and the vehicle loses its contact with the road surface which in turn lead the vehicle to lose its control. During foggy times also the driver's visibility will reduce to see things approximately from 50 meters because of the light dispersed by the fog droplets and this in turn will increase the danger (Oppe, 1988).

The other environmental factor which has an effect on driving is temperature. According to (DVR, 2000) during the time of heat waves, drivers get tired and lose their concentration. Driving in hot weather also has a psychological effect on drivers, which increases accidents.

2.3.11. Road Factors

AFDB research shows that, due to the nature of the surface, composition and purpose of the road, the poorer the road condition, the more accidents there are. In theory, poorly designed roads (steeps, intersections, T-shaped, O- and X-shaped) are considered to cause more accidents than well-designed roads. The table below shows the arguments.

2.3.12. Weather Conditions and Road

Weather is the everyday air condition of the environment, which is constantly changing and more dynamic. Bet Awe's research shows that adverse weather conditions such as cold, cold, rainy or very hot weather cause more traffic accidents than normal weather conditions.

Roads affect issues related to road traffic accidents. Irregular roads play a huge role in traffic accident problems such as incorrect lane widths, zebra stripes, and median strips. Almost all road experts recommend reducing the lane width. Even reducing the lane width has a huge impact on safety. AASTHO standards require lanes to be between 10 and 12 feet wide. Studies have shown that narrow lanes have a 39% higher accident rate than wide lanes (Petritsch, 2004).

Poor enforcement of drunk driving laws, wearing seat belts and helmets, and speed limits on highways only exacerbate the problem. There is no reaction and no escape after the crash.

2.4. Concept of Media

Media is not a single entity, but rather a broad term that encompasses a variety of content available to the masses or segments of the public on different platforms. There is no list of private content from the media: News, Politics, Business, Current Events, Entertainment, Automotive, Gardening, Religion, Home Decor, Fashion, Food, Celebrities and Lifestyle (Paul et al. 2013)

Also, according to these scholars, these topics are available on a variety of platforms. When we traditionally think of media, we think of newspapers, magazines, radio and television. No more. The so-called "new media" encompasses a variety of platforms, including not only web platforms such as Internet sites, but also mobile platforms such as mobile TV or the ability to listen to headlines on mobile phones. Online media may simply be an electronic version of what is available on print media. For example, a newspaper's website may host an electronic version of that day's newspaper, or such media may contain unique content not available in print format (Southern African Media Law Handbook - Volume 1, <http://www.kasde/wf/doc/4212144230.pdf> Retrieved December 15, 2018).

2.4.1. The role of media in promoting social change

Whether intentionally or unknowingly, mass media has grown to play a significant role in social life. We can learn a lot of things through media that can be turned into lessons. Through the mainstream media, information on domestic and international events can be swiftly and easily obtained. This is so that information may be spread effectively through the mainstream media. It is therefore challenging to establish the distinction between treating people as either consumers or citizens in efforts aimed at fostering constructive social change. Although theories of media and social transformation have a lot of potential, they also have significant drawbacks.

Research has pushed for greater interaction, openness, and context sensitivity when employing media for social change in an effort to move beyond earlier models of social change. The media are a crucial tool to be employed in ongoing attempts to raise people's quality of life, even though their influence is indirect and difficult to track, measure, and comprehend. (Khandy, 2002).

2.4.2. Media impact on behavioral change

The fact that \$400 billion or so was reportedly spent on worldwide advertising in 2005 suggests that people believe the media can affect people's behavior. It is safe to conclude that the behavioral influence is legitimate because this significant sum is intended to influence behavior. The plot is straightforward: through encouraging positive behavioral changes in people, groups, and organizations, the media may promote development. Whether the media effect change depends on its content, audience-specific customization, and, to some extent, interactivity. (Ibid)

Numerous studies have examined the power of the media to influence public opinion (Bryant and Zillmann 2002; Hornik 2002). Targeted social change campaigns (also known as social marketing) are structured in this context in an effort by one group (change agents) to persuade others (target adopters) to embrace, modify, or abandon particular ideas, attitudes, practices, or behaviors.

Change campaigns are frequently launched to encourage voter turnout in local or federal elections, boost school enrollment, increase awareness of nutrition and health issues, disseminate best practices for agricultural practices, or support greater societal acceptance of particular groups—all of which contribute to the development process. Media is generally a part of change initiatives (UN Population Fund 2003).

Known as the "father of modern behaviorism," John B. Watson (1878–1958) was a behaviorist. His core tenet was that all behavior is learnt and that it may be changed through training.

This viewpoint was backed by Gonzalez-(2001) and Skinner (1904-1990). They both agreed that "outward conduct" should be the primary focus of research because it can be observed and assessed. Anything else that cannot be observed or measured is excluded from this (Gonzalez, 2001)

A kid will repeat behavior that is reinforced and stop repeating behavior that is not reinforced, according to behaviorists who claim that all behavior is taught through the consequences of an individual's sanctions. Rodriguez (2001). This means that positive reinforcement—verbal or in the form of tangible rewards—will cause behavior to be retained, but negative reinforcement will have the reverse effect.

2.4.3. Media efforts to promote road safety

The media has a significant impact on how people perceive health issues, such as how they feel about driving safely (Connor & Wesolowski, 2004). This health awareness includes a section on perceived causes of mortality. According to Frost et al. (1997), the public's perspective of various causes of death is being skewed by the media. The number of reported collisions and the method of reporting are probably going to have an impact on how people perceive the danger associated with particular habits. Biases in how the danger is perceived may happen whenever this risk does not match the actual risk. Similar to other occurrences, news media are more likely to cover traffic accidents when they are more recent, unusual, or spectacular (Adams, 1992). The severity of the issue is not always a deciding factor. As a result, it's possible that people's perceptions of the severity of the injury risk associated with traffic are inaccurate or skewed.

Nowadays, practically all of the world's population relies on information and communication to fill in any knowledge gaps that arise from their everyday activities, including employment, health care, leisure activities, and other concerns. People use the media to get the truth and the most recent information about significant issues and things we should be aware of (Curtis, 2012).

Some thinkers claim that the media has an emotional impact that gives viewers a channel for their aggression. The evidence suggests that after viewing thousands of images, those who watch violent movies refrain from committing violent crimes (Bender, 1988).

Contrarily, many academics contend the media does affect people's lives; whether accurate or unreliable, people learn from the media. Every civilization, for instance, holds that if a girl says no, she actually means yes. Where such attitudes may be found in society? During the 9/11 assault, people believed and accepted that Osama bin Laden and his supporters were the ones who blasted America. In this situation, who is the one pursuing the public's belief? Only from the media, media make society to offer a lady a double message. Only the media, therefore media play a big part in shaping society's attitudes and beliefs (Curtis, 2012).

According to Sparks (2002), people modify their behavior over time as a result of repeatedly consuming media messages. For instance, individuals constantly see advertisements on the

media, which leads them to begin consuming what they see there. This indicates that the media has the power to structure society's psychology and the environment for that society (McCombs, 1972).

The influence of media on society are profound and pervasive. It was utilized as a tool to regulate and control the populace as well as the foundation for how people saw and understood the world (Prese, 2001). The media cover a wide range of activities that have an impact on society while being diverse in their organization and substance. Depending on the content, even media can influence public opinion in different ways (ibid, 1972).

The cumulative impacts of media on society are the outcome of exposure. There are some common problems that are impossible to ignore, and these media items make people aware of the problems (Prese, 2001).

The main focus of media effects is education of society; media content encourages society to learn and serves as the foundation for knowledge, attitude, and social change. The media's delivery of information is a key factor in how our assumptions are formed. The media can also educate civilizations about the significance of certain topics (Jennings, 2002).

The public can be made more aware of the risks of traffic accidents and educated about reducing or avoiding them through the use of media (Adnan, 2013). Media initiatives are excellent at promoting the correct use of safety precautions and tools. The targeted audiences' knowledge and habits are improved by media-based road safety education. Because to media campaigns to discourage drinking and driving, alcohol-related crashes have decreased by 13% globally (Wood, 2015).

Due to some media outlets' intense focus on business matters rather than societal (health) issues, some news sources in some nations do not provide in-depth coverage of road traffic accident issues and only sporadically report on them (ibid, 2015).

The way the media covers traffic accident stories alters societal views and behavior. Even the media has the power to affect policy, and they help to protect society's citizens' lives. Road traffic accidents, however, are treated as a one-time occurrence rather than as the primary sources of health issues and financial (economic) crisis (WHO, 2015).

Health difficulties have changed as a result of media development influence in nations like Kenya, Ethiopia, and Nigeria. Through reported news coverage, Emily quoted Severn and Tankard (1997) to highlight a topic on peoples' minds. The agenda-setting theory also discovered that the media has the ability to influence people's beliefs in addition to telling them what to think about (McCombs, 1972).

Australia is an excellent example of a state that promotes traffic safety through various media. To address issues related to traffic accidents, police enforcement and education are increased in Australia, while media coverage of traffic accidents is typically increased (Motha, 2004).

2.5. Challenges to Media

Media scholar Christoph Spurk shares his knowledge about the major challenges currently facing media organizations working in developing countries.

- **Authoritarian Rule**

In many developing countries, democracy is formally established but political elites and authoritarian rulers control power beyond the influence of the majority of people. So, instead of more democracy there is less; instead of more participation, there is more exclusion; and instead of the rule of law, there is insecurity, impunity and lack of accountability.

Media development organizations are not welcomed in these countries because they will always question authoritarian rule. This is one reason why they are facing many challenges, especially in reaching the consent of governments who see clearly that independent media will not only inform the public but will also question their position.

At the same time, the work of media development organizations becomes more important, as under these authoritarian regimes hardly any other societal actors have the capacity to inform citizens and enhance public understanding and participation in politics.

- **Good Media Need Sound Financing**

The economic sustainability of media outlets continues to be a major challenge. This is especially valid for smaller, local media outlets, such as local or community radio stations, which are often supported by media development funds. Many media development organizations are managed by journalists, most of whom aren't fond of media economics, profit and business. But

financial sustainability is a precondition for media outlets' independence from the undue influence of others, be they governments, big corporations or senior politicians.

Developing countries have growing media markets (although some are only growing slightly). As people move out of poverty, they consume media and buy consumer goods. This will enable the creation of economically viable media that provide quality journalism combined with a strong advertising business.

- **Audience Research Needs to go Beyond Reach and Scope**

Audience research can benefit advertisers if they provide reliable data. However, it should not be limited to the reach, reach and basic characteristics of media users, such as age, gender, or education. Rather, audience research should be further developed and should include the quality of media users' ratings and reporting of specific media programs. This broad understanding of audience research is not only a means for media managers to expand their advertising business; Editors and journalists can also benefit from learning about readers, listeners, and viewers.

- **Stopping the Decline in Reporting Quality**

Although there are currently no comprehensive studies on the quality of journalism in developing countries, anecdotal studies from here and there confirm that there is still room for improvement. Unfortunately, training and empowerment efforts do not automatically lead to quality improvement. And given the current political situation and the common rudeness of democratic unity that many governments display, those who want to do better in journalism need support.

- **Rigor in Evaluation Methodology**

M&E still lacks internal support within the media development organization. The good news is that some organizations are taking media ratings more seriously, and awareness of ratings has increased significantly. However, we still face methodological challenges. It is clear that more scientific rigor is needed if we are to learn more about the performance of the project.

- **Implementation**

It is widely recognized that a thorough analysis of a country's media and media environment is essential before and in advance of any project planning. So, why isn't it done more often? And,

despite a thorough review before the start of a project, why is it often not reflected in project design and activities? The same implementation gap can be seen in the evaluation. Consultants still have to deal with common bids, such as evaluating media programs in 10 countries over a 12-day period. Again, it is against the standards. It is important to identify the causes of these performance gaps and learn from other areas of development cooperation. The same implementation gap can be seen in the evaluation. Consultants still have to deal with common bids, such as evaluating media programs in 10 countries over a 12-day period. Again, it is against the standards. It is important to identify the causes of these performance gaps and learn from other areas of development cooperation.

2.6. Challenges of Modern Journalists

In her April 2021 research, Raisa Aclogue, a media relations specialist, states the following are the major challenges of the Modern Journalist

2.6.1. Lack of Trust in News

They leave behind their beliefs and opinions and objectively deliver news to the public. However, the idea of journalists as gatekeepers in today's society is questionable. According to a survey, 46% of journalists consider the lack of trust in news the number one problem with modern journalism. This poses a serious threat to the value of the press. It keeps the door open for bias in news coverage and for the "fakenews" narrative to feed on the crisis of confidence in the journalism industry. This matter corresponds with Americans' distrust in the media, which hit an all-time high record of 33% in 2020. Unfortunately, it has continued to rise in the last decade and shows no signs of decreasing.

This distrust in media is also attached to various unsolved industry difficulties – the increased pressure on journalists for an on demand, 24/7 news cycle, newsrooms facing a shortage of revenues and resources, and the discourse of disinformation and misinformation on social media. As one of our surveyed reporters said: "The internet, being the way it is, means people do a two minute research on YouTube and think they know more than an article with tons of evidence and credibility."

2.6.2. Unstable Job Market

Not surprisingly, 30% of respondents said job security is one of the most difficult aspects of being a journalist these days. Additionally, 35% of respondents believe the news industry will not provide job security over the next five years.

2019 brought multiple layoffs, layoffs and closures to both digital and print media. Full publications did not exist either, and many journalistic careers ended. By early 2020, the media industry had already lost 8,000 jobs. A few of our surveyed journalists shared how they have experienced the turbulence of the industry. One respondent said news staff cuts represented "having to do the work of laid-off staff with less compensation and zero freelance budgets," while another respondent stated, "lack of resources [and needing to] overwork due to fewer employees" as immediate challenges.

It's important to keep in mind that when newsrooms permanently shed jobs, a journalist might lose several sources of income. One survey respondent lost two reporting jobs near retirement stating, "Two publications I wrote for went out of business – one local newspaper, and [the other one a] business publication."

2.6.3. Navigating Remote Work during the Pandemic

Journalists also face new obstacles and challenges related to the epidemic. According to the survey, 31% said telecommuting is another challenge for journalists in 2020.

One survey respondent shared that working from home has "disrupted communication between members of [the] newsroom." Most journalists are having to adapt to using technology more effectively, as well as conducting research or interviews differently to complete their work. Social distancing considerations might have physically emptied newsrooms; however, journalists are working harder and for more hours to cover the pandemic. In fact, news consumption, site views, and traffic numbers increased due to the pandemic. Still, both the lockdowns and newsroom closures that came with the pandemic interfered strongly with journalists looking to make ends meet. Many journalists who lost their job before or during the pandemic have taken jobs without stability or benefits as they work as contractors, freelancers, or assume part time positions. Others have moved across the country either for their job or to find one. One survey respondent explained the additional challenges related to traveling for work during the pandemic:

"From the perspective of catching the virus, having to quarantine at one or both ends of a trip, and also the potential to end up being stuck in [another] location."

According to the New York Times, an estimated 37,000 employees of news media companies in the United States have been laid off, furloughed, had their pay reduced, or left the media industry for good since the arrival of the coronavirus.

2.6.4. Balancing the Digital Landscape

As journalists are asked to do more in the digital realm with fewer resources, around 28% of our survey respondents said that adapting to new technology and formats has been another challenge of modern journalism.

Social media has changed the face of journalism forever. As mentioned in our blog post about journalism and social media, 53% of U.S. adults get their news across varying platforms, including Twitter, LinkedIn, and Facebook. Even so, reporters have a lovehate relationship with social media.

These platforms have become the battleground for the "fake news" phenomenon. Unreliable news sources like clickbait and propaganda, and manipulation techniques like synthetic media (known as deep fakes, shallow fakes, and speech synthesis) continue to fuel distrust of reality.

This has resulted in journalists countering the perception that they are the "enemy of the people" as they work harder on debunking false stories, intensely verifying the accuracy and credibility of their sources. For instance, the Associated Press' initiative "Not Real News: A look at what didn't happen this week" publishes weekly roundups exposing untrue stories and visuals.

Furthermore, overworked and overwhelmed journalists have added "managing the digital landscape" to their resumes. Now, they're leveraging on engagement metrics, optimizing search engines, producing social only coverage, and overseeing community boards to ensure their content is viewed, liked, and shared by as many people as possible.

Regarding this issue, a respondent in the B2B industry shared that journalism is not really "just journalism" anymore. Instead "It's content marketing, audience development, website

management/SEO, project management, and event development as well. You cannot survive in [the] field of trade publications if you're putting out a newsletter once a week and that's it."

2.6.5. The Reality of News Deserts

As shared in our Current State of the Media blog post, the decrease or absence of local news sources is considered another challenging aspect of modern journalism by 22% of our surveyed reporters. A respondent commented, "The absence of local news has been bad for my community and state." Another expressed that the journalism industry can no longer "[sustain] a financially viable business." So, what is at stake when losing thousands of local newspapers? UNC's The Expanding News Desert report states people with the least access to local news are often the most vulnerable – the poorest, least educated, and most isolated.

The collapse of hyperlocal journalism represents lost access to information on community issues and local government. In an era of fake news, the diminishment of local newspapers poses yet another threat to the long-term vitality of communities. The UNC report also reveals that many state and regional newspapers have reduced coverage to their core metropolitan markets, abandoning rural and outlying suburban areas. As a result, between 1,300 and 1,400 communities that had newspapers of their own between 2004 and 2018 now have no news coverage at all.

All in all, it seems the fates of audiences and news organizations are intertwined – there must be a balance across social, economic, and digital. News content comes in print, broadcast, and online formats, but, most importantly, must reach local, regional, and national levels. Strong journalism and a mindful society are the much needed backbone to help implement a sound industry model that strengthens trust in media.

2.7. Theoretical Frame Work

2.7.1. Agenda Setting Theory

Media Agenda Setting Theory (AST) asserts that the media can select and highlight certain issues to make them important to the public (Severin & Tankard, 1979: 253). Scholars such as Maxwell E. McCombs and Donald L. (1977; 12) Shaw describe the agenda-setting capabilities of direct media. These topics are for the individual audience. This concept is expressed in causal

terms. An increased interest in a topic or issue in the media influences (causes) the relevance of that topic or issue to the public (McCombs and Shaw, 1977: 12).

As Cohen (1963:13 cited at Binti and Zain 2017) puts it: "For the most part, the media may not be successful in convincing people to think, but it is remarkably successful in convincing readers to think.

The agenda setting theory is a theory that discusses on how the mass media influences in making a certain issue as a public agenda. The public agenda is the main focus or prime issue which the members of the society or public concern about. The term agenda setting theory is first used by McCombs and Shaw (1972 cited at Binti and Zain 2017)

This theory elaborates the connection in term of relationships between the emphasis that the mass media put as an issue and the media audiences or the public's reaction or attributes to such issue (Littlejohn and Foss: 2009).

The agenda setting theory begins as an explanation on how the mass media affects to change the pattern in political behavior during elections. Subsequently, the theory has inspired and developed hundreds of latter explorations on how the mass media primes and frames issues for their audiences. Not only limited to such, the discussion also covers on how the mass media colors a particular event for their media audiences (Matsaganis and Payne: 2005). Therefore, the mass media can be considered as responsible in influencing and shaping the public opinion and agenda (Binti and Zain, 2017).

The Agenda Setting Theory of mass media communication aims to determine how the mass media agenda affects society and why mass media gain so much power over people's thoughts all over the place. This theory conceptualizes and explains how important media issues are perceived in society by people and their various forces (Brynin, 2004).

2.8.2 Priming Theory

The concept of priming comes from cognitive psychology and means a cognitive situation in which per stimulus modifies the propriety and ease of recognition or processing of a later

stimulus. It was introduced in political communication at the end of the 1980s in a now classic work by Shanto and Kinder (1987)

Priming was defined as communication criteria and standards used by recipients to evaluate political reality which are issues most accessible in the media (most often and intensively reported). The study was based on experiments concerning the consequences of watching news television programs and making some aspects and issues more accessible by the media in the minds of viewers, with the use of priming as the key concept. The result was a visible priming effect; based on the idea that news programs defined the criteria of evaluating issues and political figures.

Analyzing relations between media and politics, the authors came to a conclusion that television news matters in the perception and judgment of political reality and although through a historical perspective, this was not a revealing conclusion, it ultimately proved what this meaning influence depended on. Priming is based on the assumption that the frequency or features of the (cognitive) stimulus activate previously registered meaning and influence, interpreting in particular information which was perceived as unclear priming thus means activating information stored in long term memory, which takes place after being exposed to a stimulus.

For example, if the recipient reads a press article about a new computer virus, that destroy data stored on government computers, and a few minutes later has a conversation about viruses (if it is not already clear, what type of virus the conversations concerns), then he will first think of computer viruses, rather than a microscopic organism. Figuratively speaking, new gained information is placed at the top of the pyramid, and the older stored below. That is why new (often, intensively and regularly collected) information is more accessible and strongly influences perceiving reality

Priming can produce a variety of judgmental effects, but research conducted by political communication scholars has focused almost exclusively on what are known as accessibility effects (omitting the applicability effect). Accessibility can be defined as the potential that knowledge stored in memory will be activated for potential use in a judgmental task. Two basic factors have crucial meaning for the occurrence of priming: the accessibility effect – the mentioned access to information, and the applicability effect– the adherence of information and

needs accessible in memory to evaluate a given political issue (associations, links between the available cognitive construct and new information, the decision situation, in which stored information could be used to make a decision or have an attitude) In other words, when a citizen has to formulate their opinion, express their attitude, make a political decision, he or she searches in memory such easily accessible information, which fit the current situation and supply the most adequate (in his opinion) data to make that decision.

Miller and Krosnick (2001) believe that priming occurs when media attention to an issue causes people to place special weight on it when constructing evaluations of political leaders, e.g. presidential job performance. Perceiving the priming effect in the context of election communication and its consequences for making election decisions is a particularly important line of thought. In this aspect, priming aims its largest explanatory value, which is not always appreciated. There are also opinions undermining the point of singling out the effect, as its presence is a particular case— thus in certain circumstances it is rather a tendency or a phenomenon. Most often it depends on the source of information and its credibility and context, along with the level of political orientation, which is why contradictory results on the effect are sometimes observed.

McQuail (2005) explains priming as exaggerating certain issues; according to the author priming has been long known as a political strive to give issues associated with certain politician's significant weight. Based on the promotion of favorable judgment criteria, it may be used in a way to control or influence what information is used and becomes material to the public. McQuail also exaggerates political attempts to expose certain information. Monto's portrayal of political issues in the media at such times and places to divert the public's attention from other issues against certain political parties. This can be seen as an attempt to achieve a priming effect. But it will ultimately depend on how the media and other audiences react to the "overreach" of the issue at the time.

The priming effect is well established, but its causes are unclear. Priming (and its ancestor agenda setting) was built upon accessibility. By increasing the accessibility of certain issues (agenda setting) or considerations (priming), their relative weight increased (Druckman, Kuklinski, & Sigelman, 2009). The focus on accessibility was based on the psychological literature at that time (Iyengar & Kinder, 1987).

While Iyengar and Kinder were correct in their assessment of psychological literature at that time, Druckman and colleagues (2009) point to the evolution in the debate within psychology that occurred after this assessment. Althaus and Kim's (2006) paper offers a similar argument. Priming as it was used in political science continued to build on the underlying assumption of increased accessibility. Meanwhile, psychology debated whether priming occurred through increased accessibility or increased applicability.

Priming would occur because the primed information is 'fresh' in memory (Higgins, 1996). In this scenario, the time gap between exposure and decision is crucial. In fact, the longer it takes to make a decision, the more likely the prepared material will disappear into long-term memory, negating the priming effect.

2.8.3 Social Cognitive Theory

Social cognitive proposes that people are driven not by inner forces but by external factors as Banduras mentioned it. This theory suggests that human functioning can be explained by a triadic interaction of behavior, personal and environmental factors and it is called also as reciprocal determinism. Environment factors represent situational influences in which behavior is performed while personal factors include instincts, drives, traits, and other individuals' motivational force (UNICEF, 2005). In Banduras (1977) opinion, in the process of behavior change, these variables may intervene in some way for instance, self-efficacy in a judgment of one's ability to perform the behavior. Outcome expectations in a judgment of the likely consequences a behavior will produce. The importance of these expectations can also drive action. Self-Control: A person's ability to control one's behavior. Reinforcement: To increase or decrease the likelihood that a behavior will continue. Emotional Coping: An individual's ability to cope with emotional stimuli. Observe the acquisition of behaviors by observing the behavior and consequences of other behaviors.

Therefore, as Bandura (1977) suggests, if we are interested in getting others to enact behavior change, it may be important to provide incentives and rewards for the behaviors. Even when individuals have a strong sense of efficacy, they may not perform the behavior if they have no incentive. It may be important to provide resources and support to raise individual confidence in order to increase level of self-efficacy and even suggested to raise self-efficacy should be

approached as a series of small steps. In addition to that, shaping the environment may encourage behavior change because it is important to cognize environmental constraints that might deter behavior change opportunities for behavioral change and offering social support.

Thus, the study depends on Media Agenda Setting Theory (AST) and Social Cognitive Theory (SCT) because, Media Agenda Setting Theory (AST) asserts that the media can select and highlight certain issues to make them important to the public, in this case road traffic accident reporting was selected to make aware road users and acquaint the depth and extent as well as seriousness of road traffic accident.

The other theory at which this study can relies on was the social cognitive theory, at which the theory proposes that people are driven not by inner forces but by external factors as Banduras mentioned it. This theory suggests that human functioning can be explained by a triadic interaction of behavior, personal and environmental factors and it is called also as reciprocal determinism.

Thus, the study depends on the agenda setting theory, because Media Agenda Setting Theory (AST) asserts that the media can select and highlight certain issues to make them important to the public. In this case, Road traffic accident issues are the most important issue that needed to be selected and highlighted and to be reported at any media, thus, the study was depend on Media Agenda Setting Theory (AST).

CHAPTER THREE

3 RESEARCH METHODOLOGY

3.1. Research Design

Descriptive research is the careful observation and detailed recording of exciting events. This view should follow a scientific approach (i.e., it should be repetitive, accurate, etc.), making it more reliable than non-professional observation (Bhattacharjee, Anol, 2012).

This study was designed in the form of descriptive research. As mentioned earlier, the main purpose of this study was to investigate the challenges journalists face in reporting road traffic accidents by focusing on Fana Broadcasting Corporate. For that reason, the researcher has used both qualitative and quantitative research approach to get detail information, ideas and opinions of the target audience, as well as to evaluate the content of the text.

3.2. Research Approach

3.2.1. Qualitative Research Method

People have different understanding and ideas in the real world, according to social scientists. Real ideas are independent and can be produced in a variety of ways. As a result, advanced research methods are developed to describe and analyze what is happening in the real world or in social terms (Hancock et al., 2006). It explains in more detail about nature, focusing on interpretations and the meaning of human experiences and their understanding. It is done to find out how people behave the way they do; how beliefs and attitudes are shaped; how individuals are affected by the events that take place around them; and why and why cultures and processes have developed in the way they have, according to Windridge, et al (2009).

Therefore in this study qualitative research approach has been used to investigate the internal and external challenges journalists face when reporting road accidents. The attitudes of journalists and administrators (editors, heads of departments, etc.) regarding the reporting of road accidents in the media observed.

3.2.2. Quantitative Methods

Numerical measurement of specific event elements is a method of quantitative research (Miller and Brewer, 2003). Its purpose is to produce statistically valid data that shows how many people are doing or believing something. This method of research is purposeful and assists in the collection, analysis and presentation of mathematical facts rather than translations.

Data should be expressed mathematically instead of translating. Most of the time, researchers use quantitative methods to collect measurable data from large numbers of people and then make their conclusions numerous. This method is often used to answer questions such as how much, how often, to what extent, and how the incident occurred (Hancock, 2002). As a result, the researcher used it to explore the content of news stories. It also assists in assessing the challenge of the road safety reporting, road safety journalism ethics, and management attitudes (heads of departments, senior editors, and media station managers) regarding road accidents programs.

Thus, based on this reality, the study used Qualitative and quantitative research approach to investigate the practice and challenge of Journalists in reporting road traffic accidents: Fana Broadcasting Corporate in focus.

3.3. Sampling Techniques

Sample is a sub-section of the population which represents the whole population. In other words, sample is a model which examines only some part of the population. In order to achieve its objectives, the study employed purposive sampling technique. In purposive sampling the sample is chosen based on criteria which are considered as useful data for the particular study. This means samples are selected purposefully, not randomly (Kumar, 2006).

Firstly, the media was selected directly because it has relatively wider coverage and it is also entrusted to serve the wider public interest. Moreover, FBC have long years of experience compared to the other media channels in Ethiopian media industry next to EBC. because the issue road traffic safety is a serious social, economic, political and a health concern.

On the other hand, the only reason for choosing Fana broadcasting corporate was due to the presumption that government has obligation to take into consideration the road traffic accident issue when policies are formulated.

3.4. Population and Sampling

In this study one media channel such as Fana broadcasting corporate was considered. Because the nature of media organizations and coverage has a profound effect on research results. The populations were 248 Journalists among those 173 male and 75 female who are working in the organizations. Among those, 101 target groups were selected by the researcher because those targeted groups are the main actors in road traffic and safety journalism. The researcher believes he or she can provide real-life experiences and detailed ideas based on their experiences. To select the media that oversees all broadcast media and targeted groups in the study, the researcher used purposive sampling processes. The researcher deliberately chose a media center based on the given points.

3.4.1. Sample Size

To determine the sample size of the study, the researcher was used 101 reporters that have been participated in traffic accident reporting in one or other ways. Since the station does not have a road safety department, the reporters were selected for the sample because they have reported on road safety issues in one way or another and are able to provide relevant information for the study.

3.5. Data Sources

Data sources are sources which includes both primary and secondary data sources. The primary data are data which are found or gathered for the first time by the researcher him/herself; which includes questionnaire and in-depth interview and other different firsthand information obtained from sources (Kothari, 2004). Whereas, secondary data are data which already existed before the researcher found them. Thus, these types of data are created, collected or gathered by some other person. Secondary data include various documents, publication of governments, technical and trade journals, books, magazines, newspapers, publications of various associations (Kothari, 2004). Therefore, for the study, the researcher used both primary and secondary data sources. In this study, reporters, editors and managers working for Fana broadcasting corporate were used as

primary source to conduct in-depth interview while newspapers and videos were used as secondary sources of the study.

3.6. Data Collection Tools

The researcher used a variety of methods to collect important data including open and close ended questionnaires and in-depth interview, in order to obtain data for a variety of target audiences.

3.6.1. Questionnaires

The questionnaires in the study were utilized as it is one of the key primary data collection tools. The items in the questionnaire were formulated in open and close-ended manner. And, it contains different parts like: background information of the respondents and questions related to road traffic accident reporting practices at Fana broadcasting corporate. The questionnaires were prepared in English language in likert forms. The questionnaires were distributed by the researcher, through printing the document and give for department head and persons through deciding the returning days and for those who finished the questionnaire before the returning time, one responsible person was assigned and these was informed for selected informants during distributing the questionnaire.

To test the validity of the questionnaire, pilot test was undertaken and based on the feedbacks get, minor modification was undertaken.

3.6.2. In-depth Interview

Face-to-face communication and direct communication between the researcher and the respondent are part of an in-depth discussion. According to Walliman (2006: 92) the required information should be collected "from members of the general public, professionals or leaders, certain sections of the community such as the elderly or disabled, minorities, etc." Therefore, in-depth interviews were used to critically analyze and research the views and opinions of media personnel and management staff, as well as the acceptance and attitudes of media organizations regarding road safety journalism. As a result,

Six (6) interviews from Fana broadcasting corporate were interviewed. These are selected purposively; with the researchers believe they can able to give prominent information for the

study through basing their experience and seniority at the corporate. In addition, these bodies were the mixture of editors, reporters, editor chief and producers and journalist.

The open-ended interview questions were created by the researcher. Because it allows both interviewers and interviewees to delve deeper into specific issues and ask follow-up questions during the discussion. It also allows respondents to obtain information and clarification on interview questions and the subject of the interviewer. As a result, this method of data collection assisted the researcher in answering some of the research issues, such as what are internal and external challenges of road accident reporting in your media? And what should be done to strengthen the practice of road traffic accident reporting in FBC?

3.7. Techniques for Data Analysis and Presentation

As mentioned earlier, the required information was collected using qualitative and quantitative research approach. For this reason, the researcher has categorized the data by qualitative and quantitative in order to evaluate it in terms of their nature. Throughout the data analysis process, research topics, theoretical frameworks, and related documents were all carefully examined

In analyzing the data collected, descriptive was used. In order to give a better report on what is being done within the study area, description of the research findings was the best examination of the actual conditions in the sector; and the descriptive analysis was implemented (Singh 2006).

Thus, in analyzing the collected data, both qualitative and quantitative data analysis was employed depending on the nature of the data. Data collected through closed ended questionnaires were edited, coded and entered on Statistical Package for Social Science (SPSS) software version 24 program. Afterward, the data were analyzed by descriptive statistics. Percentages, and frequency tables', mean and standard deviation methods were utilized to explain characteristics of respondents and present the collected data.

The process of analyzing research data consists of five phases: extension or preliminary process, coding, translation, validation, and presentation. In order to differentiate and link data variables, the researcher attempted to understand and reveal themes and patterns, as well as relationships and differences. At the discretion of the researcher, the explanations are taken from the story and

the coded information. The final task was to ensure that the explanations were based on how far the data was based rather than on the researcher himself; and communicating the findings in a clear and concise manner, and how it can be used as an additional explanatory tool. Thus, depending on the nature of data, both qualitative and quantitative data analysis method was employed up on undertaking the study.

3.8. Ethical Consideration of the Research

The research was conducted based on certain important ethical principles. These are voluntary participation, confidentiality, respect for person, non-maleficence (do not harm), honesty. Thus the researcher was clearly introduced the purpose of the study as a partial fulfillment of masters study programs and requests the respondents to participate in the study on voluntary basis such that refusal or abstaining from participating was permitted. The researcher was also assumed the respondents' confidentiality of the information given and protection from any possible harm that was arisen from the study since the findings was used for the intended purposes only. The respondents were promise to be provided with feedback about the finding of the study.

3.9. Reliability of the study

Reliability is concerned with the ability of an instrument to measure consistently. The number of test items, item interrelatedness and dimensionality affect the value of alpha. There are different reports about the acceptable values of alpha, ranging from 0.70 to 0.95. A low value of alpha could be due to a low number of questions, poor interrelatedness between items or heterogeneous constructs. Therefore, to ensure the reliability of questionnaires instruments reliability test was checked for objective questionnaire.

Table 3.1: Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.770	21

Source: survey result, 2022

As shown in table3.1, the reliability of the practice and challenges of journalists in reporting road traffic accident by Fana broadcasting Corporate was 0.770. Therefore, the reliability was good consistence and good reliable.

CHAPTER FOUR

4. DATA ANALYSIS AND INTERPRETATION

In this chapter, the researcher attempted to analyze and examine the practice and challenge of journalists in reporting road traffic accidents by taking Fana Broadcasting Corporate as the focus of study area. The study set objectives specifically to examine road traffic accident reporting practice at Fana Broadcasting Corporate. These included examining road traffic accident reporting practices at Fana Broadcasting Corporate; identifying internal and external challenges that journalists are facing while conducting road traffic accident reporting at the stations; examining the level of support from the station's management for road traffic accident reporting practice assignment. Thus, through incorporating the demographic data of informants of the study, detail discussion was undertaken as follows.

4.1. Response Rate

For this research data collection instruments were open and close ended questionnaires and interview from Fana Broadcasting department of road traffic accident reporting, road traffic accident program producers, editors, content director, media expert and general director of the stations and the total of 101 questionnaires were distributed from this 101 questionnaires were returned. Hence, the response rate was 100%. Similarly, interview was undertaken for editor chief, producers and media management to support the data processing for the study.

4.2. Demographic Characteristics of Respondents

At this section the demographic characteristics of respondents such as sex, age, educational background and work experiences at Fana Broadcasting Corporate can be clarified as follows.

4.2.1. Gender of Respondents

Figure 4.1 below presents the gender characteristics of the respondents. The numbers of male respondents were 66 (65.3%) while that of female respondents were 35 (34.7%) this shows that most of the respondents were male employees in the study.

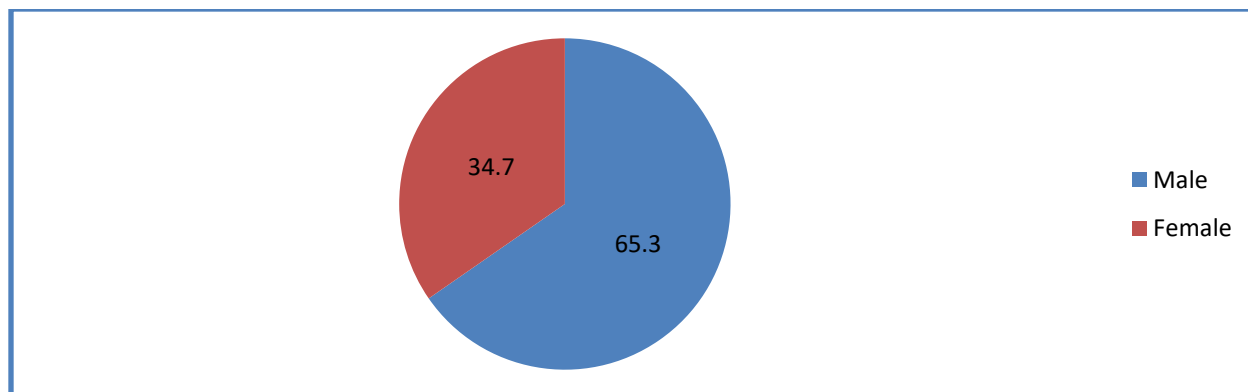


Figure 4.1: Sex of Respondents

Source: Survey Result, 2022

4.2.2. Age Category of Respondents

As revealed at Table 4.1 below, majority of the respondents were in the age of 29-39 years which is 47 (46.6%) and 36(35.6%) of the respondents were at the age of between 18-28 years old and there were lower number of workers 18(17.8%) at the age from 40 to 50 years of old. Hence, the result of the study assured that the significant numbers from the respondent are adults with the ability to dig out and assess best experiences and the way that helps to minimize the accident through reaching in to every road users in Addis Ababa.

Table 4.1: Age of Respondents

Age of Respondents	Sex of Respondents		Total	Percentage
	Male	Female		
18-28	24	12	36	35.6%
29-39	29	18	47	46.6%
40-50	13	5	18	17.8%
Total	66	35	101	

Source: Survey Result, 2022

4.2.3. Educational Background of Respondents

In relation to educational background of the employees, BA/BSC holders 63(62.4%) were the major respondents and followed by the master degree holders 30 (29.7%). This implies that the highest number of employees working in road traffic accident reporting at Fana broadcasting

corporation were degree holders and the remaining 8(7.9%) were diploma and below holders. The result therefore indicated that, significant number of reporters at Fana broadcasting corporation have adequate educational level, that helps them to use preferred reporting scheme to address for users in Addis Ababa.

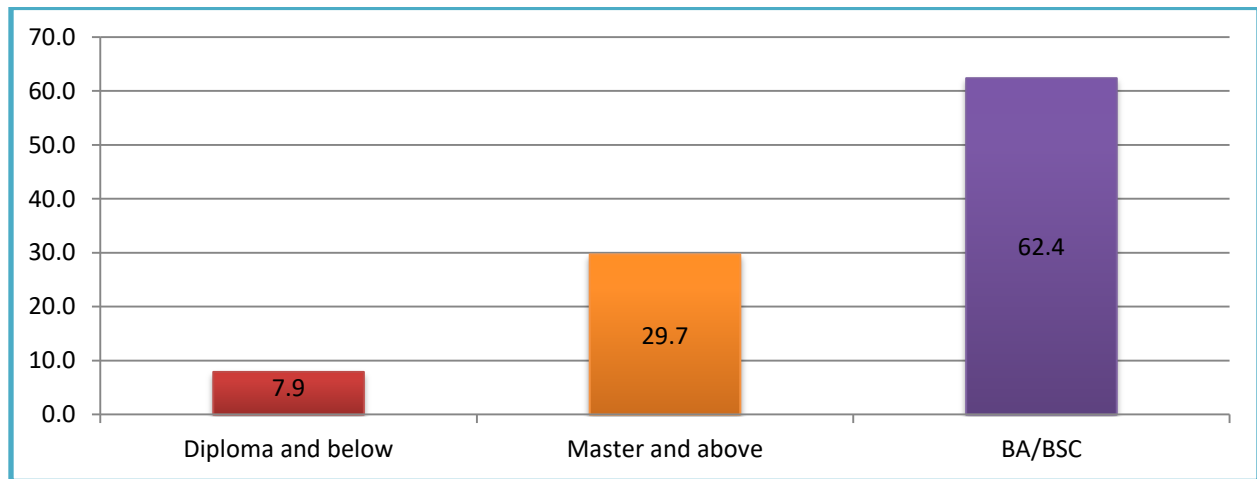


Figure 4.2: Educational background of Respondents

Source: Survey Result, 2022

4.2.4. Work Experiences

Based on the response rate, most of the respondents have been working in Fana Broadcasting Corporation between 5 to 7 years which is 39 (38.6%) of the respondents and followed by a work experience 4 to 5 years 29 (28.7%) from the total of 101 sample population. The remaining 24(23.8%) have more than 7 years and 9(8.9%) of the works have 3 years and below work span at Fana Broadcasting corporation. This shows that most of the employees have adequate work experience which make easy the reporting, investigation and means of get adequate and real data on traffic issues in Addis Ababa city. Availability of well experienced staffs helps to share their experiences; knowledge's to new staffs and they have good understanding of their duties and responsibilities the use of communication tools.

Table 4.2: Work experiences of employees

Years' work at Fana Broadcasting Corporation	Sex of respondents		Total	Percentage
	Male	Female		
3 years and less	7	2	9	8.9%
4-5 years	15	14	29	28.7%
5-7 years	26	13	39	38.6%
More than 7 years	18	6	24	23.8%
Total	66	35	101	100%

Source: Survey Result, 2022

4.3. Road Traffic Accident Reporting Practice at Fana Broadcasting Corporate

In this section, the descriptive analyses performed based on the respondent's response about the reporting practices of Fana Broadcasting Corporate on road traffic accident are presented by using five point Likert scales (from 1 to 5 scales; where 1 stands for strongly disagree; 2 for disagree; 3 for neutral; 4 for agree and 5 for strongly agree). The mean and standard deviation were used to compare the results obtained from the SPSS are presented as follows.

4.3.1. Road Traffic Accident Problem

As illustrated in the table 4.3 below, it observed that traffic accident has increasingly become a recurrent problem in Ethiopia, when to see their agreement rate, 66(65.3%) informants were strongly agreed and 25(24.8%) were agreed concerning traffic accident has increasingly become a recurrent problem in Ethiopia, this implies reporters, editors and other professionals have the belief on RTA as a recurrent problem in Ethiopia in general and Addis Ababa in particular.

While, very smaller proportion from the respondents such as 7(6.9%) becomes undecided/neutral and 3(3%) were disagreed about the frequent increase of road traffic accident becomes for the recurrent problem in Ethiopia. Thus, majority informants from Fana Broadcasting Corporate were agreed on the frequent increase of road traffic accident becomes the recurrent problem in Ethiopia and responsible journalists' were report this real fact with the assigned air time given for the road traffic accident reporting at Fana Broadcasting Corporate.

Table 4.3: The problem of RTA

Options	Response rate	
	Frequency	Percent
Disagree	3	3.0
Neutral	7	6.9
Agree	25	24.8
Strongly agree	66	65.3
Total	101	100.0

Source: Survey Result, 2022

4.3.2. The Role of Media to Reduce Traffic Accident

Figure 4.1 below depicts, the views from journalist that are reporting road traffic accident issues, 55(54.5%) are strongly agreed which covers more than half from the entire informants and 34(33.7%) were agreed on the contributions of media for minimizing traffic accident. On the contrary, smaller proportions with the response ratio of 6(5.9%) were being undecided and 3(3%) were strongly disagreed and disagreed about the role of media for demolishing road accident rates. Thus, the response rate implied that, media can have vital role for maintaining road traffic accident reporting at the station. Thus, significant numbers of respondents were agreed on the role of media for minimizing road traffic accident, as well as informing the extent of road traffic accident for road users as well as victims by road traffic accident in Addis Ababa city.

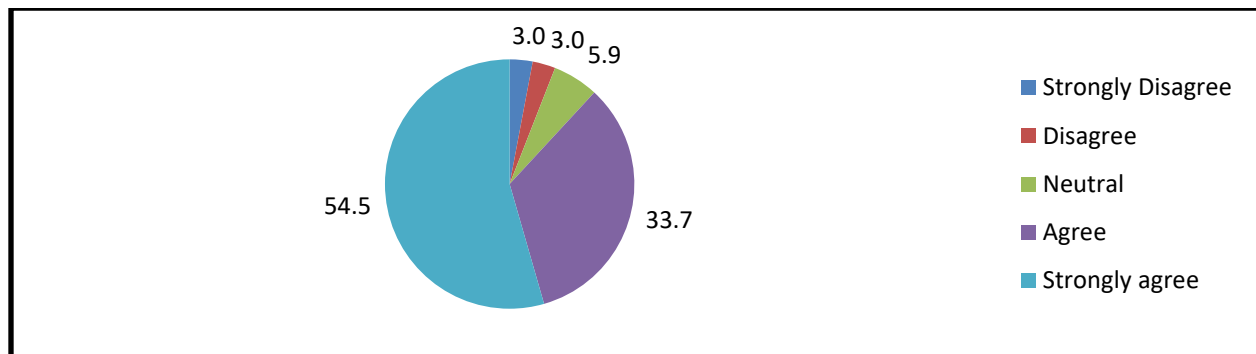


Figure 4.3: The role of Media to reduce accident

Sources: Survey Result, 2022

4.3.3. The Appropriateness of Airtime for the Road Safety Programs

Table 4.4 below shows concerning the journalists reply on the suitability of airtime for road safety programs, the respondents such as 40(39.6%), 38(37.6%), 13(12.9%), 8(7.9%) and 2(2%) were agreed, strongly agreed, neutral, disagreed and strongly disagreed on the appropriateness of airtime for the road safety programs in FBC for reaching a good deal of audiences at their respective order.

Thus, majority informants were agreed that, the airtime for the road safety programs in FBC is appropriate for reaching a good deal of audiences by the stated media, this give an opportunity for road users to have an awareness on the extent, damage and magnitude of road traffic accident in Ethiopia.

Table 4.4: The Airtime Appropriateness in FBC

Options	Response Rate	
	Frequency	Percent
Strongly Disagree	2	2.0
Disagree	8	7.9
Neutral	13	12.9
Agree	40	39.6
Strongly agree	38	37.6
Total	101	100.0

Sources: Survey Result, 2022

As per interview response, it is impossible to talk with full confidence on the appropriateness of air time allotted for reporting of road traffic accidents when to compare with other agenda like for politics, social matters, entertainment and other programs, which implies shorter airtime was allocated for reporting of road traffic accident by Fana Broadcasting Corporate.

4.3.4. The Manpower's Adequacy to Report Road Traffic Accident

The availability of adequate manpower to report road traffic accident was the other concern that determines the coverage and airtime for the program; and the staffs selected for the study such as 41(40.6%) were strongly agreed; 34(33.7%) were agreed; 16(15.6%) were undecided; 8(7.9%) were disagreed and 2(2%) were strongly disagreed on the availability of adequate manpower to report road traffic accident at FBC, which shows, the existing manpower was safe for the tasks of

road traffic accident reporting and on the statement the informants were agreed and they assured there is no problem of manpower to report road traffic accident at FBC.

Table 4.5: The Manpower Adequacy to Report Road Traffic Accident

Options	Response Rate	
	Frequency	Percent
Strongly Disagree	2	2.0
Disagree	8	7.9
Neutral	16	15.8
Agree	34	33.7
Strongly agree	41	40.6
Total	101	100.0

Sources: Survey Result, 2022

According to heads of the station, there is no problem in relation to manpower, at the station there are about 264 journalists from these only 101 journalists were directly participated for reporting on road traffic accident issues, thus, irrespective of minimal airtime given the issue no problem was seen at manpower at Fana broadcasting Corporate.

4.3.5. The Good Flow of Information with Stakeholders at FBC

The good flow of information with major stakeholders at FBC was the other issue that determines the proper practice of reporting on road traffic accident and on its presence 45(44.6%) were agreed, 33(32.7%) were strongly agreed, 12(11.9%) were being neutral, 10(9.9%) were disagreed and 1(1%) were strongly disagreed on FBC station good flow of communication with concerning stakeholders. Thus, based on the mean score and frequency reply, FBC has good flow of information (communication) with stakeholders that maintains the frequent reporting and addresses of road traffic accident agenda for road user by the station.

Table 4.6: The Good Flow of Information (communication) with Stakeholders

options	Response Rate	
	Frequency	Percent
Strongly Disagree	1	1.0
Disagree	10	9.9
Neutral	12	11.9
Agree	45	44.6
Strongly agree	33	32.7
Total	101	100.0

Sources: Survey Result, 2022

Thus, respondents included for this study were agreed on the issues such as traffic accident has increasingly become a recurrent problem in Ethiopia; media is able to play a vital role in reducing traffic accidents; there is challenge on the implementation of road safety reporting in Fana Broadcasting Corporate; the management personnel (department heads, chief editors, managers of the media channel) have positive attitude towards road traffic accidents programs; the airtime for the road safety programs in FBC is appropriate for reaching a good deal of audiences; FBC has adequate manpower to report road traffic accident and the station has good flow of information (communication) with stakeholders which are directly correlated with the practice and challenges of journalists in reporting road traffic accident at Fana broadcasting corporate.

However, the response get from Fana broadcasting corporation include employees was contradicted with interview response with editor chief and producers, they said, the air time given for transmitting information and informing road users and or the community in general was not adequate and the mode of transmission was not attractive and not support the listener intension to easily understand and remember, this was may the cause the less effectiveness of communication tools; at the same manner, the manpower was not adequate, because just like other issues, the journalists were not assigned permanently but asked to work with rotation and seen as secondary task which also loosely make weak the accessibility and attractiveness of the program on road traffic accident.

4.3.6. Programs on FBC Media about RTA Easy to Understand

The other concerns that determines the practice of road traffic reporting was relating to programs on Fana broadcasting media about traffic accidents are often produced with messages that are easy to understand and 42(41.6%) were agreed, 24(23.8%) were strongly agreed, 18(17.8%) were neutral, 13(12.9%) and 4(4%) were disagreed and strongly disagreed on the statement respectively.

Thus, 66(65.4%) from the entire informants were agree/strongly agreed with aggregate rates about FBC programs on media about traffic accidents are easy to understand;. This implies the program on Fana Broadcasting media concerning traffic accident were moderately easy to understand from the sides of road users in Addis Ababa city.

Table 4.7: Programs on media about traffic accidents are easy to understand

Options	Response Rate	
	Frequency	Percent
Strongly Disagree	4	4.0
Disagree	13	12.9
Neutral	18	17.8
Agree	42	41.6
Strongly agree	24	23.8
Total	101	100.0

Sources: Survey Result, 2022

In addition, the interviewed person assured that, the editorial department was determined to make simple and understandable for audiences while reporting road traffic accident, because, it aims to transmit understandable message with in shorter period of time, as if the allocated time was shorter for the issue at Fana Broadcasting Corporate.

4.3.7. The Contents of Road Safety Program related to Behavioral and Ethical Problems

The other issue is all about the contents of the road safety program related to behavioral and ethical problems to road users, from the journalists included for the study 37(36.6%), 20(19.8%), 18(17.8%), 14(13.9%) and 12(11.9%) were strongly agreed, agreed, disagreed,

neutral and strongly disagreed with their respective manner on the stated issues at the study area.

Thus, significant numbers from the entire informant were agreed on the contents of the road safety program related to behavioral and ethical problems to road users at the study area, the response implies the contents of the road safety program related to behavioral and ethical problems at Fana broadcasting corporate.

Table 4.8: The contents of the road safety program related to behavioral and ethical problems

Options	Response Rate	
	Frequency	Percent
Strongly Disagree	12	11.9
Disagree	18	17.8
Neutral	14	13.9
Agree	37	36.6
Strongly agree	20	19.8
Total	101	100.0

Sources: Survey Result, 2022

On the other prospective editor chief replied that, there are problems relating to message clarity and its way of transmission like language barrier, content and means of communication; the issue of budget was not that much the problem, the agency (Addis Ababa traffic management agency) is allocates huge amount of money for such tasks and donates as sponsorship for road traffic accident programs the best example is auto safety program at *Bisrate FM 101.1*, but in Fana media there is weaker program allocation for road traffic accident, which was not due to budget scarcity but negligence for road traffic accident agenda.

4.3.8. The RSP of FBC Scheduled on Characteristics of Target Audiences

From the journalists for example, 37(36.6%), 29(28.7%), 21(20.8%), and 7(6.9%) were disagreed, strongly disagreed, neutral, agreed and strongly disagreed concerning the road safety programs of Fana Broadcasting Corporate are scheduled in accordance with the gender, age and education level of target audiences with respective response rate.

Thus, from the response rate it can see that, more than half from the entire respondents were disagreed on the statement; and the measurement scale on the road safety programs of the station are scheduled in accordance with the gender, age and education level of target audiences and the road safety programs of the station are practiced at lower manner in accordance with the gender, age and education level of target audiences at the study area.

Table 4.9: The RSP of the station are scheduled in accordance with target audiences

Options	Response Rate	
	Frequency	Percent
Strongly Disagree	29	28.7
Disagree	37	36.6
Neutral	21	20.8
Agree	7	6.9
Strongly agree	7	6.9
Total	101	100.0
Mean		2.27
Standard deviation		1.15

Sources: Survey Result, 2022

In addition, according to interview response, the programs relating to road traffic accident reporting was multi-dimensional, that means, Fana broadcasting Corporate scheduled the programs through considering the target audiences in terms of age, sex, educational level and other cultural issues were also bear in mid up on reporting road traffic accident issues at Fana Broadcasting Corporate.

4.3.9. The Good Coverage of Road Traffic Accident News

In relation to the practice on FBC coverage of road traffic accident news, 41(40.6%) and 29(28.7%) informants were disagreed and strongly disagree with their respective manner on FBC gives good coverage of road traffic accident news, but, 23(22.8%) requires to neutral on the statement; the remaining 5(5%) and 3(3%) were agreed and strongly agreed on the good coverage of road traffic accident news by FBC.

Thus, greater respondents were disagreed on the good coverage of road traffic accident news at Fana Broadcasting corporate station and lower coverage was given for road traffic accident issues by journalists and since FBC gives good coverage of road traffic accident news at Fana Broadcasting Corporate.

Table 4.10: FBC gives good coverage of Road Traffic Accident News

	Response Rate	
	Frequency	Percent
Strongly Disagree	29	28.7
Disagree	41	40.6
Neutral	23	22.8
Agree	5	5.0
Strongly agree	3	3.0
Total	101	100.0

Sources: Survey Result, 2022

4.4. Internal and External Challenges Faced By Journalists in RTA Reporting

Under this section, the main challenges faced by journalist while RTA reporting from the prospective of internal as well as external aspects was discussed based on the views of sampled journalists as below.

4.4.1. Internal Challenges Affecting the Practices of RTA Reporting

From the challenges that hinder journalists to report road traffic accident issue, it can be listed a lot of internal (within the Fana broadcasting) which are capable to hinder the practices of journalism in general and road traffic accident journalism in particular. These challenges were:

4.4.1.1. The availability of challenge to use RTR

Up on reporting of road traffic issues by Fana Broadcasting Corporate, different challenges were observed and greater 49(48.5%) from the entire respondent were strongly agreed during reporting road safety program and 34(33.7%) were agreed on the situation of challenges to report road traffic accidents by their media station.

On the contrary 11(10.9%) and 7(6.9%) of the respondents were being neutral and disagreed respectively on the availability of challenge to use road traffic reporting at their broadcasting corporate. Thus, the challenge on the implementation of road safety reporting in Fana Broadcasting Corporate was the highest problem which curb the proper and frequent reporting of road traffic issues in the way to address road users at accessible and understandable way by Fana broadcasting Corporate.

Table 4.11: The availability of challenge to use RTR

Options	Response Rate	
	Frequency	Percent
Disagree	7	6.9
Neutral	11	10.9
Agree	34	33.7
Strongly agree	49	48.5
Total	101	100.0

Sources: Survey Result, 2022

Likely according to chief editor at Fana Broadcasting corporate, challenges were frequently seen at the station and to give adequate air time for road traffic accident reporting, as the result the necessary information was not reached for audiences which was worse when to compare from other political and entertainment programs.

4.4.1.2. Limited Airtime and Lower Emphasis on Traffic issues like political and social Agenda

According to interview reply and open ended response rate, the frequent challenges were the imbalance between other issues like political, economic and social and the traffic issue as the result most of the time other issues get priory than traffic issues; the response indicates lower attention was devoted for the reporting road traffic accident issues, while its killing rate was increasing through time and becomes the most killer in the world in general and in Addis Ababa particular.

In addition, interviewees said that since Fana broadcasting corporation is government owned media they mostly concentrated on political and development issues than road traffic accident issues. However, government need to know RTA is also an important political issue which even

damages the country image and destroys thousands of lives who can participate in politics and also highly affects the economic level of the country. This was assured by respondents as revealed below.

As shown at Table 4.12 below, 49(48.5%), 27(26.7%), 19(18.8%), 5(5%) and 1(1%) from the entire informants were disagreed, strongly disagreed, neutral, agreed and strongly agreed about FANA medias equal treatment of road safety reporting sections with other areas of reporting such as politics, health, business at usually basis respectively.

Thus, the response rate assured that, road safety reporting were not treated at equal time with other reporting areas such as politics, health and business sectors at Fana Broadcasting Corporate media.

Table 4.12: Equal treatment of road safety reporting sections with other areas of reporting

Options	Response Rate	
	Frequency	Percent
Strongly Disagree	27	26.7
Disagree	49	48.5
Neutral	19	18.8
Agree	5	5.0
Strongly agree	1	1.0
Total	101	100.0

Sources: Survey Result, 2022.

In addition, according to interview response, when comparing the program of road traffic accident reporting with other political, social and business issue, lower attention and treatment was devoted by journalists of Fana Broadcasting Corporate, thus, audiences does not have the opportunity to access information on road traffic accident issues by Fana Broadcasting Corporate station.

4.4.1.3. Repetition of Program Makes the Audience Boring

According to informant’s reply, the challenges for journalists to report road traffic accident, was not only limited air time for reporting but also, the report contains redundant issues and similar programs were reported for audiences consecutively, irrespective of the occurrences of horrible road crashes per day and similar factors hinder addressing road traffic issues for road users by Fana broadcasting corporation journalists.

4.4.1.4. Inadequate Resources and Budget

As revealed at the table below, the level of agreement concerning the availability of budget problems faced by FBC producers up on the transmission of road safety programs and it was agreed by 32(31.7%) and strongly agreed by 28(27.7%) respondents; while 20(19.8%) were decided to neutral, but, 16(15.8%) and 5(5%) were disagreed and strongly disagreed on the problems with budget to run road safety programs at FBC producers respectively.

Therefore, from the response rate it can be seen that, about 59.4% were agreed on the face of budget problems by Fana broadcasting corporate producers to set the road safety program on air.

Table 4.13: Budget Problems to run the Road Safety Program

Options	Response Rate	
	Frequency	Percent
Strongly Disagree	5	5.0
Disagree	16	15.8
Neutral	20	19.8
Agree	32	31.7
Strongly agree	28	27.7
Total	101	100.0

Sources: Survey Result, 2022

According to the management staffs of Fana Broadcasting Corporate, most programs were maintained with sponsorship sources and sponsors were also selects the type of programs to support keeping the efforts of journalists and marketing departments, but, based on the Corporate experiences most sponsor donation was get for entertaining programs, at which greater audiences were follows the program, so, for the program the tendency of support was weaker when to compare with other programs, but, at Corporate level, there is no scarcity of budget.

The availability of adequate resources and budget has always been the headache of reporters to make their effort for reporting road traffic accident, as the result reporters were obliged to give

greater emphasis other agenda like politics and social affairs, thus, the existing situation of road traffic severity and harshness of the problems was not addressed for estimated audiences and road users in Addis Ababa as the results of scarcity of required resources and budget at Fana broadcasting corporation.

4.4.1.5. Transportation and Logistics Problems

The reporting and investigation of road traffic accident involves the movement and traveling at road traffic accident area at any time, but, at Fana broadcasting corporation for specific purpose of road traffic accident investigation, transport was not assigned and the service was get after requesting trip demand by journalist but, the happening of road traffic accident does not seen with prerequisite instead it is urgent and does not wait till to come journalists at the spot, thus, the happening and situation of road traffic accident was not reported on time as the results of the above real problems in Fana broadcasting corporation. Similarly required logistics are not maintained for journalists which were also the main curbing factor for road traffic accident reporting journalists.

4.4.1.6. The Weak Skill of Journalist in Road Traffic Accident

The reporting of road traffic accident was the science and needs the journalist to adequately aware about road traffic issues and the incident rates as light, heavy, property damage and refer external experiences and interpreted in terms of economic, infrastructural and human resources loses, which can be undertaken by transport experts, thus, journalists shall to be acquainted road traffic skill and sciences and can give a full picture of road traffic accident, but, greater parts from the entire respondents said, road traffic accident reporting staffs lack such skill and reports as supporting task which adversely affects the reporting of road traffic accidents by journalists at Fana broadcasting corporation. Thus was also caused of journalists for lack of interest to report about traffic accident at the selected media, as if there is no expert journal on road traffic accident at the study area.

The other challenge for road traffic accident reporting practice was the provision of adequate training of traffic accident journalists and its practice was strongly disagree and disagreed by 42(41.6%) equal response rate; while 13(12.9%) and 4(4%) of them were neutral and agreed

respectively on the adequate provision of training for traffic accident journalists at Fana Broadcasting Corporate.

Thus, from the response rate we can see, the main imputes and issues for informing about road traffic accident was performed at lower rate and employees included for this study were disagreed, hence, these factors hinder the adequate and preferable practice by journalists for reporting road traffic accident at Fana broadcasting corporate.

Table 4.14: The Provision of adequate training for traffic accident journalists

Options	Response Rate	
	Frequency	Percent
Strongly Disagree	42	41.6
Disagree	42	41.6
Neutral	13	12.9
Agree	4	4.0
Total	101	100.0

Sources: Survey Result, 2022

As forwarded by respondent 8 (Personal interview, April,2022), the most preferred forms of media communication instruments used by FBC to report road traffic accident as first Radio, second television, third online media and fourth on line coverage.

Therefore, using the above forms, the road safety programs broadcasted by Fana Broadcasting Corporation were live traffic reporting, news, discussion with corporate stakeholders, road safety programs, case reporting and Fana go reporting (Personal interview, April, 2022).

4.4.1.7. Domination of Current Issues

Ethiopian broadcasting corporations in general and Fana broadcasting corporation in particular, the work of stations based on specified schedule was that much not respective, as the result program were disordered and postponed for next time, because the broadcasting corporations were dominated by urgent and current agenda, as the result the reporting of road traffic accident was neglected as if the issue was seen as other agenda through forgetting the most killing issues in Addis Ababa, which was also an abstaining cause that affects road traffic accident reporting by journalists at Fana broadcasting corporate.

4.4.1.8. The Absence of Specified Guidelines for Reporting RTA

The other internal challenge revealed by sampled journalist was relating to the absence guideline for reporting road traffic issues at the corporation, as the result, the procedure of road traffic accidents really based on subjective judgments, which may exposed the report to biasedness and the full picture of the report was not adequately included for audiences.

Furthermore, the shortage of time, skilled manpower and space did not allow to cover road traffic accident issues as in needs to be covered. This implies that the editor considers road traffic issues irrelevant to development though road traffic accident is a serious development challenges which need due attention form Fana Broadcasting Corporate.

4.4.1.9. Road Accident Reporting Staffs Sufficient Understanding of Road Safety

The practices relating to road accident reporting staffs with having sufficient understanding of road safety issues, on which 43(43.6%) were disagreed, 28(27.7%) were strongly disagreed, 20(19.8%) were undecided, 7(6.9%) were agreed and 2(2%) were strongly agreed on the statement.

The response rate implied that, the reporters that prepared the news on road traffic accident does not have adequate and sufficient understanding on road safety issues, this is because the preparation of news relating to road accident was mostly depends on numeric facts taken from Addis Ababa traffic police and regional traffic police representatives but, the safety issues were ignored by these bodies as the result required and awaking information was not accessed by road users.

Table 4.15: Road accident reporting staff has sufficient understanding of road safety

Options	Response Rate	
	Frequency	Percent
Strongly Disagree	28	27.7
Disagree	44	43.6
Neutral	20	19.8
Agree	7	6.9
Strongly agree	2	2.0
Total	101	100.0

Sources: Survey Result, 2022

4.4.2. External Challenges Affecting the Practices of RTA Reporting

The other challenges that have effects for road traffic accident reporting were emanated from external which are out of control issues were described as below based on the views of respondents:

4.4.2.1. The Weak Collaboration of Traffic Polices

The investigation and reporting of road traffic accident was a crime issues which demands the careful and proper recording of each and every occurrences which was undertaken by traffic police road traffic accident investigators and needs to kept in secrete in order not make decision makers biased, on the other hand, the existing facts was also required to be reported on time for road users as well to audiences, based on these two real facts, there is lower collaboration and coordination by traffic police to give required report for journalists which was the external hindering challenge faced by FBC journalists.

4.4.2.2. Lack of Sponsors

Fana broadcasting corporation was government owned media and budget was allocated from government, thus, to diversified its services additional budgets were required from different sources, from the sources sponsorship was the major one, but, as per the interview reply and open ended questions response, sponsors were usually selects the transmitted programs nature to become sponsor, rarely on entertainment and sport programs were the preferred programs by sponsors, thus, based on this rational, road traffic accidents programs does not be supported by

sponsors, which was the external challenge that bind the reporting of road traffic accident by Fana broadcasting corporation.

For availing road traffic programs, FBC demands sponsor in the way to support road safety program and on the availability of sponsor, 38(37.8%) respondents were disagreed, 28(27.7%) were strongly disagreed, 22(21.8%) were neutral, 9(8.9%) were agreed and the remaining 4(4%) were strongly agreed on the stated issues.

This insures, at Fana broadcasting corporate, there is lower sponsorship options to support road safety programs to help the program in relation to road accident at Fana Broadcasting Corporate.

Table 4.16: Sponsors Support Road Safety Programs

Option	Response rate	
	Frequency	Percent
Strongly Disagree	28	27.7
Disagree	38	37.6
Neutral	22	21.8
Agree	9	8.9
Strongly agree	4	4.0
Total	101	100.0

Sources: Survey Result, 2022

In addition, as per interview reply with management staff of Fana Broadcasting Corporate, the extent of sponsor support for road traffic accident reporting was minimal and the tendency of institutions to support the program was that much lower, that is why the airtime allocated for road traffic accident reporting was to short by the station and most report contains expressing the number of death, injury, property damage.

4.4.2.3. People, Police and Drivers Lower Cooperation

For the proper reporting of road traffic accidents at the spot, demands the positive collaboration of people, police and drivers and they are not willing to give information for journalist. This implies since the corporations are needed for use as an evidence for court cases because of their

capacity to stay long government is afraid of giving information and this situation barred the media does not to access the relevant information.

4.4.2.4. The Difficulties in Reporting of RTA

In addition to the weak support and collaboration of traffic polices, journalists were faced with some difficulties up on the reporting of road traffic accidents from the spots, as the results of the seriousness of the road traffic accident, complicated and horrible nature the accident, traffic flow, air condition and flow of people were the other external challenge faced by road traffic accident journalists.

The other external challenges that affects the reporting of road traffic accident was relating to lack of interest on audience, some polices are not voluntary to give interview, the government does not give support for medias for this kind of issues and most of the institution which work on this issues need the media to report their work instead of focusing awareness issues.

In addition, in the case of watchdog role of the media, both media institutions did not investigate road traffic accident issues at all. Money, technique skills and lack of knowledge can be mentioned as factors which affect the journalists not to investigate on the issue. Mendes (2013), also stated that in developing countries media always faces major challenges like lack of training and technical skills, law professional standards, limited financial resources and inadequate legal frameworks affect the roles that media can play in fighting the issue.

Among those, economical constraint is the very serious challenge of Ethiopian sport news reporting. Because, it strongly leads the media industry to lack of sufficient financial support for journalistic activities, poor media infrastructure, and limitation of material resources and low salary for practitioners (Negeri, ND: 130).

According to Mackay (2007), rather than loss of life and reducing quality of life RTA has economic and social impact on individuals as well as on the country, RTA weigh down the economic growth, loss house hold productivity and backwardness of the country. This implies that RTA is the major factor in affecting the socioeconomic development of the country.

4.4.2.5. The Availability to Sufficient Information to Report Road Traffic Accidents

Concerning the provision of sufficient information to report traffic accident, greater 49(48.5%) journalists were disagreed, 22(21.8%) were strongly disagreed and 18(17.8%) were being

undecided on the statement; while, 8(7.9%) and 4(4%) were agreed and strongly agreed on sufficient information easily available to report traffic accidents respectively.

Thus, there is no sufficient information easy availability for reporting traffic accident by FBC station, which makes the reporting tasks of journalists and prefers to work on other sector than, road traffic accident reporting.

Table 4.17: Easily Available of Sufficient Information to Report Traffic Accidents

Options	Response rate	
	Frequency	Percent
Strongly Disagree	22	21.8
Disagree	49	48.5
Neutral	18	17.8
Agree	8	7.9
Strongly agree	4	4.0
Total	101	100.0

Sources: Survey Result, 2022

According to interviewee reply, road traffic accident data was obtained from Addis Ababa traffic police and Federal police as well as from information and security minister, the issue is mostly related to crime which demands security of information to reduce justice errors by courts and sustain crime investigation process by investigators, thus, road traffic related data was not easily accessed for journalists, these fact makes the reporting process challenging for journalists at Fana Broadcasting Corporate.

4.5. Discussion of Main Findings of the Study

The section contains the discussion of main findings of the study based on open ended questionnaire and in depth interview as well as from previous studies through basing on specific objectives set.

4.5.1. Road Traffic Accident Reporting Practices at Fana Broadcasting Corporate

The study was conducted at Fana Broadcasting Corporate with the title Examining the Practice and Challenge of Journalists in Reporting Road Traffic Accidents. The study's conclusions were

divided into three ranges: ranges that were agreed, ranges that were undecided, and ranges that were disagreed. The majority of respondents agreed with the following statements about the practice of reporting traffic accidents on the road: traffic accidents are becoming an increasingly common problem in Ethiopia; the media can play a critical role in reducing traffic accidents; implementing road safety reporting at Fana Broadcasting Corporate presents challenges; and management staff (department heads, chief.

These were also confirmed by interview responses, which indicated that Addis Ababa's persistent problem with traffic accidents also prevented Addis Ababa's reporting of traffic accidents from receiving the attention it deserved by allotting sufficient airtime. However, the management staff did express support for the program's efforts to promote road safety, and there was sufficient manpower and a smooth information flow with key stakeholders..

However, the response get from Fana broadcasting corporation include employees was contradicted with interview response with editor chief and producers, they said, the air time given for transmitting information and informing road users and or the community in general was not adequate and the mode of transmission was not attractive and not support the listener intension to easily understand and remember, this was may the cause the less effectiveness of communication tools; at the same manner, the manpower was not adequate, because just like other issues, the journalists were not assigned permanently but asked to work with rotation and seen as secondary task which also loosely make weak the accessibility and attractiveness of the program on road traffic accident.

On the other side, based on the response of sampled informants, the practices that are performed at medium rate includes programs on media about traffic accidents are easy to understand, thus, most programs were maintained with sponsorship sources and sponsors were also selects the type of programs to support keeping the efforts of journalists and marketing departments, but, based on the Corporate experiences most sponsor donation was get for entertaining programs, at which greater audiences were follows the program, so, for the program the tendency of support was weaker when to compare with other programs, but, at Corporate level, there is no scarcity of budget.

While the majority of respondents disagreed with the following claims, for example that the station's road safety program is planned in accordance with target audiences and that its contents relate to ethical and behavioral issues, easily available of sufficient information to report traffic accidents, sponsors support road safety programs, Fana broadcasting corporate gives good coverage of road traffic accident news, road safety reporting staff have sufficient understanding of road safety, equal treatment of road safety reporting sections with other areas of reporting, and the provision of sufficient training for traffic accident journalists issues by greater informants

The extent of sponsor support for reporting on traffic accidents was minimal, and institutions tended to support this type of reporting less frequently than other political, social, and business issues. As a result, audiences did not have the opportunity to access information on these issues through Fana Broadcasting Corporate station.

The sampled journalists' coverage of traffic accidents varied, and the time spent on it was much less than that spent on other political, social, commercial, and entertainment-related issues. Although the management at Fana Broadcasting Corporate has a positive outlook, the biggest challenge that adversely affected the quality of traffic accident reporting at Fana was a lack of sponsor backing.

How health issues are portrayed in the media affects how people respond to various treatments and how decision-makers perceive them. Framing is important, whether it be used as context, a theme, or simply a journalistic slant, especially when examining the potential effects of news. The framing process includes the decision-making of journalists to define problems, pinpoint their causes, assign moral standing, and provide solutions.

4.5.2. Challenges Faced by Journalists

According to the study's findings, there are a number of obstacles that might arise from both internal and external factors that prevent road traffic accident reporting.

The study's findings revealed that encouraging people to change their behavior and raising knowledge were the most common methods of preventing traffic accidents. However, these are not the best cures. However, studies continually demonstrate that awareness-raising and educational initiatives have, at most, little effects on the rates of road traffic collisions in the absence of appropriate legislation and the implementation of rules like speed limits.

This ambiguity could make it harder for them to understand or lose interest. There have been numerous studies demonstrating the inconsistent presentation of statistics to readers. It is necessary to provide journalists with training that teaches them how to present and debate statistics clearly and meaningfully. A comprehensive understanding of the causes and remedies to road traffic injuries was hindered by the absence in significant part of the perspectives of medical experts, urban planners, researchers, vulnerable and affected groups.

Absence of viewpoints from victims and vulnerable groups may cause attention to move away from the potentially relatable personal effects. Fana Broadcasting Corporate failed to recognize and prioritize the importance of the numerous actors involved in road traffic accidents as well as the need for multifaceted intervention.

Concerns about the prioritization of road traffic collision as a national issue remain due to the lack of attention on reporting on these incidents by a wide range of publications/newspapers. The prevalence of reporting from a single journal or newspaper may inhibit a variety of viewpoints and give them the ability to influence how the topic of road traffic collisions is discussed.

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATION

5.1. Introduction

The mass media has a huge capacity to shape the health-related actions, attitudes, and reactions of both drivers and the decision-makers who shape infrastructure for road safety and policy. Additionally, based on the results of this study, it makes some recommendations and offers some suggestions for further research.

5.2. Conclusions

The aim of the study was to examine the practice and challenges of journalists in reporting road traffic accidents focusing Fana Broadcasting Corporate, and for collecting significant and detailed information 101 journalists were taken that are involved at road traffic accident reporting at Fana Broadcasting Corporate.

The study set objectives to examine road traffic accident reporting practice at Fana Broadcasting Corporate; the internal and external challenges that journalists faced while conducting road traffic accident reporting and finally the level of support from Fana Broadcasting Corporate management for road traffic accident reporting practice assignment.

The majority of respondents agreed with the following statements regarding the first specific objective of the study, which is about the practice of reporting on road traffic accidents at Fana Broadcasting Corporation: "Traffic accident has increasingly become the recurrent problem in Ethiopia; Fana Broadcasting Corporate is capable of playing a vital role in reducing traffic accidents; department heads, chief editors, and managers of the media channel at the station have positive attitude toward.

The study confirmed that the less effective methods for reporting traffic accidents, such as how the station's road safety programs are scheduled in accordance with the target audiences' ages, genders, and educational levels, deal with moral and ethical issues that affect both drivers and pedestrians. Road accident reporting staff have a sufficient understanding of road safety, there is enough information readily available to report traffic accidents, sponsors support road safety

programs, and FBC gives good coverage of road traffic accident news. Fana media typically treats its road safety reporting sections equally with its other reporting sections on politics, health, and business.

The study's conclusions indicated that both internal and external factors contributed to the difficulties journalists face when covering traffic accidents. The main internal issues were a lack of funding, a lack of cooperation with traffic police, a tendency for journalists to focus on programming rather than reporting, issues with transportation and logistics, a lack of expertise among journalists in this field, and a lack of airtime for coverage of traffic accidents. Monotonous programming makes audiences uninterested; The main obstacles that adversely affect the accurate reporting of traffic accidents in Addis Ababa are the current issues' dominance..

The study's conclusions show that lack of information from relevant organizations, a lack of sponsors, potential resistance from the public, police, and drivers, as well as concerns about the privacy of those injured in accidents, some polices' reluctance to cooperate with interview requests, and a general lack of interest in reporting on road traffic accidents were external challenges that hindered the reporting of road traffic accidents.

5.3. Recommendations

This study has addressed the topic focusing on the practice and challenge of journalist in reporting road traffic accidents through taking Fana broadcasting Corporate, but, there are diversified challenges from internal and external aspects and the give of emphasis by journalists was at minimal rate, thus, to enhance the report coverage and address the extent of road traffic accident, the following remedial measures were forwarded by the researcher as follows:

- **Give training for the journalist on the issues**

Lack of sufficient information of pertinent theories and models of road traffic accidents, according to the study's findings, was one of the variables that contributed to the message design and framing of reporting on road traffic accidents being inefficient. As a result, training programs should be organized by Fana Broadcasting Corporation and Addis Ababa Traffic Management in coordination with relevant higher education institutions and the police division in charge of road traffic safety procedures.

- **Allocation Adequate Resource**

The media must be used by policy makers and implementers to inform the public about the need of adhering to traffic laws and regulations. Additionally, the government must set aside enough money for the initiatives, or FBC must recognize the significance of the problem and help with the ongoing, necessary transfer of information about traffic accidents.

- **Facilitate Stakeholder Participation**

The study's findings indicated that a balanced multi-stakeholder perspective was lacking in the reporting of road traffic accidents, and that the major stakeholders—police officials, members of civil society organizations, and medical professionals—had made less of an effort to provide and support that reporting. As a result, Fana Broadcasting Corporation should make it easier for major stakeholders to participate in the reporting of road traffic accidents.

- **Give Adequate Time to Report RTA**

The study's conclusions indicated that little time was given for reporting on traffic accidents while major attention was paid to political, economic, environmental, and social issues. As a result, Fana Broadcasting Corporation should allocate balanced airtime for reporting on traffic

accidents in order to increase the scope, awareness, and current state of traffic accidents in Addis Ababa City. This can be improved by providing all pertinent information in the weekly reporting and emphasizing the need of addressing road traffic problems equally.

- **Sponsors Give Support For The Issues**

The sponsor support for the airing of road traffic accident reporting at Fana Broadcasting Corporation, and sponsors tend to support media programs for entertainment and sports. Despite the severity and seriousness of the problem of road traffic accidents as a cause of fatalities, sponsors were given the smallest amount of attention. As a result, sponsors should be given the utmost consideration when considering the problem's cause.

- **Government Support Medias that work on RTA**

The government should create a policy requiring the media to prioritize reporting on concerns related to traffic accidents over those related to other political, economic, social, and environmental issues.

- **Traffic accident reporting must include in the weekly based reporting**

The reporting of a traffic collision should be prepared, just like other daily reports, as it is not something that is done occasionally and occasionally not.

-The government created a policy that compels media outlets to prioritize traffic accident issues alongside other social issues.

When media are granted licenses, the broadcast decree should make it a mandate that they report on societal issues like traffic accidents.

- **Universities teach road safety journalism**

Universities should teach and graduate students while also offering training in traffic accident reporting. Traffic accident reporting should be taught separately at the university level, just like other areas of journalism, and there should be journalists working in this area.

- **Establishing a station-wide separate department for road safety**

If road safety is given special attention and is established as an autonomous department at the station, it will result in improved transformation since it is a sector of health, social, economic, and political significance both in our nation and internationally.

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APPENDIX - 1

Questionnaire Designed for journalists.

My name is **Nuru Ebrahim** I am Student in the Addis Ababa University School of Journalism and Communication MA Program.

This questionnaire is designed for data analysis and presentation for the topic entitled “The practice and challenges of journalist in reporting road traffic accident in the case of Fana Broadcasting Corporation” which is conducted in the partial fulfillment of Master of Arts in Journalism and communication. Hence, you are solemnly asked to answer all the questions truthfully.

The data is used only for my research not for any other purpose.

Thank you for your time and effort in completing this questionnaire.

Please mark (✓ or X) in the boxes, circle one from the given choices and write clear statements as much as possible.

Age ----- **Gender**, Male ---- Female-----

Education background, Diploma and below ----- degree----- master and above-----

how long have you worked at the station? 3 years and less ---- 4-5 years --- 5-7 years ---- more than 7 years -----

No.	questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Do you agree that Traffic accident has increasingly become a recurrent problem in Ethiopia					
2	Do you agree that media is able to play a vital role in reducing traffic accidents?					
3	do you agree that FBC has					

	enough manpower to report a road traffic accident?					
4	Do you agree that road accident reporting staffs are enough understanding of road safety?					
5	There is a challenge on the implementation of road safety reporting in Fana Broadcasting Corporation					
6	the airtime of the road safety programs in FBC is appropriate to reach a good deal of audiences.					
7	Do agree that your media equally threatens road safety reporting sections with other areas of reporting such as politics, health, business, etc.?					
8	Did FBC give good coverage of Road Traffic accident news?					
9	Do You agree that media coverage of road traffic accidents is sufficient					
10	Sufficient information is easily available to report traffic accidents.					
11	The media Provides adequate training for traffic accident journalists.					
12	do you agree that Programs on your media about traffic accidents messages are easy to understand?					

13	The frequency with which the messages are delivered is Convenient for listeners.					
14	FBC producers have problems with budget to run the road safety program					
15	Do you agree with your media studies the causes of road traffic crash?					
16	FBC implements appropriately designed road safety awareness-raising education programs.					
17	The contents of the road safety program of the station are related to behavioral and ethical problems of both drivers and pedestrians					
18	The road safety programs of the station are scheduled in accordance with the gender, age and education level of target audiences					
19	The station has good flow of information (communication) with Addis Ababa Traffic Police commission					
20	Do you agree road traffic accident is a serious issue in Addis Ababa					
21	Do you agree sponsors support traffic accident programs					

22/ Did FBC utilize all forms of media communication instruments (TV, radio online media...) to report road traffic accident? A/ YES B/NO

23/ If your answer is "NO" for question number 22 what media are the station using -----

24/ do you believe that traffic accidents can be better reported in FBC? A/ YES B/ NO

25/ If your answer is "YES" for question number 24.

How-----

26/ Does the media institution allocates the appropriate resource (finance, material, human resource) for the road traffic accident reporting? A/ YES B/NO

If no, why? -----

27/ Do the management personnel (department heads, chief editors, managers of the media channel) equally y treat road traffic accidents with other areas of reporting such as politics, health, business, etc? A/ YES B/NO

If no, why? -----

28/ Do you believe that your media channel provides the appropriate service for road traffic accident reporting? A/ YES B/NO

If yes How? -----

29/ How do the management personnel perceive the practice of road traffic accident reporting? Do they consider it as luxurious and extra work for their media channel?

A/ YES B/NO

30/ What is the challenge of road accident reporting in your media?

Internal challenge -----

External challenge -----

31/ What should be done to strengthen the practice of road traffic accident reporting in FBC ----

**I AM MOST APPRECIATIVE FOR YOUR RESPONSES! THANK YOU FOR
COMPLETING THIS QUESTIONNAIRE.**

APPENDIX - 2

Interview Question for Management personnel (Editors and department heads or Editor in chiefs)

a) Name -----

b) Gender

c) educational background

d) Age

e) Employer organization

f) Position

g/ Address; Email_____

h/ Telephone_____

1. Do you think the practicing road traffic accident reporting is necessary for this country? A/ YES B/NO

why? -----

2. Do you often discuss about the issues of road traffic accident reporting in the editorial meetings as other reporting areas? A/ YES B/NO

If no, why? -----

3. Does the media channel allocate the appropriate resource (finance, material, human resource) for road traffic accident reporting? A/ YES B/NO

If no, why? -----

4. Do you equally treat road traffic accident reporting with other areas of reporting such as politics, health, business etc? Or do the issues of road traffic accident reporting get priority after the coverage of those political, social and health issues? A/ YES B/NO

If yes, why? -----

5. Who is the final decision maker to provide a news report on road traffic issue? (the reporter, editor, the department head, or the manager)

~ To decide what should to be reported?

~ To select the angle of the story?

~ To decide the contents of the story?

~ To allocate time and space?

6/ What is the primary objective of the institution in road traffic accident reporting?

To maximize profit from sponsorship

To satisfy the interests of the society

If any other, please specify-----

7/ Do you believe that the news stories provided by your media channel aimed to support the development of road safety in Ethiopia? A/ YES B/NO

How-----

8/ what is the qualification that your media company requires to assign road safety journalists?

9/ what is the challenge of road traffic accident reporting in station/FBC/?

1.1 Internal challenge -----

1.2 External challenge -----

10. What should be done to strengthen the practice of road traffic accident reporting in FBC
