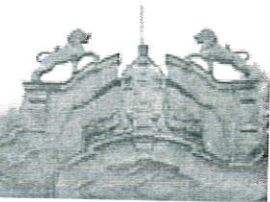


Addis Ababa
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**Work Allocation of Women Journalists in Amharic News
Coverage: The Case of ETV**

Firehiwot Kassa

**A Thesis Submitted to
The Graduate School of Journalism and Communication**

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

**Addis Ababa University
Addis Ababa, Ethiopia**



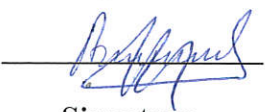
June, 2014

Addis Ababa University

Graduate School of Journalism and Communication

This is to certify that the thesis prepared by Firehiwot Kassa, entitled *Work Allocation of Women Journalists in Amharic News Coverage: The Case of ETV* and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

Signed by Examining Committee:

<u>Negeri Lencho (PhD)</u> Examiner	<u></u> Signature	<u>Jan 13, 2015</u> Date
<u>Abdissa Zerai (PhD)</u> Examiner	<u></u> Signature	<u>13 January 2015</u> Date
<u>Aganesh Jemaneh</u> Advisor	<u></u> Signature	<u>13 January 2015</u> Date

Abdissa Zerai (PhD) 

Chair of Department or Graduate Program Coordinator

ABSTRACT

Work Allocation of Women Journalists in Amharic News Coverage: The Case of ETV

Firehiwot Kassa

Addis Ababa University, 2014

Assuring women's equality in different aspect of life is the most serious agenda of the country. This paper also acknowledges the importance of equitable work allocation of women journalists in shaping peoples attitude, belief and recognition towards women in general. Hence, the study mainly examines the status of female journalist work allocation in Amharic news coverage of ETV.

Critical mass theory and liberal feminist approach comprise the basis for the theoretical part of the paper. The research mainly center on addressing the type of news themes and stories often covered by female journalists, the criteria of the newsroom used to give duty for journalists, female journalist's views towards their assignments in the newsroom and the views of the editors and the deputy directorate towards female journalists. Dominantly qualitative research methodology was used. FGD, in-depth interview and archive review were used as data gathering tools.

As a result, the study indicates that women journalists work allocation are mostly inclined on soft issues for various reasons, though the numbers of female journalists in the newsroom are less than half of male journalists.

All interviewed concerned people who have been giving assignments admitted that, in that location were no fixed and written criteria to assign journalists to cover both hard and soft news but there was a dependency on few male journalists. Lack of journalism knowledge and experience of supervisors is mentioned as one of the reasons for their inequitable work allocation because most of them have wrong perception for different news stories that male are perfect on hard topics. The research also finds out that the newsroom didn't arrange sufficient training opportunity which helps for the enhancement of women's journalist's knowledge and skill in relation to their lack. In the current set up women journalist did not face sexual harassment, however, they are tied with fear of sexual harassment by remembering stories which are happened against women journalist some years ago. Moreover, women journalists who have got married and have children are trapped by various

domestic and family responsibilities and these conditions limit their potential and interest in taking responsibilities of covering most serious hard topics.

Based on the findings, the researcher suggests some possible recommendations to resolve indentified problems: the newsroom management should list down justified and reasonable criteria. Also newsroom management should consider journalists, educational discipline besides the status of their education otherwise they should give sufficient and helpful trainings to fill the gaps between their educational knowledge and assignments which are given to them.



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My special thanks also go to for ERTA directorates, especially deputy directorate of newsroom for their contribution in making journalists available for interview. It is a heartfelt gratitude that I extend to all participants of the study for giving their time so freely and sharing so candidly.

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Acronyms

GTP = Growth Transformation plan

MDG = Millennium Development Goal

ETV = Ethiopia Television

E.C = Ethiopian Calendar

NGO = Nongovernmental Organization

EMWA= Ethiopian Media Women Association

IMMF= International Women Media Foundation

EAJA = Eastern Africa Journalists Association

NEWA= Network of Ethiopian Women's Association

GMMP= Global Media Monitoring Project

ICT= Information Communication Technology

EEJA=Ethiopian Environmental Journalist Association

Conceptual definition

Hard news is more serious, coverage of breaking events involving top leaders, major issues, or significant disruptions in the routines of daily life like Politics, economics, crime, war, and disasters and also stories what you hear at the start of a broadcast news report which covers current events.

Soft news is less serious subjects like arts and entertainment, sports, lifestyles, human interest, and celebrities. Also it has no serious impact on peoples even they are too late to be covered.

Gender inequality - refers to unequal treatment or perceptions of individuals based on their Gender. So these concepts appear in the study with these senses.

List of appendices

Appendix one: Guide line questions for focus group discussion (FGD)

Appendix Two: Guide line question for in-depth interview for the selected deputy directorate and editors

CHAPTER ONE

INTRODUCTION

This chapter introduces the main topic of the research. It includes the background of the study and the statement of the problem which motivated the researcher to conduct on this topic. It also incorporates the scope, significance and limitation of the study.

1.1 Background of the Study

Now a days, empowering women and ensuring their benefits in all aspects of life became one of the most serious agenda throughout the world, though the degree of their status and representation varies from country to country, that is the reason why Ethiopia include the issue in their MDG and GTP. This plan and objectives can be archived by working in collaboration with other concerned bodies and the public. Among those concerned institutions, media is a relevant tool for educating the masses, shaping peoples' attitudes and promoting national developments in regard to every aspect of life including women's life, the role and representation as well. As Kane (1988, 88-89) cited in Cunningham (2004, p.1) as cited in Nardos Kabtamu (2006), the mass media have become one of the most powerful institutional forces for shaping values and attitudes in modern culture. Kane et al (2000) also mentioned in Cunningham (2004) the fact that the media have a strong power in shaping outlooks of society through structuring our notions, viewpoints and actions.

It's obvious that people who live in different parts of the world have heterogeneous culture, language, attitude and beliefs. As explained in the above literature, to shape and alleviate the bad and backward attitude, beliefs, and thoughts of the society, media uses as a weapon apart from the role of media like informing, educating, entertaining the society (Sheikh (1992) cited in Eva Solomon 2006).

Consequently, media can play an enormous role to form the attitude of the society towards women, women relationship and position in the world. These messages are passing by journalists through television, radio, or print outlets. Since journalists are an actor's for one's media, they have their own responsibilities in shaping the attitude of the public.

As Sanga and Shariff (1992) cited in Eva (2006), now days, the proliferation of digital technologies, media has a power to replace traditional socialization institutions like, family, home, school, church, mosque, and peer groups. People can gain experience, educations, information, moral values as they can access from those traditional institutions. Thus, media can have a way to address audiences within seconds.

The most significant and longest social movement continuing is movement for emancipation of women. Though the primary goal for women empowerment is to improve the quality of life of women, but it has also deep ramifications in social, economic and political scenario of body polity. The media through its reach to people at large has been instrumental, though not to the extent desired in supporting the movement for women emancipation by focusing neglect and marginalization of the position of the women in society (Ray 2008, p.1)

As Ray (2008) explained empowering women is not only their benefit rather it has its own role for the social, economic, and political development of one's country same as men. So to have their contribution, media is the best alternative to avoid neglecting, discrimination, and marginalization of women in the society. As a result, empowering women and youth and ensuring their benefit in every aspect of life became one of the main concerns for most countries in the world for their millennium development goal (MDG) to be achieved. Also

the issue included as one of the pillars of five years (from 2010/11- 2014/15) of Ethiopia growth transformation plan (GTP) and has been taking more attention by the government.

Women and youth initiatives will aim to ensure equitable socio, economic and political participation by and benefit directly for, women and youth in our society. Unlashing the potential contribution of youth and women to national development will have profound effect on the speed, equity and sustainability of the country's overall growth and development (GTP 2010 p. 27)

Besides, it has planned that the capacity of media professionals in the rural area will be strengthened and the use of ICT will be enlarged as one target for the five year plan. As part of media professionals women have their own share on the effect on the speed, equity and sustainability of the country's overall growth. Since media is the fourth estate of the government, which has an enormous role in changing a society, ETV should have its own share for the practical achievement of GTP in relation to empowering women and ensuring their benefits.

In 2005 E.C, data of ERTA indicate that the number of male and female journalists in news and current affairs department was fifty eight and twenty two, and eleven and four editors, respectively. In 2006 E.C the number of male and female journalists increased to forty one and twelve, respectively. The number of male editors was raised by five, but the females are the same as 2005 E.C specifically, in newsroom department, out of the total number of forty-seven journalists, the male are thirty-two while women are fourteen and the rest one is a freelance journalist. One female and three male senior editors, two male and two female editors are working in the newsroom. In addition to this, starting from September 2006 E.C, one female and the male deputy directorate have taken the responsibility of giving duty for journalists. As the statistics shows, though the number of female has been increased from

time to time, still their number is less compared with the number of male journalists though the numbers of female editors are equal to male.

Different researches carried out in the area of status and gender representation in the world, including Ethiopia media, but most of them focus on print media and their representation in media contents. But this research tries to assess female journalists work allocation in the ETV newsroom of Amharic news coverage beyond figure out the ongoing numerical improvement.

1.2 Statement of the problem

As Wood (1994, p, 31) remarks of the many influences on how we see men and adult females, media are the most pervasive and one of the most potent. Throughout our daily lives media suggest their messages into our consciousness at every turn. Though in our surroundings there are different influences which affects our perception towards women and men, media is one. Since media is a way to put a message into people's mind, either from the story we watch or listen or from the message teller or both, there is a chance that it shapes our perception towards women and men wrongly or correctly and make us look them differently with different credits. Thus, the study tries to pinpoint gaps and describe lessons in relation to women journalists work allocation. Accordingly, it also analyzes their contribution in gender equity matters. Consequently, the researcher believes that this kind of attempt is important in light of the negative trend observed in women work allocation.

It is widely acknowledged within the media that they have played an important role in highlighting a wide range of issues related to human development, and rights, social and economic justice, culture, and other vital aspects of life and society that were earlier neglected by a press traditionally preoccupied with politics and government. Women have been noted for their coverage of social

trends. They are also credited with having introduced more human interest in the media, even while covering hard news (Joseph, 2006 p, 138)

As they explained, women have the ability to perform in all types of issues. Even though their role is enormous in all aspects of life, they are neglected from some of them. Most of the time, they are pushed to social issues, even if they have the competency to perform in all genres of news. This trend affects the attitude of the public towards women journalists by scratching their credit, role and image. In addition, it pushed the society to look all messages only from a male's perspective.

In addition to the role and contribution of women journalists in all aspects of life they have their own significance of being role models for girls who have a passion to be a journalist. "Because some of the most prominent female television journalists and personalities have already become public icons and there is no dearth of role models for girls aspiring to pursue careers in the media." (Ibid, p, 141)

Moreover, watching female journalists with equitable representation has its own impact on shaping the society's attitude of the public towards women in general. Women journalists work allocation has the power to establish messages in the minds of the public either negatively or positively. As Appenteng cited in Bruin & Ross (2004, p. 109) the absence of female journalists in the media form the society attitude and trust by established in patriarchal thoughts to restrict and categorized women to domesticity and to their reproductive role. Such attitudes and beliefs are what have led to the need for mainstreaming gender in the media so as to better perceptions of women's roles and positions. Because women and men have equal knowledge and skill for their particular position, they should perform equally otherwise if the

institution prefers men by considering that women can't have an ability to do such job, it can be a cause for the issue of women to be forgotten or untouched. The absence of women in the media also indicates the weakness of the institution indirectly because sometimes this might be a cause for the unbalancing gender report.

It is obvious that every human being has their own view and view of looking the world. So it is not possible to view the universe from a woman's view. In addition to this, since the media is the fourth estate of the government, it should protect the right of women by assuring their equal opportunity in their occupation to involve in the development process of the country. Even though they bear their own share and contribution, their issue can't get an end. Bruin & Ross (2004) also argues that Journalism was considered as a male preserve occupation. Due to this reason, this day the majority of African journalists are men. It remarks that though journalism is a profession like other professions which women and men can equally perform, there is a work boundary which women and men should perform. Especially in the third world, journalism is one of the professions which were not allowed to women. Thus, majority journalists are men (Ibid P, 109)

Among those media outlets which are working for the good life of the public, and the development of the country, television has its own share to change the perception of the society towards women. "One of television's strengths is its ability to convey emotion and share experiences with viewers (Potter 2006 p, 10). Since television is the combination of sound and image, it has its own potency to make a full sense of one's action compared with other media outlets. In addition, it can be accessed by any person who can watch TV. As Shirin (2009) describes most children spend their time by watching TV. They watch between two and four hours of television per day. The presence or absence of role models, how

women, men, girls and boys are presented, represented in, and what activities they participate on the screen powerfully affect how girls and boys view their role in the universe.

Studies looking at cartoons, regular television, and commercials show that although many changes have occurred. Girls, in particular, have a wider range of role models, for them how they look is more important than what they do. Thus, because of the role of a woman's presence with equitable representation of social, economic and political development of one's country, the question of gender equality and representation of women in the media began earlier when the movements of feminists rise in 1960's but still the issue couldn't get an end.

In the early year of the twenty –first century, the representation of women in the news and other fact based media presents a complex and a mixed picture of women as subjects and actors in society. Women still face many of the same problems that were evident several decades ago, when feminist first raised their critiques of women's marginality and misrepresentation (Byerly & Ross, 2006 p, 37)

Similarly, in Ethiopia different studies were carried out in the area. Agaredech Jemaneh (1996 E.C), a survey research on the state and the role of female journalists in the country, Mengstu Darge (2007), The State of Women and Media in Ethiopia: A Survey of Journalists Working in Newspapers and News Agencies, Nardos Kabtamu (2005) A comparative study on the representation of women in Addis Zemen and Reporter newspapers, and Seble Bekele (2006) Women's representation in the news: A critical perspective on the print news media.

Even though the title, objective, scope, time, methodology and techniques of those studies differ from this study, they tried to touch the subject on their own way. Accordingly, the research conducted by Agaredech (1996 E.C) find out that women mass media practitioners

joined the profession through different ways. Even though they are devoted and effective in their career, there are a lot of obstacles which affect their performance. Lack of professional skill and other managerial problems can be mentioned among those challenges. As the study illustrates on the corner of women participation in mass media, their involvement in the profession is encouraging, but challenges which they face affect their competitions and makes them to lag from their career.

Mengistu (2007) also studied in the state of women and media in newspapers and news agencies. Accordingly, the study explores that women journalists' preference and the practical assignment given to them were found to be mismatched. For female journalists, politics, sports and crime reporting were the least assigned tasks. Although politics was one of the second most preferred media beats by female journalists, women are deprived of their rights to cover top political issues and are assigned to women and other soft issues contradict with their interest. Specifically speaking, the study shows that women journalists work preference and their assignment given to them are contradicting each other and this affects their equitable duty assignments on the selected newspapers.

Nardos Kabtamu (2005) also conducted a research on women's representation in private and government newspapers comparatively. The study described that those newspapers do not present a balanced picture of the variety of women's lives and their participations to society, but relatively, the private newspapers – reporter relatively balanced use of articles and photos in covering hard issues.

Under the title of “Women's representation in the news: A critical perspective on the print news media”, Seble Bekele (2006) concluded that news is male dominated, issues of public

concern mainly told from the men's perspective, with male voices and images. Concerns closely linked to women and their voices are not given due space in the news putting women in the margins of the news and the issue of public importance.

Generally, the studies are mainly focused on print media outlet and assess their state and representation of women journalists in news contents, their representation in private and government newspaper and also the challenges which women journalists faced in their professional career. According to all those studies the numerical participation of women journalists is improved, but their representation in print media contents and their assignments given to them are gloomy.

Since broadcast media are more accessible for the society and can reach even to illiterate society and ETV is a government owned and the only national media, which is expected to do a lot in regard to assuring women rights and benefits, besides numerical participation of women journalists, it would be essential to know more about women journalists work allocation on news coverage, by exploring the type of news theme and stories often covered by female journalists, the criteria of ETV newsroom used to give assignment, editors and deputy directorate view towards female journalists, the perception of the journalists towards their assignments, and practical challenges which women journalists face in ETV newsroom department (if any). As a result, the researcher was motivated to examine work allocation of female journalists in ETV newsroom.

1.3 Objective of the study

1.3.1 General objective

The general objective of this study is to examine the status of female journalist work allocation in Amharic news coverage of ETV.

1.3.2 Specific objectives

The research has the following specific objectives:

1. To identify the type of news theme and stories often covered by female journalists.
2. To find out the criteria of the media house used to give assignment for journalists.
3. To gauge female journalist's views towards their assignments in newsroom.
4. To find out the views of editors towards female journalists.

1.4 Research questions

Guided by the objectives of the study, the study sets out to answer the following research questions:

1. What topics, issues, or type of news stories journalists often assigned to report on?
2. What are the criteria used to give assignment to journalists?
3. How do female journalists perceive their work allocation?
4. How do editors view male and female journalists?

1.5 Scope of the study

This study focuses on Ethiopian Radio and Television Agency (ERTA), which is a government media, particularly, in the newsroom. The study primarily looks at work allocation of women journalists in Amharic news coverage through qualitative analysis of data collected from in depth interview and focus group discussions (FGD). In addition, the selected prime time/evening /news also used to look their work allocation and analyzing the data obtained through different techniques helps for the credibility and reliability of the study. The date and time of news are selected purposively because most of the time, news are transmitted repeatedly within different news time. Moreover, the selected month of January and February 1& 2 prime time news of 2014 helps to make the research newer and recent.

1.6 Significance of the study

The finding of this research will be an important input in the facilitation of gender awareness in the media house, especially, newsroom department, school of journalism and communication and other government sectors to mainstream gender, to formulate new strategies and mechanisms that can improve working environments, and to alleviate challenges which tackled the state and work allocation of female journalists by providing capacity building and consultancy programs and other affirmative action. Besides, it will assist NGOs and private sectors who are working for gender equality to know the gaps to discover out the possible solutions on this view. It will be the initial point to conduct further research on the area.

1.7 Limitation of the study

Due to different factors, the study has its own limitations. In the first place, focus group discussion by nature requires a considerable investment of time and money, using group methodology needs detailed planning and a strong commitment to allocate sufficient staff time to organize the groups. However, because of the narrow time schedule of journalists, the research doesn't include all female journalists and editors as a participant of the study. It was also difficult for purposively selected FGD participants, but the researcher could meet them by arranging convenient time.

In addition to this, it was challenging to dig out information from journalists easily without frustration on some specific aspects like, sexual harassment, but the researcher tries to divert their uncomfortable mood through non directive discussion. On the other hand, because of time and electric power problems, it was difficult to collect more than one month's news of 2014 from Ethiopian broadcast authority news archive. Thus, the research only focuses on one month (January) of 2014 and includes February 1 &2 news exceptionally to replace the missed two days news of January due to recording problems. Hopefully it would be representative in addition to the data which is collected from FGD and in depth interview.

CHAPTER TWO

REVIEW OF RELATED LITERATURES

Introduction

This chapter deals with various related research findings and literatures. In the previous chapter, it has been remarked that the role and presence of women in different media outlet has its own significance in regard to shape the belief and attitude of the society. Also, it is a means for generating role models for girls, who have a deep passion for the profession. It has also been described the trend of depictions of women journalists in the media, especially in the newsroom.

This chapter includes different sections. The first section starts by discussing about women and media, the second section looks at news in general, and women in news in particular, the third section discusses on challenges, empowerment of women in media placed in the fourth section, the fifth section of the chapter reviews the Ethiopian media profile specifically focusing on women's involvement in Ethiopian media. Finally different theoretical frameworks, liberal feminist approach, and critical mass theory presented as a conceptual framework to look at work allocation of female journalists in ETV newsroom.

2.1 Women and media

According to Katharine (2013 p.3) media has a significant impact on how social and cultural norms relating to women and the gender form and evolve. At the same time, women's image and the role that women play in the media are heavily influenced by existing social and cultural norms. Even though there are debatable ideas on these two contradict concepts, since media is the fourth estate of the country, women presence in media industries has given rise

to improve equitable representation of women and girls. So media used as an instrument to shape inappropriate thoughts and beliefs of the society.

The way in which women are represented in news media send important messages to the viewing, listening and reading publics about women's place, women's role, and women's lives. The media in particular television with its huge audience share, are arguably the primary definer and shapers on the news agenda and perform a crucial cultural function in their gendered framing of public issues and in the gendered discourse that they persistently promote (Byerly and Ross, 2006, p.400)

In Ethiopia broadcasting trend, primarily the radio, reaches a much larger part of the population than does print and as far as the researcher concerned, TV users increased from time to time and also people watch TV in different incidents eagerly because of both its visual and audio platforms. Therefore, Women work allocation in TV can pass a message by showing their skill and potential, their weakness and inabilities. Also news is one mechanism to know the ongoing activities of the country. Thus, everybody who has an access wants to watch news. But because of the proliferation of media outlets, especially adverts, it is possible to see when women preferred to do different activities primarily for the sake of their beauty. This trend pushed the interest of women in entertainment aspects by showing their sexy body parts in place of using their mental capacity, skill and knowledge.

As Caputi & Kilbourne 1999 cited in Byerly and Ross (2006, p, 37) in the rise of advertizing that dominates the space of magazines and newspapers in much of the world. Many of today adverts displays women's bodies in parts "as buttocks, thighs, legs, breasts, facial skin. The media, both news and entertainment, perform an important affirmatory role in reinforcing

dominant gender norms, it's no less true for the reaping (Ibid, p. 40) hence, even though the degree and seriousness of the issue differ, the state and representation of women in media has been concerned as a big agenda throughout the world especially in the third world, Africa.

Eastern Africa Journalists Association (EAJA) 2008 explained that, the media industry in Tanzania has grown vastly compared with other countries in Africa especially after introduction of multi-party political democracy and liberalization of the press in 1992. At present time Tanzania is proud to have a considerable number of news papers, radio and television stations. Even if it is not stated in number, the media industry in Tanzania today owned by both governments, privately companies, some religious institutions and political parties. However, at this condition, the status of women journalists in Tanzania is tremendously weak due to the fact that many women journalists have low education qualification, and lack of confidence and wrong thoughts that they cannot perform same as men (Ibid P, 36) This explanation remarks unless women journalist's education, competency, and skill are improved, the increment of media institutions couldn't make change for the presence of women journalists in media alone.

On the contrary, looking the trend of Uganda, apart from media has power to change public perceptions and attitudes, the proliferation of digital technologies, and media has their own share even to increase women participation in media compared to the previous time, but still their representation is under question mark. This experience explains the number increment of media institutions attract women to participate in the profession and also it enhances their number and representation in contents too.

The experience of these two countries shows even though the number increment of media institution has its own contribution for the presence and participation of women journalists, it doesn't make change alone unless the education and skill qualification of women are improved besides the media institution numerical improvement.

2.1.1 Women's presence and role in the media

In general description, women have their own role in all life aspects same as men. As Byerly & Ross, (2006) explained women working in media industries have made some gains through the year in terms of their own advancement in creative and decision making ranks, as well as in increasing the amount of content about women and also they can be a sound for them (Ibid p. 38) In addition to this, the presence of women in the media helps to touch the untouched and forgotten issues of women in person or as the whole in the society.

The eighth decade of last century emerged as the era of weeklies and many women started their job in reporting, which is the most challenging segment of journalism. This women flock contributes a lot in the reporting outlook. It should be mentioned that in the male dominated society, the agony and happiness of women are always less emphasized. So, in most cases, male reporters are in a mood of absent-mind to dig out the problem of women, maybe it is personal or social. By the time, the society advanced and takes a mental shape to see women in the work out of the home (Abbas et al.2009)

Relatively from the previous number of female journalists, now at least male and female journalists are working together in all the segment of media industry in the profession. Their presence and participation come-out of women changes a lot in terms of outlook besides their contribution for others (ibid)

Gallagher, (September 2010) remarked that, the media being part of that same society follows suit, with attitudes and perspectives that are reflected in and through media coverage and in-house culture. This explains, to some extent, the biases and stereotypes portrayed through the

media coverage. The media mirrors society to the extent that reportage and practices echo the bias and discrimination taking place in real, lived experiences.

2.2 News

2.2.1 Type of news stories

It is difficult to classify news to put in to different categories. There are different debates about the type of news. Some are classified news by their themes, others classified by their sensitivity, seriousness and reading or writing style.

Hard news includes stories of political and international nature, especially stories that were time-sensitive, like the story about a would-be bomber in New York. While soft news included health and feature stories, or stories that could be reported at any time of the week without altering their message (Irvin 2013 p 41&42)

In this sense, based on their sensitivity and non sensitivity of news, news categorized in to two different types: hard news and soft news. The question of differentiate one's news sensitivity and non sensitivity is under question mark because of some news seems soft but contain hard topics. "Some stories blend these two approaches. Stories that are not time-sensitive but that focus on significant issues are often called news features which are an effective way to explore trends or complex social problems by telling individual human stories." (Potter 2006 p.7) Despite she put it as a special case in her classification; in general she divided news stories in to two different categories. According to her explanation those news stories are classifies and defines as follows:

Hard news is essentially the news of the day. It's what you see on the front page of the newspaper or the top of the web page, and what you hear at the

start of a broadcast news report. For example, war, politics, business, and crime are frequent hard news topics. It's timely, controversial, and has a wide impact close to home. Community needs the information right away, because it affects people's daily lives. By contrast, soft news is a human-interest story involving a prominent person and it's an unusual story that people likely would discuss with their friends. But there's no compelling reason why it has to be published or broadcast on any particular day like stories about lifestyles, home and family, arts, and entertainment, food, health, education, and so forth (Ibid p,7)

As they describes, fundamentally news are categorized based on their sensitivity, non sensitivity, time, and their impact. Based on the above literatures the researcher defines hard news and soft news.

Hard news: news which is more serious, coverage of breaking events involving top leaders, major issues, or significant disruptions in the routines of daily life like Politics, economics, crime, war, and disasters and also stories what you hear at the start of a broadcast news report which cover current events for instance, the progress of a war, the results of a vote, the breaking out of a fire, a significant public statement, the freeing of a prisoner, an economic report of note as are certain aspects of law, science, and technology.

Soft news: are less serious subjects like arts and entertainment, sports, lifestyles, human interest, education, food, health, tourism and culture and celebrities. And also it has no serious impact on peoples even if they are covered too late. Thus, those definitions are goes until the end of this research.

2.2.2 Women in news

Global Media Monitoring Project (2010) remarks that, newsroom editors, feature editors, and senior reporters who are mostly male, are ordinarily responsible for assigning stories to reporters and journalists. Work allocation within media houses is not always based on competence in covering certain areas; stereotyping in the distribution of stories persists. Female journalists continue to cover what are termed as ‘soft’ stories such as culture, health and other social issues rather than reporting what may be seen to be more challenging topics, such as politics, business, technology, science, elections and finance. Rarely are female journalists considered to be grand reporters.

In relation to this, as Global Media Monitoring Project (GMMP 2005) cited in UNESCO (2009), by 2005, 57% of all television news presenters were women, yet only 29% of news items were written by female reporters. Meanwhile only 32% of “hard” news was written or covered by women. They are more often found reporting on “soft” subjects, such as social issues, the family, or arts and “living”. As the statistics shows, though the number of women TV presenters’ percentage is greater than men, almost half percent of them are involved in writing news but 32% of them were participating in writing and covering hard news while the remaining percent are covered by men

On the other hand, work allocation of women journalists and the status of women in the media are related each other. As UNESCO (2009) explains by taking the African trend, the less number of women who are working in higher position affects the assignment representation of women journalist in the media institution.

The majority of media gatekeepers, editors and senior reporters are male, certain prejudices about gender in media content do not occur by accident.

These prejudices are reflected in the way assignments are distributed, who

covers what story, the way stories are re-written and edited, what sources reporters are referred to, and the perspectives that are seen as important and that should be retained, just to mention a few. In fact, the lack of diversity in voices in the news reflects the status quo in society where reliance on stereotypes that are part of our shared culture remain, giving more voice to men than women as sources and purveyors of information and knowledge.

(Ibid)

Journalism has been categorized as a difficult profession which women can't participate.

According to EAJA (2008 p.17), in most of African countries women journalists came late to the profession. Here it is important to note that in Burundi women came late in the media as the sector of journalism was considered as a very hard job which women can't participate, it is restricted to men. According to Kabagema, journalist at Burundi national radio night shifts, night report in Hotels, in a society which scrutinizes what a woman does and does not do, very few women were able to take risks for such a job, therefore it has impacted negatively on women's representation in decision making positions and on the way news is selected and directed. Since they are few in the newsroom, it will be very difficult for them to influence the choice on stories to cover.

Even few journalists take a risk to pass through harsh condition; most of them do not want to take a risk. Their fear towards the risk tied themselves with such conditions. These conditions make their name to be labeled negatively in regard to their work allocation.

As a result, duties of women journalists are usually associated with what is termed as "soft stories" that include topics like life style, fashion, shopping, HIV/AIDS; issues considered natural territories for women journalists(while they can do in hard topics like, politics and business). In Ethiopia, the only exception in this case, as indicated in a media study done in

2007, has been the government owned Amharic weekly *Addis Zemen* which uniquely introduced equal representation of men and women in coverage of issues of economy and politics from print media outlets (EAJA 2008 p, 22) This can be the evidence for those who thought that women have inability to perform in both news categories: hard news and soft news. If they can do well in print media outlet, there is no plausible reason for lagging from hard topics of broad cast outlet.

With regards the state monopoly, for the Ethiopian Television, 195 journalists were working in four sections (News, Program, Entertainment and Sports) in five languages in 2007. Out of this, only 30% of these women were working on news desks while 35% of the men are assigned on news desks. The entertainment section is found to be reflective of “the soft territory category” as it was comprised with 21% of the women journalists in the organization while men only make up 11% of that staff (Ibid p, 17) Out of the total number of ETV journalist in 2007, 30% were working for news desk and their number is competent with men. But the majority soft issues are covered by women while the majority of men were on the other category of news: hard news

2.3 Challenges

Women have been facing a lot of challenges in different dimension. “A repetitive use of notorious gender stereotypes (such as showing women only as careers of the family or as sexual objects) affects the public’s perception of reality.”(UNESCO, 2009 p. 12) In the proliferation of digital technologies, media is more accessible for people better than the previous time, but these Medias portray or represent women in different way. On one hand, they put as career of the family, and as sexual object on the other hand. These portrayals of women leads the public attitude on one side as women don’t have an ability to perform in

other aspects and they only imagine that women are not able to participate without those tasks.

UNESCO (2009, p .6) defines “Sexual harassment remains an unspoken problem. Unnecessary touching, sending of unwanted emails, text messages, display of pornographic pictures in the workplaces, sexual comments etc, are generally considered as forms of sexual harassment” It also about lack of respect that makes an individual feel violated, whether it is about their gender or inappropriate manner in which they may be treated. Specifically, the workplace has become a very common place for sexual harassment to take place, and while inhibiting the work quality of employees; it is degrading to any victim of the illegal practice. (ibid) Especially, in the patriarchal society, women are victim of different violence. From these violence sexual harassment is one. Because of the nature of the profession, journalism needs field reporting, traveling a long distance on foot, working with other male colleague (camera man, editors, male reporters...) working alone until at night, communicating with people and other officials, making an appointment with interviewees. Consequently, there are possibilities which women journalists to be harassed.

Female journalists in particular have recently emerged as one group of employees that is frequently targeted by sexual harassment, and studies show that this is most definitely a growing problem. In male dominated career fields, this type of harassment is not far more likely to occur (Ibid)

According to the article, the finding of one study as an example, which says based on 199 responses from 236 women, commissioned by a newspaper business publication, NewsInc, found that 44 percent of newsroom women, primarily managers, reported being sexually harassed.

As Weidman (2001 P, 71) cited in Mengistu Darge (2007) is of the opinion that male dominated staff and culture, male centered magazines, the darkroom and other hazards of photography and, male gatekeepers are some signs where women are highly exposed to sexual harassment. Similarly, in broad cast media, production rooms, offices, elevators might be the place which women exposed women for harassment. Such challenges have been mentioned as the cause for not being a critical mass in media.

Although the number of women in journalism has risen impressively over the past two decades, this rise has been patchy. Women have not yet reached a critical mass in 'serious' news beats. Moreover, they remain a minority in top managements jobs, in news organization, where the glass ceiling continue to limit women's promotion to key decision making positions. Women continue to face sexism in the news room. (Fleming 2004 P, 2) cited in (Mengistu 2007).

From the other dimension, especially in the patriarchal society, women have been facing different challenges by their husband, family, boy friend in regard to their career. Moreover, the gender classification of responsibilities can be mentioned as a big challenge for their sustainability, competency in their job.

The biggest burden on women in journalism is their domestic responsibilities as wife, mother and daughter-in-law. The brightest and most successful journalists have left a bright career to settle down in matrimony or have moved to less demanding jobs when children arrive. For women, almost invariably, the home comes first (Bhagat 1994 p, 26)

2.4 Empowerment of women journalists

2.4.1 Education and Training

It is plausible idea that empowerment: well developed skills, and knowledge are needed for every professions for a better change and development of personal competition, one's institution as well as the country. So journalists should have an access or opportunities to alleviate their lacks, upgrade the existed knowledge and experience to be competent in regard to their career. Education is one of those mechanisms which help to improve our knowledge and skills.

If you are thinking of becoming a journalist, you should go to college. A person who has not continued his studies after his early schooling will not find it easy to get a newspaper job. It is true that there are a few important people in journalism who never even finished school. But most news paper editors want to give jobs to persons who have gone to college. (Stain 1968) cited in (Agaredech 1996 E.C p. 13)

In journalism career, even though there are good and competent workers who do not have college educational qualification, editors and decision makers prefer educated person to give assignments. So at least, learning is essential for all even to have a chance to be assigned for one task. Gallagher (2010) also added that, education and trainings have their own big credit for all. In relation to media the level of training and education are closely linked to recruitment, career development and advancement as well as the ability to professionally contest gender injustices within media houses, unions and associations. This has an impact on opportunities for women to occupy positions of leadership and decision making. These also help them to improve women journalist's media representation.

In addition to educational qualification, communication skill has essential role in journalism career. Ray (2008) explained that communication is extremely important for women's development and mass media should play significant role to empower women in regard to this and noted that, growth of women's education and their entries into employment have contributed to the growth of media on the other hand.

According to the report of IWMF (2011), the great majority of companies surveyed across regions said that they provide educational opportunities for women in relation to their profession. The lowest response rate to this question was found in Sub-Saharan Africa, where just over half (56%) of the companies surveyed said they have such opportunities. In most regions, more than 70% of companies said they made such provisions. Companies were not asked to specify the nature or frequency of such opportunities, or how women's participation led to advancement within their companies. This statistics indicates that unless the follow up and frequency of trainings are not improved for the expected outcomes, it is difficult to fill professional gaps and lacks and thinking about better change in regard to professional qualification of journalists.

2.4.2 Associations

Associations help to strengthen once group or unity to which makes learning environment to learn each other, to share different experiences, and to struggle together for the better outcome of a specific agenda. Around the world, there are different women media professionals associations which are working for a better participation and representation of women journalists in media industry.

According to Ethiopian mass media profile(2006), journalist associations has its own contribution the relative freedom of the media which transpired consequently with , or more as a consequence of, political economic has enhanced the process of democratization. Among those associations which are working in Ethiopia, EMWA is one which aims to promote the interests of women journalists, push for stronger coverage of women's rights, promote gender issues in the media, and compiling information for the book. It has been involved in several skills, upgrading training, workshop, seminars exchange programs, forums, and media coverage of violation of women's right. As far as the researcher concerned, nowadays there are different journalist associations established based on different disciplines and topics. For instance, Ethiopian environmental journalist association (EEJA), free presses journalist association.

2.5 Media in Ethiopia

2.5.1 Short profile of Ethiopian media

According to Ethiopian mass media profile (2006), the Ethiopian mass media has a long history. It starts and developed from the development of modern journalism began in Ethiopia with the introduction of modern or formal education, during the last years of Emperor Minilik event full reign (1889-1913). The first printing press was introduced in to east Africa in October, 1863 in Emperor Tewodros time and after a long progress and modification in 1902 the first real Amharic news paper was issued in Addis Ababa by a Greek business man called Andreas E. Kavadia. This completely Amharic news paper called Aimro (intelligence), a name which was given by Menelik II himself. It was a four page weekly and its earliest issues were written by hand and had a circulation of only 24 copies. Kavadia obtained a duplicating machine and its circulation eventually reaches 200 copies. (Population media center 2006, p,

7)

The broadcast media, especially Radio was first established in 1935 at Akaki town in the south eastern part of Addis Ababa. But regular radio broadcasting began in Ethiopia in 1941, after the Ethiopian victory over the Italian fascists. When the government broadcast began, the program was simply a daily news bulletin, music and government announcement. (ibid)

November 2, 1964, was a day of Ethiopia's first television broadcast. The installation of equipment in Addis Ababa's new city hall had been completed in the record time of 19 days, utilizing video cameras and a single studio. This was done not only because Ethiopian needed to catch up with the rest of the world in the development of its information services, but also because television was a potent medium of education and an important tool in shaping Hailelassie 's personality cult. Besides it was the time that the organization of African unity was established in Addis Ababa. Eth.Birr 600,000 (about US Dollars 250,000) was spent in setting up the Ethiopian Television Service. The annual running cost was estimated at Eth. Birr 500,000. Revenue for the service used to come from advertising and the government. (ibid p, 12)

When the Ethiopian television was established, through the British firm Thomson Television international, Ethiopia had got Eth. Birr 500,000 loan from a British bank for the purchase of equipments, hiring of expatriate personnel and getting the station on the air.

At the beginning, television programming was burdened with a preponderance of foreign filmed material. Gradually the proportion of local produced, live material has been increased. At that time, the most significant programming change was the introduction of educational television in October 1965, although it no longer exists. When television started, Addis

Ababa had about 500 sets. Two years later in 1966, this had been expanded tenfold to over 5,000. As the year went by television sets increased rapidly, but there was a notable shortage of spare parts and technicians. And finally, after a long progress the two media outlet: Ethiopia radio and Ethiopia television merged in 1995 forming the Ethiopian Radio and Television Agency /ERTA/. It disseminates a variety of programs including news, entertainment as well as development programs by formulating different news department.

2.5.2 Women in the Ethiopian media

In regard to journalist employment and women participation in the media, NEWA (2012) stated that, Almaz Dejene is one of the early women in Ethiopian radio and television journalism, following in the pioneering footsteps of Romaneworq Kassahun. In fact, as a student, Almaz used to love listening to the voice of Romaneworq on the radio and it was her example that led Almaz to think about working in journalism. This also indicates that the presence and representation of women journalists in the media played a significant role to create followers by being role models for the girls who have a great passion to join the field.

As Agaredech (2002) cited in Mengistu (2007), Romanwork Kassahun had worked for more than 25 years starting her career in 1946 for both the print and electronic media. Later, female journalists such as Assegedch Yiberta, Elleni Mekuria, Bizu Wondimagegnehu and Abaynesh Birru became among the senior and famous female journalists who had been working in inconvenient working conditions. (Ibid)

During that period, a few more young women were joining the ministry, though it remained mostly a male preserve. Nevertheless, Almaz felt that the few women involved received equal treatment and equal pay, based on civil service commission procedures and standards. (EMWA) This previous trend assures that how the participation and involvement of women

journalists uses for raising question and struggling for their equal opportunity, credit and payment for their duties.

According to Ward (2011, p, 11) the broadcasting sector in Ethiopia has broadly incorporate three different kinds of broadcasters which are publicly funded television and radio services owned by national and regional mass media agencies, private sector radio stations, and community broadcasters that were licensed in 2008 and are largely in the process of establishing themselves. Of the total number of over 1,200 broadcast journalists working full time nationwide 244 or 20% of this total, work in the private sector. A further 346 or 29% of the total full time journalists, work for the ERTA radio and television channels. (ibid) As the statistic shows that, even after this long time, the number of women journalists is less compared with male journalists.

2.6. Theoretical frame work

2.6.1. The liberal feminist approach

In patriarchal society women have been depending on men, marginalizing from different life aspects. Due to this reason different feminist approaches raise different ideas of gender equality. Accordingly, various feminist form their own perspective to struggle gender inequality. From those approaches liberal feminist approach is one.

Betty (2011), liberal feminist approach emphasizes on equal individual rights and liberties for women and men and downplaying sexual differences, liberal feminism is the most widely accepted social and political philosophy among feminists. It defends the equal rationality of the sexes and emphasizes the importance of structuring social, familiar, and sexual roles in ways that promote women's autonomous self-fulfillment. They also emphasize the similarities between men and women rather than the average differences between them,

attribute most of the personality and character differences between the sexes to the social construction of gender, and tend to promote a single set of androgynous virtues for both women and men.

As explained in the above approach, gender equality has enormous contribution for social, familiar, political, and economic development of one's country and they believe that without the difference of their sex and the social construction of gender, they are similar. As a result, they can do whatever they want to do. Since experiences, engagements in different responsibilities by itself helps to enhance their skill and knowledge, women should have equal opportunity with men to expose themselves for those opportunities. They also agreed on that unless they have their own mental problems, all human beings born with equal mental capacity. Consequently, women and men have equal capacity to perform and to take care all aspects of life similar to men so they can choose their assignments and activities they want to do on. Their activities should not be chosen by others.

Liberal feminists believe that women have the same mental capacity as their male counter parts and should be given the same opportunities in political, economic and social spheres. Women should have the right to choose, their life should not be chosen by others because of their sex. Essentially, women must be like men. Betty Friedan (2010 p. 334)

For the ongoing achievement of gender equality, a lot of activities are expected from different concerned bodies by creating equal opportunity with men, making different policies which assure women's equality, affirmative action and building their capacity which can support women to make them competent until they became equal.

Liberal theory assumes equal gender relations being achieved by equal opportunities, policies and affirmative action programs. This approach doesn't

examine further power system in which male privilege is maintained by excluding and subordinating women (Nardos 2006, p. 23)

2.6.2 Critical mass theory

For a physicist, the "critical mass" is the amount of radioactive material that must be present for a nuclear fission explosion to occur. Social movement activists and scholars often use the term in a loose metaphorical way to refer to the idea that some threshold of participants or action has to be crossed before a social movement "explodes" into being (Oliver & Marwell, 1985 p.523)

If a public good has pure justness of supply (Head 1974; Samuelson 1954), its "value" increases with the number of people who share in it while its cost does not. Thus, large groups will necessarily have very large total interests in public goods (Ibid p. 525)

If the number of customers or users of one increases the credit and value of it will be increased. In the context of the study, it means that if participation of women increased the value given to them will be increased in the minds of the society. Similarly, the number of women journalists in the media rise, not only to be a role model for girls who want to be a journalist; it can change and shape the attitude of the people towards women in general. Moreover, the critical mass of women journalists in different news stories assures the ability of them to be involved in a better and quality works.

In addition to this, the enlargement of women journalists' number in media has its own significance on the improvement of their own life by using the resources of the media house for the better change of their life.

As Dahlerup (1988) cited in Childs & Krook (2008 p. 731), argues that the specific mechanisms for change lie in ‘critical acts’, or initiatives that ‘change the position of the minority and lead to further changes’. These acts include the employment of other women, the introduction of quotas for women and new equality legislation and equality institutions, and depend crucially on ‘*the willingness and ability of the minority to mobilize the resources of the organization or institution*’ to improve the situation for themselves and the whole minority group’.

Moreover, they can be a base line for ensuring the benefits of minorities which are neglected from the society like, disable people, children and minority ethnic people. Not only have these, the number increment of women made ways and possibilities to raise women questions and issues in different aspects.

Applications of ‘critical mass theory’ draw on the concept to explain a range of different outcomes, most obviously instances where increased numbers of women result in greater attention to women’s issues, but also cases where increased numbers of women result in little or no change, on the grounds that women may not yet constitute a ‘critical mass’ (Vega and Firestone 1995 cited in Childs & Krook, 2008, p. 732)

It is obvious that in our day to day activity there are decisions. Similarly, without the improvement of women as a critical mass, it has its own side effects on the cultural and work trend of the media institution by pushing the decision maker to decide for one side. “*There is no chance of the welfare unless the condition of women is improved. It is not possible for a bird to fly on one wing.*” (Swami Vivekananda)

As the proverb describes, the absence of women's voice in every institutional decision affects the work habit of the institution like, trying to fly on one wing in addition to its impact on their own benefits, "Unless women occupy a critical mass of at least one third of decision making positions institution, their absence make difference in institutional culture." Morna (2001) cited in Eva Solomon (2006). Therefore, due to those reasons, the presence and representation and number increment in one's institution is essential, especially in media, the fourth estate of the government.

CHAPTER THREE

RESEARCH METHODOLOGY

Introduction

This section presents the research methodology used in this study. It also covers the research design, sampling techniques, and research tools.

According to Kalof, Dan and Dietz (2008 p.79), the aim of both qualitative and quantitative research is to achieve a better understanding about how the world works though qualitative and quantitative methodologies achieve this goal differently, beginning with the conceptualization and design of the study and moving on to the sampling frame, data collection strategies, and how the data are analyzed. Since the sample frame of the study was narrow and followed an exploratory research design with different qualitative data collection techniques; mainly qualitative method used to carry out this study to answer the research questions. “Qualitative research focuses on how people make sense of their settings and experiences through symbols, social roles, identities, and other elements of culture and why people think and act as they do.” (ibid p.80)

Since the study focuses on work allocation of female journalists, the study tries to explore women journalist’s experience, role, and editor’s perceptions towards them, their criteria used to assign journalists. Thus, the methodology has used throughout the final output of the study. In addition to this the methodology uses to analyze the data which is obtained through FGD and in depth interview about women journalist work allocation and to explain participant’s idea clearly. As Berg (2001 P, 7), describe qualitative techniques permit researchers to share in the understandings and feelings of others and to find out how people form and give meaning to their daily lives. Researchers use qualitative techniques to examine how people learn about and make sense of themselves and others.

Though it helps to investigate the experience, perception and feelings of others, because of its subjectivity, it has its own limitation. But there are possibilities to avoid those weaknesses through different mechanisms. Wimmer and Dominick (2011 p.118) stated that, although most qualitative research projects use small samples that eliminate a researcher's ability to generalize the results to the population, the truth is that it is easy to increase sample size to avoid this problem. Therefore, this was one of the techniques used for the credibility and reliability of the study. Kalof, Dan and Dietz (2008) also added that, multiple sources of the same information can increase the accuracy of the data. When we collect data from individuals, it is always possible that their perspectives are biased, but if we collect data from more than one source, we can compare how closely the sources align in their assessments. If multiple sources report similar information, we can be more confident about the findings (Ibid p.143).

Accordingly, this study has used archive review method in addition to the data which is gained by FGD and in depth interview to alleviate those possibilities of inaccuracy, incredibility and unreliability of the study. The meaning of credibility in research is how accurately the data reflect reality. When collecting data, triangulation of methods and data sources can create a more complete understanding of the group or setting of interest (Ibid p.162).

For the credibility of the data, the data collection tools, and sources matters. So the researcher follows focus group discussion, in depth interview and Archive review techniques to analyze the subject from journalist actual work allocation. This helps to look at work allocation of women journalists based on the data which is collected through different techniques.

3.1 Research design

In this study, the researcher used an exploratory research. As it dealt with a specific area, which could represent the whole or part of the study area in this case, out of a number of journalists working in ERTA the researcher studied female journalists working in ETV newsroom in particular. The design allows the researcher to use mixed techniques: FGD, in-depth interview and review of archived news.

3.2 Sampling Techniques

3.2.1 Sampling techniques and Data sources

Because of time and financial limitations, it was difficult to include the entire female journalists and editors working in different departments of ERTA in this study. Therefore, the researcher decided to focus on journalists who are working in ETV newsroom. Since ETV is the only national television station which produce and transmit news in the country, a lot of changes are expected from it because as a government media, it should be a role model for other media in regard to protecting women's right and assure that women have the potential to be assigned in all aspects of life through equitable distribution of assignments. Television has the power to catch up the attention of audience due to both the visual and audio platforms, more over; news is the most power full segment to change public attitude and beliefs in regard to female journalists allocation because variety of work in newsroom can show and test journalists ability and inability through practical application.

On the other hand, it is obvious that journalists who are working in news department are more vulnerable for different challenges during field work. For this reason; female journalists are purposively selected as the subject of the study to explore their work allocation in relation

to the challenges they face. The researcher believes that purposively selected samples in the selected media enable to assess their work allocation.

Purposive sample is to produce a sample that can be logically assumed to be representative of the population. This is often accomplished by applying expert knowledge of the population to select in a non random manner a sample of elements that represents a cross-section of the population (Lavrakas, 2008 p.645)

In this study, freelancers and anchors are excluded. Because most of the time they are not professionals and their only task is reading the produced news as it is. Also they have other jobs and simply they have been working as par timers in the station. In general, since the job is not their day to day activity, it is not possible to think as they are fully professional journalists. Consequently, for the achievement of the study objective, the following samples were taken as representative samples of the study population.

3.2.2 Data sources

3.2.2.1 Journalists who work in ETV newsroom

From the total fourteen female journalists working for ETV newsroom, eight female journalists were selected as the sample of the study. The participants were selected through their marital status, educational background, and work experience. Accordingly, three married, three single and two journalists within relationship are selected. Four journalists who have above 4 years experience and four journalists who have below four years experience are selected based on their work experience. Also the sample included journalists who come from different disciplines like foreign languages and literature, law and, journalism and communication. Even though all the group members are homogeneous by their sex and

profession, they are different by their work experience, marital status, and educational background, but minimum one of the journalists fulfills one or two of the selected criteria, however this does not affect the discussion rather it allows the researcher to gather a data from different point of views.

As Knodel, (1993) cited in Lorio (2004 p. 78) the small number of people participating and the groups' homogeneity help to create a comfortable and nonthreatening atmosphere that encourages discussion. Consequently, the 8 member of a group and their similarity in profession and sex makes them to talk freely. The discussion is moderated and facilitated by the researcher.

Many focus group experts acknowledge that these group conversations can take several forms. Perhaps the most common type is a full group, in which a group of 6 to 10 participants (who are recruited because they share at least one commonality of relevance to the researcher) are gathered together and led by one moderator for 90 to 120 minutes (Lavrakas 2008 p, 287)

Miller and Brewer (2003) also stated that six up to ten members of FGD participants are allowed in one group, it is possible to have only one focus group meeting with a particular group of people. (Ibid p.121) Therefore, since the population of the study was narrow, in this study one focus group with eight members has been arranged and the researcher believes that it is possible to gain information from the particular group by increasing the size of the participants and the researcher can delve much deeper in to the subject with this group.

FGD was held in Ethiopia Radio and television agency on April 15, and 16, 2014 respectively for one hour time length.

3.2.2.2 Directorate who works in ETV newsroom

In the previous time journalists were assigned by editors but because of editors are not available in their career all the time including weekends due to others responsibilities, starting from September 2006 E.C this responsibility was given to deputy directorates of the newsroom who can available on the weekends on their office. Out of two deputy directorate, one deputy director was selected for an in-depth interview based on work experience. So the selected sample helps to see the criteria used to give assignment for female journalists, and directorate's views towards female and male journalists.

3.2.2.3 Editors in ETV newsroom

Since sometimes editors act as deputy directorate and share their responsibility whenever needed, the researcher tries to grasp information from editors in regard to the criteria which are used for assign journalists, challenges and performance of women journalist in their career. Hence, one senior editor who have more than five years experience and one editor with below 5 years experience were selected for in depth interview. This helps even to analyze the subject from the current and previous trend.

3.2.2.4 Prime time Amharic news of ETV

Archive review technique used to look at the practical work allocation of women journalists in addition to the data collected through FGD and in depth interview. Including February 1 & 2, 30 days prime time/ evening/ news were selected. Among those news 197 news were selected as a sample to see female journalist's work allocation: who reports what and who covers from where in general, and to explore the news themes category and types of news stories which often covered by female journalists through archive review in particular. The time was selected purposively to make the study recent.

3.3 Data gathering tools

3.3.1 Focus group discussion

The researcher used FGD as data gathering from the selected source because the researcher believes that this tool can help to dig out information through this discussion.

The informal group discussion atmosphere of the focus group interview structure is intended to encourage subjects to speak freely and completely about behaviors, attitudes, and opinions they possess. Therefore, focus groups are an excellent means for collecting information from young children and teens, as well as from elderly adults (Berg, 2001p.111)

As the literature states that, it was difficult to gather accurate and detailed information through serious and formal questions. So the technique has used to dig out information informally with interesting and easy discussion to have valuable information to answer research questions through in directive discussion with participants. It is a good mechanism even to eliminate their fear to express their feeling, experience and perception towards their representation.

A far larger number of ideas, issues, topics, and even solutions to a problem can be generated through group discussion than through individual conversations. Indeed, it is this group energy that distinguishes focus group interviews from more conventional styles of one-on-one, face-to-face interviewing approaches (Berg, 2001 P.112)

The question of representation is answered from different perspective, trend, attitude, and experience and there might not have single and similar answers for those questions because experience, attitude, and perception vary from one another and a lot of ideas flow directly or in directly through hot but manageable discussion. So as Berg (2001) stated, the tool was suitable to dig out information in detail.

Lavrakas (2008 p. 286) also says “when done well, focus groups offer powerful insights into people’s feelings and thoughts thus a more detailed, nuanced, and richer understanding of their perspectives on ideas, products, and policies.” The researcher facilitate comfortable environment for discussion by arranging noiseless room which do not destruct them, and convincing them to switch their mobile to eliminate environmental factors until the end of the discussion.

Moreover, as Lorio (2004 p, 78) stated researchers must decide how to address confidentiality, an important issue in focus group research. Usually, participants are assured their names will not be revealed in the research report. So the participants are counseled and informed about the reason why the research conducts and who is going to study. This helps to make them free to give factual data without fear and stress and also help to avoid any doubts. Krueger (1988) cited in Lorio (2004 p, 80&81) explained that several factors that can influence the quality of focus group research: clarity of purpose, appropriate environment, sufficient resources, appropriate participants, skillful moderator, effective questions, careful data handling, systematic and verifiable analysis, appropriate presentation. Thus, as one of the factors which influence the FGD, the guide questions should be appropriate and the interview guide questions of the focus groups of this study were put in such a way that they can give important information to the study.

The focus group interview guide is mainly a menu of the topics, issues and areas of discussion to be discussed. In addition to simply listing these, it should also give directions as to the sequence of topics issues to be covered. The questions designed for the focus group in this research project consists: female journalists' perception of their assignment representation, how they assigned to cover news, in which type of news stories and news theme women journalists often assigned, challenges related with their assignments and other experiences. Also the participants are coded for the sake of their privacy. Accordingly, the discussion has recorded through tape recorder and besides the researcher has taken notes during the discussion time.

3.3.2 In- depth interview

In-depth interview conducted with directorate and editors mentioned in the sample size. This is an advantage because the format tends to generate a richer type of data

An in-depth interview is a series of mostly open-ended questions that is used to obtain detailed or descriptive information from individuals about a research topic. The intention of these surveys is not to test relationships between variables or quantify behaviors or attitudes. Rather, the goal is to learn about a research topic from individual's perspective, in her/his own words, and in detail (Kalof, Dan and Dietz 2008 p.120)

As they explained, this tool used to know about the criteria of the medium used to assign journalists in their journalism career and to explore their perception towards female journalists. Thus, the technique assisted to have information about the subject from female

and male editor's, who have different work experiences and, perspectives in detail. In addition to what journalists responded in the focus group discussion, this study tries to integrate what newsroom editors would say about the criteria which uses for assign journalists to cover news through individual in-depth interviews. This would allow the researcher to identify the newsroom criteria and other mechanisms. For this purpose, from the department out of four senior editors of news, the only female senior editor with more than five years experience, and among the total four editors, one editor who has less than five years experience are selected purposively. The interview questions also focuses' mainly on what these senior editors' their perceptions towards both female and male journalists, what assignments they tend to give to female journalists, and what mechanisms they use to empower women journalists in their journalism career.

3.3.3 Archive review

The researcher attempts to review one month (January, 2014) and exceptionally add February 1&2 prime time Amharic news to replace the missed two days news of January. Accordingly, 222 news are transmitted within this particular month and days. This helps to see the 2006 E.C actual work allocation of female journalists in addition to the data collected through FGD and in depth interview.

As with all research methods, focus groups have both strengths and limitations. Strengths of this approach include how groups provide for exploration and discovery (to learn more about ideas or people who are poorly understood), context and depth (to discover the back- ground behind thoughts, experiences, and differences), interpretation (to uncover how things are as they are and how they got that way), and sharing and comparing across participants

(to offer and sharpen ideas and perspectives through the group process). In all of these instances, researchers benefit from listening and learning from a conversation across individuals. The limitations of focus groups are similar to those of other qualitative methods and stem from the inherent flexibility of the group interview format (Lavrakas 2008 p. 288)

For this reason, this technique used to fill the gaps and limitation of both FGD and in-depth interview. Despite the data which is collected from archive interprets and analyzes through qualitative method. It uses to look their work allocation through different techniques. According to Kalof, Dan and Dietz (2008 .p, 136) each additional method that is used to address a particular research question provides another way of looking at a problem and can help offset the limitations of any one approach. A multi-faceted perspective contributes to a richer, more complete understanding of the social world.

The data of the archived news contain different contents: entertainment and fashion, politics, business and economy, sport, agriculture, crime and justice, family and relationship, health and well being, history, religion and ethics, science and nature, conflicts, infrastructure, and whether and then based on literatures these all news theme categorizes in to two main type of news: Hard news and soft news. This technique used not to cross check with the data collected through FGD and in depth interview rather it uses to find out in which news theme and type of news story women journalists are often assigned practically.

CHAPTER FOUR

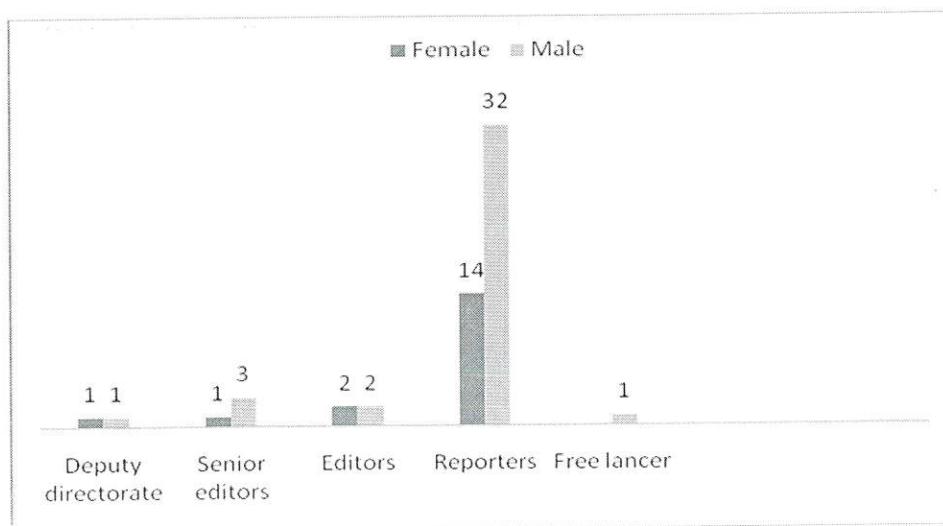
ANALYSIS AND INTERPRETATION OF DATA

This chapter deals with the analysis and interpretation of the data which is collected through focus group discussion, In-depth interview and archive review. The data obtained from sample women journalists through focus group discussion are presented together with the responses from the interview conducted with the senior editor, editor and deputy directorate of ETV newsroom. In addition, the chapter analyses data gathered from archive to see women journalists work allocation in terms of who reports on what.

4.1. The presence and status of Female journalists in the newsroom

According to the data gathered from human resource of ETV, the combination of female and male journalists who are working in newsroom indicates that the number of women reporters is less than the male's number.

Figure 4.1 Number of journalists in ETV newsroom



As shown in the above figure, women reporters and male reporters count for 14 (30.4%) and 32 (69.5%) respectively. As the statistics illustrate that their number is even less than half of male journalists. According to Byerly & Ross, (2006) explanation that since women working

in media industries have made significant advancements in generating creativity and decision making roles during the year, as well as in increasing the amount of content about women. (Ibid p. 38) Today's trend in all segments of media industry witnessing much better in bringing both male and female journalists to work together. Their presence and participation comes-out of women changes a lot in terms of outlook besides their contribution to others (Abbas et al.2009). Consequently, in ETV newsroom the number of women journalists' involvement is better than the previous time of 2005 E.C. It increased by 2 numbers even if it is not a radical change.

According to the data obtained from FGD most of women, but only one who honor degree from School of Journalism, come from other disciplines, like language and literature, law, etc. All sample participants have a first degree in regard to their educational status.

4.2 Women journalists' views towards journalism

Most of women journalists are passionate with the profession since early childhood until today. In addition, the presence of some journalists serving the public in radio & television they admire attracted them to decide their destination to be media personnel.

These motivated them to join school of journalism. After joining the practical job they are working curiously and happily as much as they can. In regard to this speaker 3 of FGD says:

After working with some different media institutions, finally I joined ERTA. Even though I was obliged to drop out my job due to different personal problems and other challenges, my passion towards the profession pulled me to reach at my current destination. It is because I love the profession nothing else. Women journalists who were working in ERTA in which I consider as my role models influenced me to engage into the profession.

Despite they agreed on that journalism is so lovable, out of 8 participants 3 (37.5%) of journalists start hating the professions since they began working in ETV and even they are with dilemmas to stop their career and the rest 5 (62.5%) journalists want to work on their occupation by struggling different challenges.

4.3 Women's work allocation in newsroom

As Morna (2001) cited in Eva Solomon (2006), unless women occupy a critical mass of at least one third of decision making positions institution, their presence makes little difference in institutional culture. This is clear indication that in any agenda decided by journalists' vote, only men matters while the less number of women cannot significantly affect the decision to incline into one corner. Consequently, always the decisions are determined and concluded by male dominating majority vote. This also affects the representation of women in different media contents (messages). It also makes the agenda of women to be forgotten. Despite women journalists have a potential to cover every news agenda, still they are pushed to do some other aspects of reality. IK3 in ETV newsroom says:

Really women have the ability to perform in their career better than men. They are more committed, responsible, and cooperative and they are curious to accomplish their tasks on time, but as far as I am concerned majority women journalist cover news like, women and children, education, health and tourism and industry. I don't know why they are assigned on those aspects. I think it may be the matter of their interest, but I never asked them why they are interested in that category while they have the potential to report news which asks more clarification, justification and deep analysis.

Among the total FGD participant of 8 journalists, only 2 (25%) of them had a chance to report abroad and these journalists don't know the exact selection criteria from the entire women journalists. Even they don't have any information about what they are going to report

and from which country until they left. The rest 6 (75%) of journalists don't believe on the criteria which editors and deputy directorate used to give an assignment. Accordingly, the data indicate that there are no fixed and justified criteria used for assigning journalists.

Even though the assignment givers set their criteria based on their own personal perceptions, only one journalist (12.5%) agreed on the criteria which assignment givers are used to allocate journalists. Most of assignment receivers do not agree on the criteria rather they believed that they are assigned based on the willingness and interest of assignment givers though sometimes there are news which needs a follow up reporting.

To judge one's performance and potential, they have to evaluate based on the actual performance of journalists, but they usually assign journalists before evaluating their practical performance. These trends discouraged the journalist and significantly affect their motivation and commitments on their career. Serious attachments on few male journalists also affect the creation of other competent journalists. One of the FGD participants, speaker 4 shares her experience.

Permanently I have been assigned to write and produce news on the area of infrastructure, but one day I was allotted to cover one big and serious issue and completed my duty, but when I returned back to office our assignment givers gave a command to hand over all the collected sound material for one of male journalists for production. Although it was disappointing, I had no choice except doing what I ordered to do. Following all important processes, the news aired, but we were considered as supporters than key contributors of the news.

This is also one indicator for inconsistency criteria to assign journalists because after journalists are assigned to one category, which is assumed to be their field of specialization, it is unfair to assign another journalist from another category and field of specialization.

Though sometimes women journalists had a chance to report big events and celebrations, assignment givers consider them as they can't do their assignments same as that of their male colleagues. Unfair treatment and perception discourages women journalists to report on those fields of reporting again.

4.3.1 Who Reports on what?

Under this topic the study analyzes the data obtained from archive review and looks at the practical work allocation of women journalists. Though the data analyzed here are those prime time news of January 2014, due to electric power cut off that causes recording problem, the researcher could not grasp all news of the month and was difficult to see all news which were transmitted for 31 days of the month, so the researcher replace the missed news of January 18 and 19 by February 1 and 2 news. The news includes foreign news from foreign news sources, business and economic news, local news, and news covered outside Ethiopia in general.

According to ETV newsroom there are 7 different news themes. Themes; these are : "Infrastructure", "Agriculture", "Women and children", "Education, Tourism and Culture", "Health and water", "Business and economy", and "Good governance and international relation". So the researcher uses this news theme category to differentiate and put the selected news in to their group. Even though the theme of one's news is treated or addressed in another theme of news, it is possible to differentiate the news theme by looking the main message of the news. Based on the collected data of news, among the total number of 222 news 25 of them were collected from other foreign news sources like BBC, Euro news, Aljazeera, Shauna and others were local news sources and presented by the anchors. The study doesn't include these news, because neither they show the contribution of reporters nor

the producer. Therefore, based on the selected news of the study, the distribution of responsibilities among journalists in ETV newsroom mentioned in the table below.

Table 4.3.1 Duty distribution of journalists with different news theme

No	News theme	Total transmitted news	Reported by female journalists	Percent (%)	Reported by male journalists	Percent (%)	prepared by male and presented by female	Percent (%)	Prepared by female and reported by male	Percent (%)
1	Agriculture	12	0	0	9	75	3	25	0	0
2	Business& Economy	18	2	11.10	16	88.88	0	0	0	0
3	Education, tourism & culture	18	12	66.6	4	22.22	1	5.55	1	5.55
4	Good governance	92	11	11.96	79	85.86	2	2.17	0	0
5	Infrastructure	29	10	34.48	18	62.06	1	3.44	0	0
6	Water & health	19	6	31.57	13	68.42	0	0	0	0
7	Women and children	9	2	22.22	6	66.66	1	11.11	0	0
	Total	197	43	21.82	145	73.60	8	4.06	1	0.50

According to the data collected through an archive review, as the above table and figure shows, the mapping of journalists vs theme category discussed as follows based on data collected from archive and the above facts.

Agriculture theme category focuses on manufacture of agricultural products, fertility of land, food supply and other related agricultural issues. In this news theme category, no women covered news rather they present the news produced by male journalists. So, among the total 12 news produced by male 3 (25%) were produced by male and presented by women journalists while the rest 9 (75%) produced and presented by male journalists.

Business and economy: under this news theme category, out of the total 18 news transmitted, 2 (11.11%) were reported by women journalists and the rest 16 (88.88%) were reported by male. This shows that the distribution of assignments is mostly inclined to male.

Education, tourism and culture: Out of the total 18 news 12 (66.6%) were covered by women journalists the rest 4 (22.22%) were covered by male. As the statistics illustrated that woman's involvement to cover news shows better participation comparing to other theme categories.

Good Governance: according to ETV newsroom, under this news theme a lot of issues were treated. The issue of diplomatic relations with other countries, conflict issues, Terrorism, justice and ethics, migration, religious issues, celebrities and serious events, politics, corruption and other related issues are covered. Among the total news of the selected sample time, majority of news are focused on issues of good governance. Of the total 197 aired news 92 were focused on good governance and out of these only 11 (34.48%) were covered by women journalists while the rest 79 (62.06%) reported by male journalists. In this regard, women journalists' participation is less.

Infrastructure: Under this news theme category, different construction activities, like road, railway, dams, buildings, marketplaces, telecommunication, electric power, and the foundation of different factories, schools, etc. are touched. Accordingly, among the total 29 news, only 10 (34.48%) were reported by women journalists the remaining 18 (62.06%) were covered by male journalists. Though women journalists cover news under this news theme; it is possible to see their less participation.

Water and health: Even though both male and women journalists participate competently, women involvement also most encouraging. Accordingly, out of the total 19 transmitted news 6 (31.57%) and 13 (68.42%) were covered by women and men journalists respectively.

Women and children's issues are produced and presented by both men and women journalists. Though these issues are touched indirectly on different news theme, there is news which mainly focuses on women and children issues. Thus, from the total 9 news transmitted, 2 (22.22%) and 6(66.66%) were covered by female and male journalists respectively. The

remaining one (11.11%) news was produced by male journalist and presented by female. This percentage shows that the issue of women and children are covered by male journalists.

4.3.1.1 Journalists in producing and presenting news

In each news theme category some news are produced or prepared by someone and presented by others. The researcher tries to isolate them from the news which are produced and reported by the same person. Because as far as the researcher concerned, producing news and presenting the produced news requires different efforts and competency. In this aspect, the following facts show the distribution of journalists in producing, and presenting each news theme.

Table 4.3.1.1 Journalists in producing and reporting news

No	News theme category	Total transmitted news	prepared by male and presented by female	Percent (%)	Prepared by female and reported by male	Percent (%)
1	Agriculture	12	3	25	0	0
2	Business& Economy	18	0	0	0	0
3	Education, Tourism & Culture	18	1	5.55	1	5.55
4	Good governance	92	2	2.17	0	0
5	Infrastructure	29	1	3.44	0	0
6	Water & Health	19	0	0	0	0
7	Women & Children	9	1	11.11	0	0
	Total	197	8	4.06	1	0.50

As the above table indicates, under women and children theme category male produced 1 (11.1%) news which was presented by female journalists. Female journalists are not producing news, which can present by male journalists. Accordingly, the statistic shows that, 1 (5.5%) news was prepared by women journalists and presented by male journalists under education, tourism and culture news theme category though the percentage is equal to men. Except water and health news category, 1(3.4%) infrastructure, 1 (5.5%) education, tourism and culture, 3(25%) agriculture, 2(2.17%) good governance news were prepared by male

journalists and read or presented by females. Again, these describe that the involvement of female journalists in preparation of news is less compared to male.

4.3.1.2 Female and male reporters

As the researcher set out the conceptual definition about types of news story based on different literatures, **hard news** is more serious, coverage of breaking events involving top leaders, major issues, or significant disruptions in the routines of daily life like Politics, economics, crime, war, and disasters. Stories what we hear and watch at the start of a broadcast news report which cover current events for instance, the progress of a war, the results of a vote, the breaking out of a fire, a significant public statement, the freeing of a prisoner, an economic report of note as are certain aspects of law, science, and technology also considered as hard news.

While **soft news**: are less serious subjects like Arts and entertainment, sports, lifestyles, human interest, education, food, health, tourism and culture and celebrities. Also it has no serious impact on peoples even they are too late to be covered (Potter 2006, P. 7). On the basis of these definitions, only two categories of news themes (Business and Economy, and Good Governance) out of seven discussed in the previous section are fall under hard news.

Table 4.3.1.2 Distribution of journalists in covering hard and soft news stories

Type of news stories	Total transmitted news	Covered by male	Percent (%)	Covered by female	Percent (%)	prepared by male & presented by female	Percent (%)	prepared by female & presented by male	Percent (%)
Hard news	110	95	86.36	13	11.81	2	1.81	0	0
Soft news	87	50	57.47	30	34.4	6	6.89	1	1.14
Total	197	145	73.60	43	21.82	8	8.24	1	0.5

According to the data obtained from the archive, and as shown in the above table, though The number of female journalists are less in number comparing to male. Even among this small number, majority of them assigned to cover soft news.

13 % of female journalists were assigned to cover hard news while 42.52% of them covered soft news stories. In addition to this, during the selected month journalists cover different events like, conflict, terrorism, economic issues and other political news happened around the world. All the foreign events covered by three male journalists, but no any females which show how the spaces are limited for them.

4.4 Criteria used to give duty to journalists

As stated in Global Media Monitoring Project 2010 report, newsroom editors, features editors, and senior reporters who are mostly male, are ordinarily responsible for assigning stories to reporters and journalists. Work allocation within media houses is not always based on competence in covering certain areas; stereotyping in the distribution of stories persists and this might be the reason for unequal assignment distribution of journalists. Accordingly, the data mentioned in figure 4.1 describes that including the deputy directorate the numbers of male assignment givers are greater than female by 2 (20%) though females are also responsible for the duty.

The data collected from editors and deputy directorate of newsroom through in-depth interview, confirm that ETV has no written and fixed criteria used to give assignment for journalists rather they use different criteria to assign journalists to report on specific news based on assignment givers personal measurement and criteria. As the journalists say in our discussion, all journalists are assigned to different news theme based on the assignment giver interest without reasonable justification. By chance some journalists got their interests but

others forced to accept their assignments. Even they don't know why they are assigned like that. In this regard, there are variety of ideas circulated from the assignment givers and assignment receivers. FGD of speaker 6 say

Our assignment givers only focused on some journalists. They don't care about others. In my 8 years experience I observed that some groups are encouraged and the other ignored and abandoned even if they have good and competent experience to produce quality news on time in their career. I tried to ask why this occurs, but they don't need to give justify response.

Contrarily, IK1 says

We have assigned journalists by their competence. If we believe that person can do and cover the news effectively, we gave for him/her based on their background experience of covering such issues. Sometimes journalists raised different complains about it, but they don't want to admit their lacks so since we have the mandate, we try to convince them the rationale behind the assignment requirements. Personally, I didn't feel comfort to assign women at night and early morning to cover news because I know what challenges they would face. So I have tried to cover even if it's a burden for me or replaced them by male journalists.

In accession to this, deputy directorate added that basically, journalists are assigned based on their speech skills, their experience in covering news, for instance, if they had reported on one topic and that issue needs follow up reporting, the obligation of covering that news should be sacrificed to the journalist who covers the news on first stage. One of the journalists in FGD speaker 2 says

Assignment givers attached themselves with some journalists who like each other. If you liked by somebody you will be the first on reporting what you like otherwise it is difficult to interfere between them to have such responsibility. So I am just doing whatever they give though I know that I

have a potential and qualification to cover news in every aspect of life. They assigned me to do on specific theme which does not ask my potential only just to present or read news which comes from different sector offices without my interest.

Therefore, based on the data obtained from both assignment givers and assignment receivers, assignment givers allocate journalists by considering the reporter gender by assuming the challenges that might happen on women reporters, personal relationship and friendship with few journalists who have got great credit by main directorate. Also assignment givers measure competency of journalists only from their perspective before testing them by their practical performance. This is one of the causes for equitable assignment distribution of women journalists and it makes the way of women's involvement to be narrower. Sometimes the assignment givers expected well developed news without giving helpful support in regard to journalist's lack. This weak assistance and poor facilitation of the news- room mentioned as one of the reasons for the lagging of women journalist from hard topics.

As UNESCO (2009) has explained by taking the African trend, the less number of women who are working in higher position affects work allocation of women journalist in the media institution. The majority of media gatekeepers, editors and senior reporters are male, similarly in the ETV newsroom out of 10 assignment givers 6(60%) of them are male while females account for 4 (40%). Certain prejudices about gender in media content do not occur by accident. These prejudices are reflected in the way the subjective based assignment system is taking place.

4.5 Working Environment of ETV newsroom

It is obvious that no conducive working environment affects the day to day activities of professionals. When the researcher says working environment, it means that the whole structure of the newsroom like material facilitation, access to computers with internet connections, different production offices, meeting halls, table and chairs including the overall atmosphere of the newsroom including working habits. According to the data obtained from FGD with journalists and in depth interview with editors and Deputy Directorate, they all agreed on the inconvenient working environment of ETV newsroom. This significantly affects journalists from producing quality and timely news. IK2 says

Though the journalists are friendly and we have good relations with each other, the existing working environment is not that much better. It needs better amendment on the whole newsroom structures. To produce news until the transmission date of the news, we have to pass a lot of up and downs. When I say this it seems simple, but we should have moved from floor to floor and we become bored, tired and waste our precious time with this routine movements, especially it is difficult for pregnant women journalists to go to up and down stairs. In addition to this the office structure is not comfortable to work safely without disturbance.

The prolonged newsroom offices affect their day to day work activities and make them bored enough. Most of the time, they waste time by waiting the busiest elevator or by moving up and down stairs. Even if the arrangement of the newsroom is mandatory and necessary, it is useless alone unless other facilitation like computers, chairs and appropriate materials are fulfilled. The selected IK3 also added points in this regard.

As the only and biggest national media, I think the newsroom is the backbone of the institution and should have arranged appropriately. But even those chairs and tables you are looking here are purchased in this year. In the previous years, we edited news by using some computers turn by turn and also we sat on uncomfortable chairs and obliged to sit in crowded offices. This kind of situations disturbs us to do our career with full concentration.

The working environment is not only about the material and room facilitation, but it also includes the day to day interaction of managers, supervisors and journalists. On this aspect speaker 2 of FGD says

I am not attracted by the working environment of the newsroom. Even though I have 4 years experience on my career, I couldn't understand the system of ETV, how our managers and supervisor manage us. I only work for the sake of my survival. I always do the same thing. As a result, it makes me so bored. I couldn't use my full potential to contribute much for the public rather I am trying to cover the air time as they like.

It indicates that there is no clear and systematic management system in the newsroom which crucial to create conducive working environment. As the participant said there must be something behind the unclear management system. It is not a matter of work rather; it's a matter of attachment or detachment with supervisors and newsroom managers.

4.6 Education and training

It is obvious that education and training has its own significance to be competency and skill full for one's job. May be there are special cases that some journalists work without any educational qualification but even though they don't have a certificate, they train themselves by reading books, or due to their previous life experience. The data which is obtained through FGD and in depth interview indicates the habit of ETV newsroom of giving trainings and

educational opportunities for journalists are not sufficient and consistent. It's possible to say no opportunity at all. FGD speaker 3 says.

As a media institution ETV has an access to get the access of training and educational opportunities for journalists. Even though it is not enough, we heard that there have been such opportunities locally or internationally, journalists are not beneficiaries. Supervisors on managerial position used it. Despite the trainings are more important for the daily assignment of journalists, they are not willing to pass such opportunity for journalists. If there is such opportunity they kept as a secret and most of the time, we heard when they get back to home especially, international trainings. So this trend affects the news room to produce quality and well organized news. Similarly, it is one of the causes for women journalists lag on their career because if they can improve their weakness, they can be competent on their career.

Speaker 1 who was a participant in FGD also added some points on the opportunity of such in-house trainings.

I have got a chance to have training on developmental journalism. But it was valueless for me because I already learnt this course during my stay at university. It has no any difference between the university course and the training. What I was expecting and what I have got is different. I need trainings which are related to my practical application of my career. As a result, I didn't follow the trainings attentively I was just consider like a fun. I thought that the newsroom arranged such training only for the sake of budget burning.

This illustrates the lack and inability of journalists should not be considered before giving training for them. Otherwise it has no value rather it wastes time and money. Thus training should be arranged to fill gaps and lacks. So journalists should participate in selecting training topics for better outcome of those trainings.

Speaker 3 of FGD says

I come from language and literature discipline, but since I joined ETV they gave me an assignment of covering business and economy news. I don't have any experience or knowledge in regard to this news theme. They didn't open sufficient training opportunity for the minor and common language barriers of business and economy. They didn't give us training in relation to how to produce news rather they focused on how we read those news on the TV screen.

Despite there are possibilities to assign journalists based on their interest and educational background, journalists assigned to news themes which needs special qualification without any helpful and supportive trainings. So the mismatch between assignments and journalist's educational background affect their competency on their occupation. Speaker 6 of FGD explained from her experience.

Since I joined the newsroom, I have got a chance to participate in different trainings. They are so helpful for me. Somehow I can fill the gaps between me and the profession. I have no any idea why I am chosen to participate in different trainings from all journalists in the newsroom. I wish if other journalists being part of those trainings. I don't know why they couldn't give a chance for the majority journalists. As far as I know the news room selects only two or three journalists among the total number of journalists. It is easy to imagine how difficult to share experiences to the remaining journalists. Therefore, those experiences are being kept with fewer journalists.

The repetitive training participants and the less number of trainees help only to develop some journalist's performance but the majorities are ignored. As all participants of this research discusses and underline that, there is insufficient trainings and educational opportunities, inconsiderable selection of trainees, wrong selection of topics, the narrower chance of getting those trainings, and incapable of journalists to share for the entire journalists in the newsroom due to various reasons including shortage of time, and such trainings are given by trainers who have no practical experience in regard to the profession. Moreover, training

opportunities which come from outside the country are occupied by supervisors are mentioned as the drawback of the news room. In general, most of the trainings are not considering the journalist's gaps and lacks in their career.

4.7 Women in media associations

Most of the journalists are not a member of different journalist association due to different reasons like; some don't have information about the presence of such associations and others don't want to be members because they don't have appropriate information about their objectives, uses, procedure they follow and the criteria used to register members of those associations. Due to this reason, they considered it as valueless. Among the total sample participant only one journalist was a member of EEJA and she got a lot of trainings inside and outside the country, but because of her personal problems, like shortage of time she obliged to stop participating actively.

Moreover, there was no any partnership between the newsroom and those journalist associations. As the participant of this study agreed, ETV doesn't want to make such relationships with them, but it might open different opportunities if there is a linkage between them. This also results, most of the trainings are given by trainers who come from AAU, but they don't have practical knowledge of journalism because of this, always they trained about the theoretical aspect of the profession. As Finberg & Killinger (2014, p.2), though there is divergence between professionals and educators or trainers in their thinking on the importance of core journalism skills, especially those skills that are essential for multimedia storytelling on new platforms and new methods of gathering and delivering news and information though Journalists with the right skills are essential for journalism and for preserving journalism's role within society (Ibid p.2)

4.8 Challenges

Journalism profession by nature demands working at late hours, including late night, early in the morning if needed, working in the field with in the local or outside the country, meeting different officials and persons, also it needs working with colleagues. These contexts might expose journalists to face different challenges. Especially female journalists are more victims in regard to these confrontations or difficulties. These challenges affect their consistency in their careers and also in their work allocation. As the data obtained from journalists through FGD, editors and the deputy directorate of the newsroom by in depth interview indicated that women journalists face the following challenges.

4.8.1 Fear of sexual harassment

As Mengistu Darge (2007 p. Viii) explained in his conceptual definition, “sexual harassment is harassment or unwelcome sexual advances, sexual-favor requests and other offensive behavior of a sexual nature. In the workplace, it is a result of offensive, unwelcome sexual behavior at work which is often more about power than sex per se”. In this sense, women journalists faced this harassment while they are entering in to their home at night or they are going out from studio at night. A journalist (speaker 4) From FGD says that even though she didn't face this kind of harassment, she heard a story which has happened to her colleagues and this kind of information makes her to frustrate working at night.

The journalist, who was the presenter of the 4:00 AM local time news, has finished her duty and going out from office through the elevator. Somebody was in the elevator and hangs her neck and while the elevator opened after reached on the ground the security polices heard her screaming, but he finally escaped from the place before the security polices reached at. Still, nobody knows who he was. And this story makes us stressed when we are assigned at night.

A IK 2 who has a 5 years experience in the newsroom added that

Even though we discuss on the variety of topics friendly, I never heard complaints of any women journalists in this regard, but from my experiences, harassment might happen and journalists might faced a lot of challenges unless they kept as a secret. In addition to these, in the patriarchal society, our culture does not allow speaks loud about these issues. Women journalists face this problem not only in newsroom but also during field works.

Unless there is valuable and practical evidence, it is difficult to think and conclude that sexual harassment has happened to journalists until the end of data collection. From FGD speaker 6 also says

I have never faced this kind of challenge, but I have a fear of this because I heard different sorrowful violence which happened to girls and women from my surroundings and through the media. As a woman I am not free all the time. I know my frustration on this affects my job. For example, I was at a border of Ethiopia and Sudan to report news and because of the hot air condition; we have to spend the night outside in movable shelter. At that time, I didn't sleep well the whole night because I was afraid of sexual harassments and other accidents. I woke up in the morning with exhaustion. I could analyze that how this condition affects my job.

In 2006 E.C, despite woman journalist do not exposed to sexual harassment, they tied with fear of sexual harassment.

4.8.2 Salary

Most of the journalists in the FGD raised how discouraging their salary and per-dime for field work. FGD speaker 5 says that

We are paid 70 Eth birr per day while we go for field work. I don't know what to do with it, but no alternatives. One day, after searching affordable bedroom, I got one by 80 Eth birr. So how can I afford other expenses? Rather I have to add 10 Eth birr from my pocket for the sake of my well being. If I could get

cheaper than that it may be dangerous for my privacy or expose to harassment and other risks. For a woman the consequences of those risks are awful.

In addition to this, IK3 with 2 years experience as an editor and have a master's degree from the school of journalism and communication put his view.

At the reporter level the journalists earn around 2000 Eth birr per month. At this time house renting one small room costs half of what we earn. The daily expenses cover by the remaining salary. Assume how terrible it could be for those who have a responsibility to help their families. Accordingly, journalists rent houses in villages which are far from their offices even it is not accessible for transport services only for the sake of saving some amount. As a result, I heard different complaints about the service driver, and the challenges of women journalists while they get back home and go to the office because of the road is not comfortable for driving. They have to go to the main road on foot even at night.

Moreover, all of them are agreed that their salary affects the effectiveness and quality of their job. Also the distribution of assignments is lean under the criteria of sexual differences by considering news times, which can expose female journalists for sexual harassments and other related risks. If their monthly salary and other benefits help to afford their basic needs, women journalists would not forced to rent houses in inconvenient place which limits their participation and involvement in every aspect of life.

4.8.3 Domestic works and other responsibilities

As Bhagat (1994 p, 26) the biggest burden on women in journalism is their domestic responsibilities as wife, mother and daughter-in-law. The brightest and most successful journalists have left a bright career to settle down in matrimony or have moved to less demanding jobs when the children arrive. For women, almost invariably, the home comes first. Especially, in patriarchal society, women especially married and who are mothers, are

supposed to accomplish a lot of responsibilities. FGD participant of speaker 4, who has one year experience, and had a boy friend says about how the profession is challenging.

I had a boyfriend before I joined this profession. At present we are separated because of the nature of my work. He always needs me to spend all the time with him, but my profession does not allow this. Always I have to be standby as a soldier. I may switch off my mobile while doing an interview or my mobile may not work because of the network problems, but my ex-boyfriend gets angry on that even he doesn't accept my reasons at all. In addition, my profession demands going out for field works, in the contrary, he doesn't like field works. When I tell him that I will go to field the next day, he used to say 'have a nice trip'. It is like fun for him because of this reason, he didn't trust me at all when I have assigned for the evening news. Only he needs to get back home early and cook something for him. As a result, I decided to break up our relationship. This condition leads me to think about how the profession is challenging for those women who are married and have children unless they met a person who understand the nature of the profession.

In relation to women's domestic responsibility the challenges have not come from their husband or family. Their supervisors are a victim of those thoughts to assign journalists in every aspect of life. Speaker 2 of FGD who are married presently puts her view.

Before I am engaged, I have assigned to cover news out of the city. But after, they didn't assign me to do such jobs. I didn't recognize before, after a while I asked my immediate supervisor, unfortunately he told me that because of I am a married woman he didn't want to assign me. In addition to this, before assignments distributed, some assignment giver asks us whether we are willing to do or not. Indirectly, they tried to check husband's permission.

As she explained assignment givers take their marital status into consideration. Speaker 4 of FGD who is married journalist with 6 years experience and have two children also explains about the challenges of women journalists from her perspective.

Even though my husband is a journalist and working together in one media house, he doesn't understand me. At one point I was to decide to stop my work, especially after my second child born. Here am working as a news producer, sometimes as a reporter and also as an anchor. In addition to this, when I immediately arrived to my home, other responsibilities wait for me. I should have to take care my children, and should finalize every domestic work before I go to bed. Consequently, it is difficult to be competent with male journalists because of those condensed duties.

It is obvious that, because the societal classification of domestic works women have a lot of burdens. As part of society male assignment givers takes these wrong perceptions to assign women journalists and most of the time, they labeled female journalists under inconsiderable credits in place of supporting, helping them to tackle those challenges. Among the total 8 participants of FGD, 3 of them are married, 3 singles and the rest 2 lives with their boyfriends. Single journalists agreed on their marital status have its own positive impact on their career.

I am free now. I am living with my parents and they understand and support me well. As a result, any time I am capable to do whatever I want in regard to my career. No restriction at all. But standing from married colleague's experience I guess I will stop or change my job when I am engaged.

FGD speaker 6 says that

Marriage doesn't affect the job if the couples understand and help each other, rather they have a chance to discuss and comment each other for the quality of their work. So the only problem is the attitude, belief of the society towards gender, so as part of the society, male might reflect the same attitudes, that is why they did such things.

Gender classification of domestic works for wife's and mothers, and other responsibilities and commitments for their husband, and children are burdens which tackle women journalists

to enhance their potential in relation to their career. On the other hand, wrong attitude, belief, and understanding towards women decide the sustainability on their career.

4.8.4 Language skill and familiarity with technologies

In the globalized world, International language skill like English is essential to communicate effectively to cover international news and events which is held in English language. Moreover, journalists have to grasp information from broadcast and print media outlets which is produced by English language. As Ray (2008) explained, communication is extremely important for journalists and mass media should have its own contribution to empower women in regard to language and communication competencies to be qualified to do on different aspects of life, and also noted that growth of women's education and their entries into employment have contributed to the growth of media.

As a witness in FGD Speaker 1 says there are some women journalists who are suspended from producing and reporting foreign news, which collected from foreign news sources as well as from big events and conferences which are organized by English language because of language deficiency. This condition assures that one of the criteria used to assign women journalists is their language skill. Deputy Directorate, senior editor and editor agreed on the ability of English language skill should be one of the criteria. Even if the English language is a second language, the newsroom doesn't take any measure to empower journalists in this regard before labeling journalists throughout their stay on their career as they are not capable to work.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The study mainly focuses on work allocation of women journalists in ETV newsroom. So this study is initiated with the following specific objectives:

- To examine work allocation of women journalists in ETV newsroom
- To find out the criteria used to give assignment for journalists
- To identify gaps and challenges in relation to their career and their work allocation

The source of data for this study being both primary and secondary that is FGD, in depth interview and archive; the method applied to data collection is mainly qualitative. To interpret the collected data of this study, the participants of FGD are coded for the sake of their privacy matters as the researcher promised to keep their data for the confidentiality of the participants. For an in depth interview the researcher uses their position title while explains their views.

Data gained through in-depth interviews with senior editor, editor, and deputy director and FGD with the selected sample female journalists. In addition to these, the research attempts to look at prime time news of January 2014. The researcher also added the news of February 1&2 to replace the missed news of January 18 &19 due to electric power problem. Those collected data are analyzed based on the basic research questions to look at the subject through another approach to maximize the accuracy and credibility of the data.

Accordingly, the findings of women work allocation indicated that even though women journalists are less in number, their assignment distribution is more inclined to soft news

stories. Among the total 87 transmitted news of soft stories, women covered 30 (34.4%) From the total 110 hard news stories women only covered 13 (11.81%). The statistic illustrates that the majority hard news, which is mostly puts under good governance, and business and economy theme category reported by male journalists. Also male reporters had an opportunity to cover different hard topics from outside the country. While women journalists didn't have. Similarly, in covering big events and conferences, women's voices are not heard. In general, the distribution of news does not show equitable work allocation of women journalists. According to the data obtained from in-depth interviews and FGD the reasons for the less number of women journalists at the corner of hard news stories are:

- The challenges which they face at working area and at home
- The focus and trust of assignment givers are only on few male journalists.
- Poor self confidence of women journalists to cover hard topics because of their lacks, like language deficiency
- Lack of sufficient training and educational opportunities in regard to their career to improve their competency and skill.
- Unattractive monthly salary and per-dime
- The inconvenient working condition including office arrangement, technological facilities, and their work load didn't allow doing better.
- Female journalists are labeled by assignment givers to do soft news stories without their interest and reasonable justification before their actual performance on different type of news stories.
- The mismatch between assignments and journalist educational background
- Assignment givers assigned them based on their marital status assuming that they are ineffective after they got married and having children. As a result, out of 8 journalists of the research subject 3 (37.5%) are single, 3 (37.5%) of them are

married. They have a strong fear on their consistency in their career after marriage and having children unless these conditions are alleviated.

The research also finds out few women journalists who were participating in coverage of hard topics are singles. It indicated that, most women prefer working as a journalist until they got married. Out of three journalists who got married, at one time 2 (25%) of them come to a decision to stop their job though they continue due to different reasons.

In regard to their educational background, women journalists working in the ETV newsroom of the selected sample participants have got their first degree from different disciplines, but out of 8 participants of FGD, only one journalist was graduated from the school of journalism and communication even if she joins this department without her interest, she loves the profession after her practical involvement. The miss match of their education with different news theme reduced their effectiveness. Also, this trend affects professional contribution of journalists. For example, the law graduated journalist (speaker 5) says she would be effective to cover issues which are categorized under Good governance and international relation such as, ethics and justice, but she assigned to cover news under the theme category of infrastructure without her interest. The other journalist of FGD of speaker 2 added that even though she graduated from foreign language and literature department, she insisted to do in business and economy news theme category without any supportive training and help full directions in regard to those news theme categories. This condition affects her interest on her task.

Although all journalists of FGD participant didn't face any sexual discrimination and harassment they are victims of fear of sexual harassment by reminding stories which

happened before years ago. Also they have faced many problems which can expose for sexual harassment like, less payment for the daily career during field work, and also because of their monthly salary is less, and they obliged to live in remote villages to minimize house rent costs. This condition makes them stressed by fear of sexual harassment and other related risks when they get back to home at night and coming out from their home early morning.

5.2 Recommendations

- The newsroom management should list down justified criteria and ask journalists interest before assigning journalists.
- Newsroom management should consider journalists educational discipline besides the status of their education otherwise they should give sufficient and helpful trainings to fill the gap between their educational knowledge and assignments which are given to them.
- Arrange the newsroom structure by minimizing far-reaching offices of the newsroom
- Since journalists associations established legally with substantive objective the newsroom management should create partnership to work with them to share experiences, to have essential trainings and other opportunities for the enhancement of journalist's skill and knowledge.
- Organize trainings for assignment givers to change their wrong perceptions towards women journalists to understand and alleviate women journalist's challenges.
- The newsroom management should fulfill different facilitation.

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Appendices

1. Guide line questions for Focus Group Discussion (FGD)

1. What is your position as a journalist?
2. What is your perception towards the profession? Do you like it or not? What is your reason?
3. Are you satisfied with the working condition of ETV especially, newsroom?
4. What kind of news you covered most of the time?
5. Are you happy with your assignment given by the directorate? If yes. What makes you happy? If no. what makes you unhappy?
6. What type of news are you interested in to report? Why?
7. Have you ever covered foreign news from foreign media? If yes. What challenges have you faced while you prepare? If your answer is no. why?
8. Did you have a chance to cover news out of the country? If not. Why?
9. What challenges do you face in your work place or field?
10. What challenges did you face at home in regard to your profession?
11. How do you perceive your assignment which is given to you by your directorate
12. Have you got a chance to build your capacity in your career? It helps you? How?
13. What you recommend?

2. Guide line question for in -depth interview for the selected Deputy Directorate and Editors

1. When you join this position? And how do you get this position?
2. How do you describe the whole working atmosphere of newsroom department?
3. How do you assign journalists to cover news?
4. What criteria you used to give an assignment for journalists?
5. What are the types of news that women are interested most to report about?
6. How are soft news and hard news defined in ETV newsroom?
7. Are female reporters different from male reporters when reporting hard news as well as soft news?
8. Are there women journalists who reported news from outside the country? If not. Why?
9. What is your attitude towards male and female journalist's professional ability?
10. Have you ever received women journalists complain in regard to their task? If yes. In what aspect? If your answer is "no" for this, what could be the reason behind this?
11. Have you seen or heard any challenge faced by women journalists while they are covering news at field? How do you describe them?
12. Are there in house training offered to journalists, especially for women?
13. What mechanisms you use to empower women journalists in their career?

List of informant keys and their codes

No	Position in the newsroom	Code
1	Deputy Directorate of the newsroom	IK1
2	Senior editor of the newsroom	IK2
3	Editor of the newsroom	IK3