



The State of Newspaper Readership in Addis Ababa: Capital and Addis Fortune Newspapers in Focus

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This is to certify that the thesis prepared by Girum Getachew, entitled *The State of Newspaper Readership in Addis Ababa: Capital and Addis Fortune Newspapers in Focus* and submitted in partial fulfillment of the requirement for the Degree of Master of Arts in Journalism and Communication complies with the regulation of the university and meets the accepted standards with respect to originality and quality.

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Out most success in life is having God's presence in all the ways of it. You made me who I am with your presence LORD and all the credit of my success goes to you.

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Abstract

The purpose of this study was to find out the state of private newspapers readership with emphasis on two newspapers: Capital and Addis Fortune. It majorly identified the readers of the two newspapers and tried to single out their respective reasons for reading the newspapers and functions that motivated readers to read frequently. Informed by Uses and Gratification theory as a theoretical frame work, the study employed both qualitative and quantitative approaches through target respondents identified by probable and quota sampling with data collection tools or techniques involving questionnaire and interviews. More than 212 readers and nonreaders were selected as participant of the study. Surprising finding obtained from this research is that there are high tendencies of readership for female married educated readers than male married educated readers and diploma holding ladies have high readership than male with the same educational status. More over consistency is seen with women who have interest in reading the newspaper than male even in a change of lifestyle of singleness to marriage. The study also indicates that majority of people reading private newspapers of Capital and Addis Fortune is younger aged, employed, single and degree holder men. It also showed that the main reasons to read both newspapers include searching new jobs, getting information of important things, broadening horizon of general knowledge and looking for ways of improving self. The conclusion to this study shows readers have high frequency of readership but low readership in terms of spending time and pages covered.



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CHAPTER ONE: INTRODUCTION

1.1. Background of the Study

Many attribute the history of the beginning and expansion of newspaper in Europe between the mid-15th century to the fact of the emergence of movable printing machines, an innovation of Johannes Gutenberg's. It is believed that by the end of the 1480, 110 towns in Western Europe had printing press and the number has grown twice by the next twenty years up on the beginning of 1500. These, according to L. Endrias (2002), have contributed for the emergence of printing press and newspapers in Europe and the world. Additionally most sources agree that the European enlightenment era of the 17th century brings a spring board on press media as many countries of Europe had their contributing newspapers to enlightenment (Lee, 2012 pp. 4).

For many interchangeable reasons in time the innovation has got international acceptance and now according to World Press Trends survey by World Association of Newspapers and News Publishers (2014 pp. 11) indicates each day almost 2.5 billion people around the world reads a daily newspaper in print and 800 million people in digital platform annually.

Worldwide newspaper publications are not only information disseminators and entertainers but also high level profit making large companies as well. Not only for printed version of them are paid kind of products but recent innovations introduced there are technologies that makes people pay for digital newspaper accesses (World Press Trends survey, 2014 pp. 13).

Not as old as the European countries but newspaper with the same goal of disseminating knowledge and information has got a history inside our home country as well. With more than 3000 years of history our country has been at the peaks of word civilization especially during the era of Axumite Civilization before 3rd millennium B.C. The emergence of Geez alphabet and medium of communications on the same era seems to be the first and foremost step of beginning of media and press in Ethiopia (Meshesha, 2014 pp. 78&79).

Though the rise of democracy has embarked the emergence of much number of newspapers in Ethiopia recently, the first and the profound introductory step in history was taken by '*Aemiro*', which was hand written release in 1902 (Brhanu D., 2009).

Later on the print media took a large step from state effort to privately owned publication by 'L' Ethiopie Commerciale; a French business weekly which was established in 1932. The 1935 quarterly newspapers Kasate Birhan (The Light Giver) and a political weekly Atibiya Kokeb (The Morning Star) are also some of short lived newspapers in history.

The now *Addis Zemen* had its establishment more than half century earlier in 1945 which was followed consequently by Ethiopian Herald.

Privately owned newspapers with more legal support however emerged only before two decades. As soon as the fall of the then Africa's biggest military socialist government *Derg* on the 1991 Ethiopian People's Revolutionary Democratic Front (EPRDF) came to power with large offer of press freedom and democracy to the people.

The offer of democracy and press freedom however entitled a far more freedom than the expected resulting the emergence of many private newspapers which latter evaporated in time with different censorship carried out by the government.

Among the prominent newspapers emerged after press freedom those having long lasted press history in Ethiopia are Addis Admas, The Reporter, Sendek, Ethio-Channel, Negaderas, Mesenazriya, press digest, Yegna Press, Capital, Addis Fortune. Looking at the type and genre of these currently published newspapers in Ethiopia, most of them are politics, business and economic by their nature (Ethiopian Broadcasting Authority EBA, 2014). Readability of the state owned publications is dedicated to another study but question poses however how much of the population reads these private newspapers.

But coming back to the history of media research, what we find about the print media studies history according to Gunter (2000 pp. 99) is that it goes back up to 1920s In Britain where print media research began with the analysis of press circulations by the London Research Bureau (LRB) in 1928. But the emergence of the primary topic on the necessity of studying readership takes priority in USA in 1923 where Colleges and Universities begun publishing their bulletins. Among these bulletins the professional journalism bulletin specifically indicated the need for the first time and recommended the use and importance of analyzing '...the effects of form and typography on the ease and rapidity of newspaper reading, the effects of newspaper content on circulation, and the analysis of newspaper content' (Gunter, 2000 pp. 99).

The first of this kind bulletin was the 1924 Journalism Bulletin which was published by the Association of American Schools and departments of Journalism. Attribute of such discovery goes to an article written by William Bleyer on 'Research problems and newspaper analysis.' The article did not only raise the now readership studies only but also lists of possible research topics in journalism (Bleyer, 1924).

The London Research Bureau (LRB) according to Gunter (2000 pp. 99) also has consecutively conducted other circulation-related surveys specifically for the Institute of Incorporated Practitioners in Advertising (IIPA) in 1930, 1931 and 1932, and also a report on Investigating Press Circulations from Repfords in 1932, and the Readership of Newspapers and Periodicals survey produced by the Incorporated Society of British Advertisers (ISBA) in 1936 (Gunter, 2000 pp. 99).

For Britain 'the earliest formal research into individuals' readership is carried out by Gallup for J. Walter Thompson in 1932, followed by research from the London Press exchange in 1934' (Brown, 1994).

During the Second World War however it was the USA that took the step of conducting much number of readership studies, says Gunter (2000 pp. 100). But in developing methodologies on the study field The George Gallup organization breaks the new ground.

However management driven Readership research took the role in enhancing the field of the study more in 1960s and 1970s due to the decline of circulation of major newspapers in metropolitan areas.

From the recent time researches that have international recognition WAN-IFRA's World Press Trend is one and seems the only source available on global circulation and readership studies. It is serving as source for global newspaper industry studies including circulation and readership for the past 70 years. WAN-IFRA, an organization created by July 2009 merger of WAN, the World Association of Newspapers, and IFRA, the research and service organization for the news publishing industry, has got a global network of 3,000 news publishing companies and

technology entrepreneurs, and its legitimacy from its 80 member publisher associations representing 18,000 publications in 120 countries.¹

WAN-IFRA collects accurate data for more than 70 countries which represent more than 90% of global print industry base. The center gets support of National newspaper and media associations including other contributors and draws a data from global partners like Zenith Opti-media on media industry parameters, IPSOS on audience levels and ComScores on digital audience behaviors (World Press Trend, 2014 pp. 3).

In terms of method different techniques have been developed through time in identifying readership of different publications in time. However the dominant theoretical approach that has been used so far on the study of readership particularly involves the use of Uses and Gratification (U&G) theory. The relevancy of the theory has been discussed in sections that follow. This research therefore will use the relevant applicable scientific approach to understand and see the state of readership of private newspaper readership in Ethiopia with emphasis to two newspapers.

1.2. Statement of the Problem

To make a readable newspaper is not a simple task which is limited only to attractive, interesting and fancy front pages. In short history of media independence and democracy in Ethiopia, the process of generating single weekly independent periodical is a stressing, hard and time demanding team responsibility for all types of editorial groups. Stress more goes also to the managers and owners of publication businesses as their trust should lie on the editorial team they formulate in appropriate managerial choices. The primary intention of most newspapers is not just any other but businesses (Keeble, 2005 pp. 2).

Debate as to whether they exist to report news, to act as watchdogs for public or exercise check and balance on the act of government or defend the ordinary citizens against abuses of power or unearth scandals or 'to do any of the other fine and noble things that are sometimes claimed for the press' is in jeopardy because the major focus of the newspapers in metropolitan cities is making money, just as any other business does. But this doesn't mean that they need to avoid all

¹www.wan-ifra.org/who-we-are visited on March 7, 2016

those things but must keep inline of these public functions, in order to succeed as businesses (Keeble, 2005pp. 2).

The stress of most journalistic works is therefore not however without prize. Passion and energetic work of every publication is rewarded by attentions of readers. Success even extends to an adventurous quest of creating knowledge of the unknown to shaping and necessarily forming forum of discussion in communities at large.

Disregarding the stressful week which takes majority of their days most journalists are so much addicted to the success of finding their stories influencing communities even more leaders shaping decisions and attitudes on the distribution days of the weekends which may be for a day or two. Seeking reader attention remaining as basic question for newspaper industries, another important and curtail element of this media world is maintaining the same cloud of success for more production years to come.

Therefore the existence of newspaper is highly dependent on its readability by the public it operates (Negrine, 1989pp. 88)A newspaper without its reader is nothing but a west of resource and for reasons of consistent viability and feasibility, it is always appropriate to conduct research son readership and non-readership of newspapers (Gunter, 2000 pp. 93).

In relation to the readership and satisfaction however the academic research conducted in Ethiopia is very limited. The first by far prominent on whole in whole readership and satisfaction study conducted by a scholar is that of Sahilu's (2008) Readership satisfaction of Addis Zemen and Addis Admas.

In his study Sahilu (2008) has tried to measure readership and the level of satisfaction of readers of both newspapers. Also he has identified reasons for the readers to select the newspapers and which section of the newspaper is read by readers most and least. On its way the study has indicated 'readers have their own recommendations for the newspapers in order to minimize their dissatisfaction and maximize their satisfaction' (Sahilu, 2008 pp. 9).

The scope however is more of limited to the satisfaction/dissatisfaction of the readers of the two newspapers Addis Zemen and Addis Admas newspapers in Addis Ababa. But it is the researcher's belief that for private newspapers it would be appropriate to conduct independent

study that would place their financial viability as well as their social, cultural and psychological impact on the readers as Gunter (2000) described it. In doing so 'it is important to collect evidence about the size and shape of media audiences and their patterns of media usage.' (Gunter, 2000 pp. 93)

Habit is however a deeper concept than just readership since it is defined by oxford dictionary as a settled or regular tendency or practice. Reading for single time may mean another and doing it occasionally also but usual and in a typically occurring manner is what is meant by Habitual readership.

One thing we should keep in mind is that reading newspaper is equally important for the entire people for any part of society including student, workers, officials and practitioners and not only for the publishers. Reading builds vocabulary skills and background knowledge that strengthens reading skills and increases the enjoyment of reading (Strummed& Mates, 2004 pp. 198).

Studies show that Readership is highly devoted to literacy and conviction of readers together with accessibility of newspapers (Basumatary, 2014). It is also not a simple habit that comes with wants and needs alone. As much the habit is developed through a continuous effort and practice, it is also dependent on the availability of readable content based on needs of readers, communal agendas and question of satisfaction (Verplanken et al., 1998, Cheung and Limayem, 2005).

The accessibility of choices and quality content the production presents to the vast majority of literate people plays key role in addressing readers and keeping them interested tangled with multiple satisfaction (Hartin, 2004). Content therefore plays Enormous role in developing habits through satisfaction (Zillmann and Bryant, 1985, Cited in Gunter, 2000).

This however does not reduce the role of more effort the public should exert, to increase newspaper reading habits due to the contribution of the newspapers to reader serving as a store house of knowledge (Chinnasamy, 2015). This study equally forwards different outputs to both readers and publishers in common to increase the city's community private newspaper reading habits.

The CIA World Fact Book (2016) describes that the total population of Ethiopia is 102.3 Million and out of the total populations of Ethiopia literate people with age 15 and over estimated to be 54.5%. From this figure of population aged above 15 49.3% are male and 50.7% are female.

According to the same source, Addis Ababa's total population amounts to be 3.2 million people. From this number population with age of 15 years and above account 85.2% of the total population. The literacy rate out of this 85.2% is male 50.83% and female 49.17% (Addis Ababa City Government Urban Development Indicator, 2014).

Looking to the circulation rate of private newspapers however one can conclude that the newspapers are not winning that much of an attention of the literate people. As can be referred from table 1 above, Capital and Addis Fortune the two English newspapers score only a weekly circulation of 13,375 copies and The Reporter both Amharic and English alone 23,085 copies country wide (Annex I) (Ethiopian Broadcasting Authority, 2012).

The rate is too low compared to the literacy rate the city has got. Bringing them up together therefore the total weekly circulation of the three newspapers will be not more than 37,000 Copies together.

For more than 50% literate people residing in the city which might amount to be almost 1.4 Million the proportion is a lot lesser than could be anticipated. What causes the low number of readership will therefore be one part of a study.

The subject newspapers readability scope by itself widens again with media nature of presentation including language and page design to literature and genre meeting audiences favor.

Conducting repeated readership studies like this one will make greater contribution to growing and flourishing private newspapers in the country. Therefore this study tries to make its focus on the two private newspapers and see and measure their readership

1.3. Objective of the Study

1.3.1. General Objective

The general objective of the study is to examine the state of English newspapers readership in Addis Ababa with special reference to two privately owned newspapers: Capital and Addis Fortune.

1.3.2. Specific Objectives

The specific objectives of the study are:

1. To identify the dominant sex, age, marital status and educational background to read the two newspapers,
2. To explain reasons and functions that motivate and de-motivate readers to read respective newspaper frequently
3. To identify column of both newspaper which is readable and not readable and
4. To single out the weakness and strength of the newspapers.

1.4. Research questions:-

The research will identify reader groups of the newspapers and how they are represented in the newspaper

1. Which are the dominant sex, age, marital status and educational background to read the two newspapers?
2. What reasons and functions motivate readers to read respective newspaper frequently?
3. Which column of newspaper is readable mostly and least from all types and why?
4. What are the weakness and strengths of the newspapers?

1.5. Scope of the study

Readers and nonreaders are the primary target of the study. The researcher also tries to see the newspaper publishing companies target audiences and conduct a level of frequency and amount of readership of the two newspapers both by target audiences according to the newspapers and the potential literate readers found in major newspaper reading areas.

1.6. Theoretical frame work of the study: Uses and Gratification Theory

The U&E research theory, a recent development that is considered to have risen on the early 1940 by Herta Herzog, has spring boarded right after the inclination of researchers on use of sophisticated methods and theories with scientific by their nature. This sophistication has got a lot to do with three basic shifts in the methods and theory of research according to J. Baran and K. Davis (2010).

One is the emergence of new methods and data analysis techniques that help and enhance the development of important new strategies for studying and interpreting audience uses and gratifications. This was due to the innovative questionnaires that allow readers to express and justify in systematically and objectively analyzable reasons of their media or newspaper use.

Secondly the discovery of audience or readers active role on desiring the effects of media and obtaining the expected from them by consumption on the 1970's has also influenced researchers to favor uses and gratification theory as convenient means of research.

Third and lastly research was focusing too much on unintended negative effects of media while intended positive uses of media were being ignored according to J. Baran & K. Davis (2010 pp. 250).

Since then the theory has been through more advancements as more accessible and easy media technologies appear. More extension models have been forwarded by Ruggiero (2000) to the theory with interactivity nature of new age media including concepts. These concepts are interactivity 'a degree to which participants in the communication process has control over, and can change roles in their mutual discourse', demassification 'ability of the media user to select from a wide menu', asynchroneity 'ability of the media user to select from a wide menu' (Ruggiero, 2000 p. 15).

Katz, who is considered to be the father of the theory, firstly introduced the approach with the name after changing the dimension of perspectives "What do media do to people?" to "What do people do with media?" The theory of uses and gratification assumes two pillars that are people consume media for many reasons and effects of same media are same on every consumer but

purpose of consumption may not be the same at all. Reasons of consumptions however are powered by need gratification (EmGriffin, 2012 pp. 360-362).

What may be the reasons of consumption has been however a question that answers could be generated from half century research experience. Among the century old effort significant typology of such reasons was constructed by a scholar Alan Rubin on 1985. These eight typologies developed by Rubin are Passing time, Companionship (sports fan groups watching big game just to get together), Escape or creating destruction of thoughts or situations, Enjoyment, Social interaction (keeping self-informed for social conversations), Relaxation, Information and last but not least Excitement (EmGriffin, 2012 pp. 361).

From researches with newspaper use many could be listed to indicate further typologies applicable in modern day readership studies. For example Berelson's (1949) study on the functions of newspaper reading and some other researches about gratification of certain medias have shown a formulated list of functions as 'To match one's wits against others, to get information and advice for daily living, to provide a framework for one's day, to prepare oneself culturally for the demands of upward mobility, or to be reassured about the dignity and usefulness of one's role.' (Katz, Blumler, & Gurevitch, 1974, p. 20)

With due regard to the sheltering theory of uses and gratification more technical measurements also has been employed in different researches across the world to indicate and measure reasons of uses for newspaper.

One for example is typology forwarded by study conducted in India by scholars named Akanda and Haque (2013) on the topic "Newspaper Reading Habits of University Graduate Students in Bangladesh: A Case Study".

The research indicated that

'130 (11.85%) of the respondents read newspaper to obtain information while the second largest 125 (11.39%) respondents read newspaper to broaden the horizon of general knowledge and 122 (11.12%) respondents read for educational purpose while 120 (10.94%) respondents read for the purpose of searching new jobs and to know the sports news respectively. The least Number of respondents i.e. 10 (0.91%) for

improving the status in the society. That hall libraries are the most common sources of paper based newspapers of students i.e. 35.91% students depend on hall Libraries while 30.39% students depend on individual subscription, and 13.81% students rely on university library. And the least number of students i.e. 4.97% students depend on public library and 14.92% students depend on other sources for getting newspapers.’ (Ali Akanda and Haque, 2013 pp. 5)

Chinese Jinan University School of Journalism and Communication, on the study for Japanese newspaper circulation additionally introduced the effect of social and cognitive behavior of society as typology over media selection and consumption. The study states that Japanese people which are simple and practical by their nature love their newspaper because their ‘newspapers are informative, practical, concise and forceful-in accordance with their characteristics’ (Ali Akanda and Haque, 2013 pp. 5).

Another study made in Japanese newspapers also indicated that the content of newspapers highly determine the uses and gratification of the consumers of the newspapers. By their content Japanese newspapers are informative and concise and the rareness of discovering sensational headlines or pictures with ability to maneuver readers they seem to play important role in winning lots of readers in their home city (Chih-Chung, 2014 pp. 640).

Also Japanese newspaper industry wins market by reducing prices or giving out gifts which highly played role in winning more buyers leading to increased number of reads according to the same study. Therefore another important impact in use of newspaper is incentives if are available (Chih-Chung, 2014 pp. 640).

The research reveals “content” accounts 40.9% helping Japanese choose between newspapers. “Credibility and the fame” which accounted 37.6% also has significant impact with ‘all types of advertisements and promotion might boost the fame and sales in a short period of time’. This showed that for Japanese newspaper further readability and long-term competitiveness improvement of the content plays greater roles (Chih-Chung, 2014 pp. 636).

1.7. Uses and Gratification Theory Typology in Ethiopian Newspapers

The first and for most Ethiopian newspaper readership conducted by Sahilu Kassaye (2008) also followed the same trend and developed typologies that best describe readers reasons for newspaper selection of both Addis Zemen and Addis Admas by using the McQuail's (2012) model. This model takes of Surveillance of the environment and people desire to acquire understanding of their environment as one reason of reading newspapers.

Also secondly Sahilu takes Diversion needs, needs of escaping from boring realities or thoughts as another typology of his study. Another reasons considered is that of Personal identity needs i.e. according to McQuail (1987, cited in Ozoh, 1991: 5, cited in Sahilu, 2008) this needs are connected with finding "reinforcement of personal values" and "models of behavior" last and not least consideration of typology to the Ethiopian endemic research, Sahilu's readership, is the social integration needs, needs of getting in to others shoes to get experience and create common agenda of discussion.

More over the research also included the consideration of credibility of newspaper; credibility as defined by Infante et al (1993 pp. 180-184) as 'factual statements originating from a source other than the speaker, objects not created by the speaker and opinion of persons other than the speaker that are offered in support of the speaker's claims ... any statement of fact, statement of value or definition offered by a speaker or writer which is intended to support a proposition' (Infante et al., 1993: 184 as cited by Sahilu, 2008 p. 30).

1.8. Background of the two newspapers

1.8.1. Capital Ethiopia

According to its official website Capital Ethiopia which started publication on the late 1990 is a weekly published newspaper published and distributed by Crown Publishing Plc, a private limited company with a registration of the Addis Ababa Administration Trade, Industry and Tourism Bureau under number 32874. Obtaining the then Ministry of Trade and Industry (MoTI) the now Ministry of Trade (MoT) license number 000080/91, the newspaper is much of a business genre.

Content of the newspaper could be classified in to columns of 'Editorial' and 'comment', 'Local News', 'Numbers', 'Spotlight', 'Capital News in Brief', 'Business and Economy', 'International News',

‘Interview’, ‘Comment’, ‘Doing Business’, ‘Entrepreneur Profile’, ‘Art & Culture’, ‘Society’, ‘Opinion’, ‘US Box Office’, ‘Weekly Horoscope’, ‘Capital Sport’ and ‘Classified and Advertisements’.

A newspaper with a motto stating as ‘The paper that promotes free enterprise in Ethiopia, and informs the public at large about economic events’² capital claims that it is a best expression of press freedom for developmental goals ‘as conditions and best practice policies of doing business continue to improve in Ethiopia’. The readers of the newspaper are also specifically mentioned by the newspaper as the business community, NGOs, international organizations, academics and others.

1.8.2. Addis Fortune

A weekly English newspaper published and distributed by Independent News & Media Plc, Addis fortune is a business by its genre.

Inside the newspaper the pages are designed in to contents of ‘Agenda’, ‘News’, ‘News Analysis’, ‘Features’, ‘Quotes’, ‘commentary’, ‘OP-ED Notes’, ‘View From Arada’, ‘Radar’, ‘syndication Articles from Financial Times’, ‘High-Tech Talk with Dereje Letibelu’, Economic and Investment Indicators’, ‘Advertisement’, ‘classified Adverts’, ‘Announcement’ and ‘Leisure’.

With a motto of ‘dedicated to promote the development of the private sector in Ethiopia and its economic integration to the regional economies, in light of the apparent threat and expansion of globalization’ the company independent Media Plc claims that the newspaper is the largest circulating paper in its category, surpassing all others by an average of 60%.The newspaper has been functioning for the past 11 years since its establishment.

1.9. Significance of the Study

The primary contribution of this research will be to the editors of respective private newspapers. Identifying the Strength Weakness Opportunity and Treat (SWOT) from the readers’ perspective the research will help them also to realize their respective output and the effect on the readers as readers choose the attractive part of the newspapers and the ones that they ignore. In doing so the companies will try to use appropriate measures to rectify their problems or strengthen their qualities more using this research outcome as an input.

²<http://www.world-newspapers.com/ethiopia.html> visited on March 5, 2016

Also for all private newspaper publishing companies, business entities and owners the study helps them analyze their product and make an evaluation and even more use it for advertisement resources. Advertisement agencies will also make choices what and when to use newspapers looking at the study.

Consistent readable publication on the private media industries also is an assurance of the existence of free and democratic media as well. Academically democratic contribution to the community will also be the assurance of continuity of the media by giving appropriate support to the private sectors.

On the other hand non-readers which are made target to this study and also who may have future access to this research will assess their basic problem not only on the newspapers side but also on their readership habit. This will increase readability more by singling out readership habit is necessary in building informed democratic society.

1.10. Limitations of the study

This research will only make a sample study since the number of literate people in the city is so high and it is used a non-probable sampling because there is limited study conducted in readership of private newspapers and we can't find the exact number of readers of the two newspapers.

Therefore the remaining reader and nonreaders will lose coverage and only be represented by the selected groups comment.

CHAPTER TWO: RIVEW OF RELATED LITRATRUE

2.1. Newspaper readers and readership meaning

The most debated concept in this field of study is what constitutes the meaning of readership of a newspaper. What constitute reading a newspaper whether giving a first glance to cover pages or reading the whole content of all series is still subject to further studies. Complexity may rise as to the question if reading constitutes going through from beginning to end, or to have read only some part out of it. It would also be important to look through the difference between simply 'looking' at the paper, some of the photographs and headlines, and 'reading' that publications article (Gunter, 2000 pp. 94).

Researchers like Gunter (2000 pp. 102-104) favor to look on the historical usage of the term than directly providing a definition for readership. One technique raised by him was 'Through The Book (TBT)' method where by individuals were given certain issue and asked if that specific issue is interesting or not, which he also indicated as limited only in one publication and does not extend to more additional series of publications (Gunter, 2000 pp. 102,103).

Another method he raised is a 'Recent Read' techniques where by readers were asked to recall the last thing they remember of a publication. This was though very challenging approach since they must precisely remember what and when they saw the publication. 'First Reading Yesterday (FRY)' also is third technique used in history according to Gunter (2000) to define readership and it focuses on newspapers and magazines a respondent saw 'yesterday' (Gunter, 2000 pp. 103).

More multifaceted approach may be used to make analysis on the measurement of scale of readership by different scholars for different purpose. One website for example called the Basics of Selling Newspaper Advertising (2015) defined readership as 'the newspaper's total circulation multiplied by the average number of people who read each copy.' This approach however was used only to assure the accessibility of advertisement of business enterprises and not merely focus on content matters.

More clarification is however obtained looking on the basis of kinds of readership to measure readability. Below are provided possible readership classification on the basis of scholarly understandings of readerships.

2.2. Kinds of Readership

The most common classification of reader's is placing them as habitual and casual readers. But more complex approach is used by Picard (2001) and also a third type of classification is included as nonreaders. In his study over distribution of daily, Picard (2001) identified those who are literate and are considered as potential audience of newspapers. He classified them as habitual readers, occasional readers, and non-readers.

'Habitual readers are the core readers who regularly read newspapers and wish a regular flow of information to understand the world around them and to make decisions. Second, there are occasional readers who want information and diversion but are less committed to devoting time or money to newspapers. Finally, there are those who can read but don't. They have never acquired the habit and believe that newspapers are not interesting enough to spend time or money on.' (Picard, 2001 p. 169)

Readership therefore may emanate from habit or just simple interest that may come out of certain needs and desires accompanied by certain reasons. One can therefore see that readers have sufficient reasons for looking on to a newspaper supporting this needs and desires. Picard has for example listed some typologies or reasons for presenting the above three readers classification models and this reasons are seeking information and diversion, to understand the world around them and to make decision.

Wolswinkel's (2008) research strengthens this hypothesis with more proof. However his model of classification differs from that of Picard's. In his model Readers could be classified in to three. free newspaper readers that is; those who read more days per week one or more free newspapers and do not read paid newspapers, Paid newspaper readers that is; those who read more days per week a paid newspaper and do not read free newspapers and non-readers; readers who don't read at all.

Conducted in the newspaper reading behavior of young adults from a sample of 245 Dutch adults, his research indicated that readers with paid newspaper and free newspaper have significant difference over the media consumption rate. This implies that another typology may also be included to readership studies dealing with the economic contribution or effect over readership of newspapers (Wolswinkel, 2008 pp. 15).

Still in mind is it would be appropriate to go through the financial state of the newspapers but let us go back to habits and accessibility to see how it is influential over the state of readership which this research is all about.

2.2.1. Habitual Readers

Habit is core independent reason in Picard's finding (2001) for reading newspapers. When behavior began performance out of a habit, the predictive power of intention will be weakened according to psychologists. Habitual behavior is a state of losing the reasoning and a character out of reason (Verplanken et al., 1998, Cheung and Limayem, 2005).

Therefore, sometimes reason may not be required and an independent variable is required to indicate the way people read their newspaper out of any degree of reasoning but habit. Additional research has shown that habit is also influential component of newspaper reading on some individuals (Bentley, 2000) and that habit is an automatic predictor of behavior (Polites, 2005).

2.2.2. Role of Accessibility of Newspapers in Readership

Structural factors like accessibility of newspapers also have been an influential element over readership of newspapers (Raeymaeckers, 2004).

On the research conducted by the researcher Raeymaeckers (2004), for example, 50% of the respondents to questionnaire had access to newspapers at home on a daily basis. But from the remaining respondents One-quarter answered that newspapers were never available at home.

The result indicated that for the young adults who have higher access rates at home, spend more time reading newspapers. Moreover, found that 38 percent of the young member of the family

tends to develop a daily reading habit just because the fact of newspapers is available at their home daily.

This finding also include the 8 percent of young adults which were in such same households where newspapers were available but was found with no interest for newspapers at all.

The finding of this typical research has also indicated that 'When young adults have less access to newspaper, rejection of newspaper reading among them increase up to 51 percent.'

These results simulates the previous year's findings of researchers that 'young people have regular access to newspapers at home they are more inclined to develop personal reading habits, and moreover tend to spend more time reading newspapers.' (Bauer, 1993; Bonfadelli, 1993; Noelle-Neumann, 1997; Bogart, 1989)

2.3. Functions of newspaper

With due regard to consideration of differentiating the use and function of newspapers McQuail(2012) also considers concepts relating with the function of media to audience studies according to him therefore people may also read newspapers for respective functions the newspaper brings towards readers. This function shall not be confused however with the research theory where by newspapers functions may be determined in functional theory research.

One research for example cautiously drew a line between the Uses and Gratification theory use of functions and the bigger theory of Functionalism (Allen, 1980).

'The word function is used in both areas but from a slightly different orientation. In functionalism, the function is rooted in the sender and message and provides consequences for the individual and society. Cultural transmission or the narcotizing dysfunction comes from the sender, either intentionally or unintentionally, and are contained in the message. In uses and gratifications, however, the function is rooted in the receiver and his or her use of the message. Surveillance is from the orientation of the individual and explains the motive for the use of the media. This might be contrary to the intentions of the sender for it is the individual who is determining the use of the media.' (Allen, 1980 pp. 74)

In due regard of the uses and gratification approach of this study it will also be important to see if readers read to obtain certain functions. Among the typologies designed by researchers for these functions some may include Surveillance of the environment, Correlation of parts of society, Transmission of the social heritage relates to the media's ability to communicate values, norms, and styles across time and between groups and finally to entertainment means media's ability to entertain or amuse (McQuail, 2012).

2.4. World newspaper readership trend

Globally 45% of all adults are newspaper readers and from all worlds' population 2.5 billion read a daily newspaper. 0.8 billion of the world internet users read the newspaper online and out of the total internet users 45% reads newspaper in digital format (World press Trend, 2014).

Among the major industries with large number of readers the primary and the outmost newspaper industries are located in USA as indicated by the WAN-IFRA World press Trend Study of the 2014 followed by Japan and thirdly by China.

Circulation and advertising revenue in major markets study released by World Press Trend (2014) shows that from the revenue generated by presses industry the highest is made by the USA press industry which amounted to be 35 billion dollar, followed by Japan who earns 17 and thirdly by china with 13 billion dollar. Germany and Britain takes the fourth and the fifth stage consecutively with 11 and 8 billion dollars respectively.

But in terms of newspaper however it is the Japanese newspaper that takes the lead and in 2010 among the 100 Daily Newspapers Worldwide by circulation rate the top three newspapers were all Japanese. Collectively Japanese newspapers accounted 50% from the top 10 newspapers from worldwide. The above data is more supported by fact stating that Yomiuri Shim bun(Japanese daily) ranked first in the international circulation rating out of worldwide daily, with circulation of 10.019 million and it was also the only newspaper whose circulation exceeded 10million from world dailies (World Press Trend, 2010).

Japan is an island country with a small population of only 127 million but still with 100% press power according to one research presented for 3rd International Conference on Science and Social

Research (2014). The Study further indicates that out of the 1000 Japanese people 624 holds a newspaper making almost everyone a newspaper (ICSSR, 2014). Close to 92% of the population reads newspaper out of the total population according to Japan Newspaper Publishers and Editors Association Research. Moreover the study on the rate of indicated the rate reached 88% out of the total population. 57% of the total population also read newspapers daily.

Japan's Comprehensive National Newspaper Survey (2003 pp. 640), has also shown that newspapers were the most trustworthy media for Japanese people. '79.9% of the population reads with confidence in newspapers while only 44.6% of the population believed in the television, and not to mention the even smaller proportions of people trusting the Internet, magazines and broadcasting (16%, 11.5% and 11.4% respectively).'

2.5. Comparative private newspapers readership in RSA, Kenya with Ethiopia

The CIA fact book (2015) reveals that the total population of the country Kenya is estimated to be 45.9 million and from this literacy rate for ages above 15 amounts 78% of the total population which 81% is from the male population and the 74.9% is from the total female.

Kenya owns 6 daily newspapers, 5 weekly newspapers; of which the top three by circulation are the private newspapers called Sunday Nation (circulation 250,000), Daily Nation (circulation 150,000) and Standard (circulation 70,000).

In contrast the number of daily publication in Republic of South Africa (RSA), which has a total population of 54.9 billion according to mid-year population estimates produced by Statistics South Africa (2015), is 10 and these are The Daily Sun (circulation 273,746), The Times (circulation 143,955), Isolezwe (circulation 107,139), Sowetan (circulation 99,723), The Star (circulation 93,014), Son (circulation 81,458), Die Burger 56,474 +1), The Citizen (circulation 55,548 +1), Beeld (circulation 52,276 -2) and The Cape Times (circulation 31,930) (Audit Bureau of Circulation of South Africa first quarter, 2014).

The CIA fact book states, total population of Addis Ababa amount to be 2.89 million in 2009. Of the population people with ages above fifteen, whom for this study purpose we consider part of community with age that fully understand newspaper, is close to 2.1 million and from this 0.99 million are male part of the society and the rest female which amounts close to 1.1 million.

Out of this population (with age above 15) the 1.7 million are considered to be literate (Persons with ability to read and write) according to the same source and this makes the 85% of the total number of population with age above 15 literate. From the sexual segregation we can see that out of the total male population above the age of 15, 92% of them are literate and from the female population with the same age group 78.6% are literate.

As mentioned in the previous chapter the readership of newspapers is very small compared to the number of literate people in the country and this is demonstrated over the rate of circulation over the country. In contrast to the above two African countries the number of daily newspapers are 129,264.

On the same time of the Ethiopian Broadcasting Authority release Addis fortune (2012) on its editorial has summarized its concern more as 'A nation of over 80 million people is being served by 23 newspapers with an average circulation of 19,750, according to the Ethiopian Broadcasting Authority (EBA), a regulator. Gross circulation of the newspapers is lower than 100,000.'

The aim of this study therefore is to give more support to the two private newspapers by identifying readership, reasons for readership, non-readership and moreover the reasons why most of the time they are not readable by nonreaders. The impact of conducting readership study therefore according to literature is presented below.

2.6. Readership Study and its Impact

According to Katz (1959) Use and gratification approach to media study there is assumptions that even the 'most potent of mass media content cannot ordinarily influence an individual who has no 'use' for it in the social and psychological context in which he lives.'

While the use is much more important it also believes people's values, their interests and their social roles are pre-potent and that people selectively fashion what they believe from what they read (Katz, 1959).

Newspaper readership therefore helps understand how much a certain newspaper is influential in shaping certain societies culture. Uses and Gratification theory specifies that society also shapes at large the use and consumption of certain genre whether in print media or on any other form of media. Once the print newspaper has passed the selection criteria up on readers the rest will be a matter of audiences playing an active role in selecting and experiencing media content that best

shapes their attitude by challenging or supporting their views in the selected matters. History of this kind of research dates even before the beginning of the Second World War. This research theory was most interested in the motives underpinning readers' and listeners' use of newspapers, magazines and radio (Gunter, 2000).

Since the 1960 uses and gratifications research has become lot to do with aspects like 'the social and psychological origins of needs, which generate expectations of the mass media or other sources, which lead to differential patterns of media exposure (or engagement in other activities), resulting in need gratification and other consequences' (Gunter, 2000) This was due to the rise of interest in relation to campaign.

More over the uses tradition was subsequently obtained huge development especially in 1980's in relation to the effects media has brought on the individuals even to children in relation to violence. Now the use and gratification theory is still up on use more in relation to effects of media within the community it functions.

However limiting the scope of the above theory the central function of this research will be to what extent the two privately owned print newspapers are winning the usage of the community will be the main target of this research.

CHAPTER THREE: METHODOLOGY OF THE STUDY

3.1. Research Design

Designing research entails pacing or planning the sequence of its component from data gathering to data analysis. Another thing to consider is also scope of the research and limits it to the necessary relevant target and aims. (Richards, 2006) Here in this study the researcher have limited the scope of the readership of the two newspapers to readers based in the capital city, Addis Ababa.

The capital city which serves as a center and home for variety of people quite representation of nations and nationalities residing in Ethiopia is also expected to represent the usage and media level of consumption in the country. Selection and sampling is also limited to the capital because some research also has indicated that newspapers' circulation in Ethiopia is mostly limited to the capital city (Tamirat, 2005). Due to the fact that it is also a seat to many continental and international organizations many foreign readers working and visiting the country also reside in the capital.

Besides the two newspapers and their nature of business news coverage genre makes the city a major target of reader's location. Both of them have targeted the business community which at large level made the Headquarters in the capital city the NGOs who have also many Ethiopian head offices in Addis and Embassy offices and consulates.

The respective newspapers also have made their audiences or reader targets only English language readers which make the scope narrower to literate business consumers and owners. The concepts of audience reach however could be chosen by newspapers based on the McQuails (2012) requirement of selection of audience criterion. McQuail (2012) has classified audience reach selection standards employed by media owners as follows.

Available audiences are the potential audience group of a specific media for example newspaper readers need to be literate to read news and understand the meaning. The second is paying audience and in here audience's selection highly relies on the affordability basis. Audiences like newspaper readers need to be economically selected to buy the newspaper based on the set price for the papers.

Thirdly the actual readers need to be selected by attentive audience criterion to particular content. Buyers with potential to read the news are not only enough to establish audience but these groups should also be narrowed to attentively reading news.

Attentive reading also lead to more special attention to specified sections or parts of the newspaper implying the fourth criterion of audience selection the internal audience. Fifthly the criterion of the cumulative audience tries to indicate the degree of addressed numbers from these audiences selected by the criterions above employed by the media houses.

Last but not least target audience criterion implies the criterion that employs the potential audience reach by particular source (e.g. an advertiser) (McQuail, 2012).

The research will therefore, attend the criterion employed by the media houses and selection of target readers as seen practically working.

Another thing to consider in designing the research would be research approaches. Empirical or Posteriori theory, which assumes all sensory knowledge to be accepted as true belief and the non-empirical or priori knowledge theories, which presupposes knowledge to exist independent of the sensory organ has served as the fundamental theoretical underpinning for modern days research approaches. (Williams, 2007) The most common approaches to researches are three and these are qualitative, quantitative and mixed. (Creswell, 2002) Both of them and criteria's for use and selection in this research are indicated in the topic below.

3.2. Methods of the Study

The purpose of this research is to measure up readership of the two English newspapers Capital and Addis Fortune. Both newspapers have successfully survived many years after the freedom of press has been embarked in the country. Large number of NGOs, Embassy and Business institution make a regular purchase and make available to customers, employees and management. Besides Medias like the national television channel choose these newspapers to make news analysis and weekly media review. This makes the newspaper more acceptable and further readership studies if conducted will strengthen their capacity and readability.

The following parts will illustrate the necessity of use of each method in this research and tries to make relevant explanation why the approaches are selected. Among methods of data collection in this study Qualitative, Quantitative and survey with a systematically designed interview questions and questionnaire techniques will be discussed with their respective significance to this research.

3.2.1. Qualitative Approach

Ontologically as a qualitative research one can assume that researcher of this study and the target groups of the study own multiple realities according to Creswell (2007). More over with an epistemological assumptions qualitative questions try to get as close as possible to the readers of the newspapers and the population representing them in the study and this is with a precautionary measure of avoiding objective distance or separateness. The methods and techniques of qualitative approach involved in this study therefore tries to indicate reader's direct response or reflection as it is (Creswell, 2007 pp. 16-18).

Axiologically also the qualitative research tries to explicit values of the research unlike any other approach. The values of this research are also reflected directly to its audience in the conclusion recommendation specifically and also in many parts of the research presentation. With characteristics of inductive, emerging and shaped by the researchers experience the methodology of the study in qualitative is that of from the ground up to the top (Creswell, 2007 pp. 18).

Many readership studies have used qualitative approach with questions of why, what and how in readership of newspapers. For example in one research conducted for Newspaper Association of America the researcher have used questions for focus group and telephone interviews to see the perception of teachers on the role of newspaper in education. (Clark Martin and Bartolomeo Inc, 2011) Sahilu (2008) on the other hand have used qualitative interview method to 'get answers to research questions that needed words that help people to express their ideas about newspaper reading'.

This research on the other hand will focus on the applied nature of the study and will include interview questions and questions in questionnaire that will directly bring a suggestion to the two publishing houses to enhance more readability or to the public to see if the reasons for readership and non-readership are sufficient or not.

According to Gunter (2000) non-readership data have generally been collected by asking non-readers to tell the interviewer in their own words why they do not read. The three most common reasons named most often by non-readers were lack of time, preference for another news medium (especially television), and cost. Bogart (1991) on the other hand identified four reasons: depressing news, cost, lack of interest, and inability to spend sufficient time at home. Lipschultz (1991) discovered that non-readers relied more on radio and television for news, found newspapers too costly, perceived papers as neither interesting nor useful, and thought that newspaper reading took up too much time (Gunter, 2000 pp. 107).

The non-readership justification will therefore be identified for most private newspaper accordingly by including it in the questionnaire. Also topics that are considered as the challenges of the two newspaper producers to reach the literate part of society in Addis will take part in the questionnaire and interview.

The qualitative approach therefore attempts to answer the following questions from the research questions.

1. Why they read Column of newspapers which is readable mostly or none from all types?
2. What are the weakness and strengths of the newspapers?

3.2.2. Quantitative Research

A research with numerical or mathematical representation analysis and manipulation of data for description or explanation of phenomenon, (Creswell, 1994) quantitative approach has been employed in research since as early as 13th Century AD. (Williams, 2007 pp. 67) The assumption of this approach maintains an empiricist paradigm in its methodology (Creswell, 2003; Williams, 2007 pp. 67).

The usage of this method is the most common one when it comes to readership studies and almost all of these types of studies have employed this approach. It “creates meaning through objectively crafted answers by quantifying the number of answers with numerical values to show certain facts.” (Williams, 2007)

Also here in this research based on the typologies and reasons for readership mentioned in the second chapter the researcher designs a questionnaire and questions that contain objectively crafted options to select by the subjects of the study about why they read.

Quantitatively frequency of readers will also be measured and selection of the number of habitual readers will also be conducted from research targets.

One of the contributions of Sahilu's (2008 p. 32) study is that there is a direct relationship between readership frequencies of different sections of a newspaper with newspaper readership satisfaction. The more people read a single Column the more they are satisfied with the column according to his theory. The quantitative measurement of both the interview and questionnaire also will include measurement of frequent readership of columns in the newspapers quantitatively.

The reverse reading of the above indication is that the less readable frequency a column has the less readers are satisfied with it.

The quantitative part of this study will cover and try to find an answer to the following questions quantitatively.

1. Who are the readers of the two newspapers?
2. What reasons and functions motivate and de-motivate readers to read respective newspaper frequently?
3. Which Column of newspaper is readable mostly and least from all types and why?

3.2.3. Survey, Questionnaire and Interview

The total population, or in the case of this study readers of the two newspapers, are not known because of reason that there is no prior continuous research on circulation and readership carried out by an independent organ. Of course total population of the target group of the study could not be addressed by this single study due to reasons related with resource of time and economy.

Therefore the researcher is confined to conduct a survey method by which a certain group of people are selected to be target of this research representing the whole reader population. The purpose of using method like survey to this research would also be 'to generalize from a sample

to population so that inferences can be made about some characteristic, attitude, or behavior of this population' (Creswell, 2014 pp. 203).

More specifically the research will focus on descriptive survey precisely on questionnaire survey method and Interview survey method.

The main objectives of descriptive research according to studies are identifying present conditions and point to present needs, studying immediate status of a phenomenon, facts findings and examining the relationships of traits and characteristics (trends and patterns). The descriptive survey is more realistic than experimental research. Descriptive researches are oriented towards the descriptive of the present status of a given phenomenon (Williams, 2007 pp. 66).

Unlike A census inquiry, which deals with a complete enumeration of all the items in the 'population' and which were considered traditionally accurate but is still subject to criticism since it holds element of biases at large in the target study, this study will target only in selected sample target groups representing the reader group of the two newspaper at large (C.R. Kothari, 2004 pp. 14).

The sampling technique employed in the study is highly dependent on Deliberate sampling which is also known as purposive or non-probability sampling. This method intentionally or deliberately selects particular units of the readers for constituting a sample which represents the whole readers. When population elements are selected for inclusion in the sample based on the ease of access, it can be called convenience sampling.

Based on these techniques the researcher has chosen the readers of the newspapers who read the two newspapers in work places, public newspaper reading areas like major squares and billboards and major cafés located in the city.

One technique to reach this sample of people is through the use of questionnaire survey; a type of descriptive research that uses the questionnaire as research tool for data collection. The sampling procedures techniques and rules are presented in the following section.

3.3. Sampling Techniques and Procedures

Since it is very difficult to reach out to the whole population of the target of the study is to take a 'subgroup of a population which might be a representative taste of a group in the sense that each sampled unit will represent the characteristics of a known number of units in the population' (Frey, 2000; Berinsten, 2003; Jones, 1955).

In doing so it would also be equally important to use universally accepted standards and methods of sampling which are known as non-probable sampling methods or techniques (Lathan, 2007).

Sahilu (2008), due to the shortage of data on newspaper readers in Addis Ababa at his time, used stratified random sampling by considering Lists' classification of newspapers readers to study Addis Zemen and Addis Admas newspapers. He classified the newspaper readers of Addis Ababa, into strata of 'people reading newspapers in libraries and offices, because the office or the library is a subscriber; people reading newspapers in open squares usually standing by paying twenty five cents to newspaper vendors; people reading newspapers in cafeterias usually sitting by paying twenty five cents to newspaper vendors; and people reading copies that they buy.'

But when considering these newspapers which the researcher has selected the target group of the research would be only readers which each newspaper have already made their target audiences.

As mentioned in the previous section the two newspapers have selected the available audience, Paying audience, actual readers, attentive readers and potential audiences of independent articles like advertisement by McQuail (2012) model.

The medium language of the newspapers is English language and that makes readers or available audience to be those who can read English language very well.

With regard to the price both have set a certain amount of money to purchase the newspaper and audiences to these newspapers are those who can afford those prices.

Both of these newspapers have targeted the business community, NGO's, Embassy offices and consulates as potential attentive readers. Last but not least they have also entertained many advertisement commentaries and notices that are designated for certain readers.

This audience selection makes audiences location everywhere and difficult to reach at one time and therefore reduces the ability of using a probable sampling method for the study which assumes everyone has a probability of greater than zero for selection of the study.

Even though the total number of weekly circulation for Capital and Addis Fortune is identified by EBA (2012) as 5,625 and 7,750 respectively which amount to be 13,375, the total number of readers of the newspaper has not been studied so far. This makes the total population of the studies number not identified.

Therefore based on the non-probability sampling techniques the researcher have selected a sample size of 213 readers to distribute questionnaires and the researcher also has employed a strategy of quota sampling for interview selecting 20 readers of the two newspapers.

Purposely the researcher has identified the lists of target audiences that were primarily designed to be target readers of the newspapers and divided the sample 213 accordingly in to three parts based on the representation share or amount to readership. The first sample size for questionnaire therefore is deliberately designed to include 80 NGO employees, business institution marketing office workers and embassy employees based on the target audience selections made by the newspapers. Questionnaires were given to bankers, hotel marketing managers, business owners, NGO's and embassy employees while they were at the office in working hours.

This 80 group of people received the questionnaire via the researcher, his friends and colleagues they work with at their work places. After the person who gave them the questionnaire has explained the purpose of the research they were politely asked if they are willing to fill the questionnaire and were given to fill after explicit consent.

Secondly out of the total number, the researcher intentionally reached 40 private business men and women working for themselves and as business owners ranging from small business to larger investments. These business owners were located in different parts of the city and were contacted 6 after an arranged meeting through a personal phone call and 23 after a visit to their work place for the research purpose. Also for 11 the questionnaire was sent via people known both to the researcher and them.

Thirdly, the rest 93 sample were designated purposely to reach out for major public newspaper reading places including squares and cafés (Arat Kilo, Piyassa, Sidistkillo, Kazanchis and

Mexico). The criterion for selecting this part of participants however is primarily being a reader of the newspapers. Readers who read newspaper in public places were made part of the study.

For these potential audiences the questionnaire were made available in Sundays and Mondays where the publications are freshly read by major places of vendors and cafes specifically located in Arat Kilo, Piyassa, Sidist killo, Kazanchis, and Mexico. Selection for this group of 93 people was made after an observation of the researcher whether if the readers have chosen to read the newspaper. Target groups have filled the questionnaires on sight after expressed request and consent. Researcher has also explained the purpose before expressing the request to fill the questionnaire.

The interview was also conducted purposely with journalists, editors and frequent readers of newspaper of which researcher had a personal knowledge of and had recommendation from the people the researcher knew. Target interviewees were intentionally selected by the researcher and asked until the maximum categories of responses have been saturated and begins to be repeated.

4 of the interview was carried out with phone conversation, 6 was in a café after an arranged meeting with interviewee through a phone call, 1 inside a car by which the respondent was driving and last but not least 1 was conducted in a home where respondent personally lives.

3.4. Data Sources

Since data collections especially in qualitative researches must be subjective and needs to extract the thoughts of individuals, the methods of data collection must be flexible and sensitive with social contexts. The most popular primary source applicable to such kinds of dedication is usually attributed to interview (J. Hox and R. Boeije, 2005). One of the primary data sources that are collected in this research will also be interview.

In this research the target interviewees were intentionally selected by the researcher and asked until the maximum categories of responses have been saturated and begins to be repeated. The interview was also conducted purposely with journalists, editors and frequent readers of newspaper of which researcher had a personal knowledge of and had recommendation from the people the researcher knew. Here therefore after a continuous interview made in different places

and some in phone conversation the response begun to be repetitive and saturated on interviewee number 12 and the researcher have reached the conclusion that there will no more be new answers.

However the use of secondary data sources like questionnaire is another secondary source used in this research because it is found to be inevitable since majority of readership studies highly relay on it. Among the characteristic challenges in the use of secondary data though is that, researchers are expected to locate the data, be able to retrieve it and must check whether the data meets the expected quality of the research. In the case of distribution and collection of the questionnaires, the researcher has used many people making respondents a follow-up to respond.

3.5. Data Collection Tools

3.5.1. Why questionnaire and Interview

As mentioned on the above sections of this research based itself on the typologies and reasons. The researcher designs a questionnaire and questions that contain objectively crafted options to select by the subjects of the study about why they read the newspapers. Among the major advantages of the questionnaire, minimum requirement of economy and energy and wider geographical coverage are very important ones that makes questionnaire useful for studies like readership (Best and Kahn, 2003).

In modern days the quality of conducting data collection methods through survey with questionnaire lies under the fact that anyone could design it to bring up results ranging from qualitative to quantitative measurement and furthermore both quantitative and qualitative measurements together (Best and Kahn, 2003).

Audience measurement according to Barri Gunter is a concept which may get answers from a data collection designed from strong typology defining consumption and use with gratification and analysis of the collected data. Instruments like questionnaire and interviews has been major sources of capturing data in a systematic manner for more than century. The systematic collection of data may take a form of qualitative, consisting of words, phrases, commentary, narrative or text, or may be quantitative, arising as numbers that emerge from a process of measurement (Gunter, 2000).

Therefore the research will consider both quantitative and qualitative methods in the questionnaire and interviews. Target groups will be asked to questions measurable in quantity and questions that will address the subjective representation of individuals and objective principles of newspaper.

3.5.2. Data collection techniques

The design of the questionnaire includes 5 parts and each part contains different questions for respondents. The first part of the questionnaire deals with Demographic Information of the respondents. The two questions contain detail requests about which readers are.

On the other hand the second part of the questionnaire deals with Newspaper Readership of respondents. In here different questions dealing with which newspaper respondents read mostly, which newspaper is their main newspaper and questions of how much and how often they read the newspaper are included. Also in the second part the feeling of the respondents about the newspaper is included with typology developed by readership studies.

The third section is about choice of sections of readers and the rationale behind. Respondents are provided both with quantitative and qualitative questions to provide their thinking on the answers. Fourth part deals with reasons of readership and these reasons are provided in typological form so that respondents could provide answers by ticking on the spaces provided in a table.

Last but not least is the fifth part that deals with functions earned for reading Capital or Addis Fortune newspapers, the strength, weakness and future assignments of them to increase their readers. Out of the disseminated 213 questionnaires respondents numbered 200 have returned filled questionnaire fully the rest 13 have either failed to return or just didn't return a completed questionnaire.

The interview questions are comprised of two parts. The first part deals about demographic information of readers and the second part has seven questions related to the study. Out of the 20 intended numbers of interviewees the answer to the research question has saturated and begins to be repeated after number 12 and therefore the researcher stopped the interview right at the same number.

3.6. Ethical Consideration

Questionnaire has been distributed in major places of newspaper reading and Interview on the other hand was conducted through telephone and in person with readers of the two newspapers. The names of the respondents both to interview and questionnaire have been deliberately excluded in the questionnaire and interview forms for ethical considerations of protecting their confidentiality.

3.7. Method of Data Organization and Analysis

The presentation of analysis is based on the chronological sequence of data collection and according to the research questions presented in the first chapter of this research. The data collection tools questionnaires and interviews represent both quantitative and qualitative data collected in this research. The classification of the data presentation would be therefore based on these research methods.

On the first section of the analysis the researcher will present the quantitative data collected on the process and the analysis of the data. Among the research questions the quantitative data collections will present the following outputs.

1. Identifying the dominant sex, age, marital status and educational background of readers of the two newspapers,
2. Asses reasons and function of the newspapers that motivate and de-motivate most people to read them frequently,
3. Examine Column of both newspaper which is readable and least readable

Second section on the other hand will make analysis of the finding on the qualitative research questions of

4. Rating best three column of both newspaper which is readable and reasons of choice
5. Singling out the weakness and strength of the two newspapers

Data presentation in quantitative data has been made both in percentage and means scores. The comparison and analysis is also made on the basis of this measurement to draw conclusions on each research questions.

CHAPTER FOUR: DATA PRESENTATION AND DISCUSSION OF FINDINGS

4.1. Identifying readers of the two newspapers

The data presentation and analysis includes six parts identifying the readers of the two newspapers which is this section, measuring readership, feeling of the respondents that appropriately describes them based on typologies of reasons of readership, sections of newspapers, reasons for reading Capital and Addis Fortune newspapers, Functions earned for reading Capital or Addis Fortune and weaknesses, strength and suggestions to sustain and increase readers of the two newspapers.

On this section the researcher presents the result of the study on which the readers of the two newspapers are. Here below the table shows a presentation of the demographic information of the respondents in percentage shares and distribution. Form this information placed below we can identify who the readers of the two newspapers are.

Table 2:- Demographic information of Respondents for questionnaire

Age						
	Male	Male %	Female	Female %	Total	Total %
15-24	50	41	34	43.6	84	42
25-34	44	36.1	22	28.2	66	33
35-44	21	17.2	11	14.1	32	16
45-54	5	4.1	11	14.1	16	8
54-<	2	1.6			2	1
	122	100	78	100	200	100

Marital Status						
Single	88	72.1	39	50	128	64
Married	28	23	34	43.6	62	31
Divorced	6	4.9		0	6	3
Widowed		0	4	5.1	4	2
	122	100	77	100	200	100

Occupation

Student	5	4.1		0	5	2.5
Housewives		0	1	1.3	1	0.5
Employed		0		0	0	0
Government	33	27	22	28.2	55	27.5
Private	42	34.4	33	42.3	75	37.5
Retired		0		0	0	0
Unemployed	25	20.5	5	6.4	30	15
Private Business	17	13.9	17	21.8	34	17
	122	100	78	100	200	100

Educational Background

	Male	Male %	Female	Female %	Total	Total %
grade 12 Complete	6	4.9		0	6	3
Vocational Trainings	1	0.8		0	1	0.5
Diploma		0	6	7.7	6	3
Degree BA/BSc	105	86.1	55	70.5	160	80
MA/MSc	10	8.2	17	21.8	27	13.5
	122	100	78	100	200	100

Out of the 200 respondents to the questionnaire 122 of them which represent 61% are male and the rest 39% female. The researcher has tried to distribute proportional number of questionnaire to both gender but was not successful due to the fact that most readers of the two newspapers in public places are male part of the society. From this we can see that large share of the readers of the two newspapers are male group of the society.

Majority of the respondents (75%) could be categorized as falling between 15-34 years of age which is considered as the younger population. On the other hand from the remaining respondents smaller share of the percentage (1%) goes to older age group accounting above the age of 54. The rest (24%) of the respondents are on the age of adulthood and are in between 34-54.

On the other hand 72% of the male respondents and 50% of the female respondents are single. This acquires 64% share of the total number of respondents are from the marital status of singleness. The remaining 31% is married which takes a share of 23% and close to 44% share of

both male and female respondents respectively. It is evidential to say therefore large group of the readers for the newspapers are singles followed by married people.

This may be due to the fact that single readers have much time to spend on newspapers than married ones. Also places of reading like café and squares are places where most single people may be found of.

Significant finding however has been indicated in the married group of readers from the above table. Out of the married group of the respondents, as can be seen in the table, the number of female married readers which is 34 constituting total percentage of 43% is greater than the number of male married readers which is 28 in number and 23% in percentage. This indicates that high readership is seen in female married readers than male married readers.

This may be attributed to major reasons associated with reading the newspapers. It can be related to the fact that majority of female married readers have high demand of getting new information and updates than the married men readers. (See also reasons for reading the two newspapers sections below)

Also the difference between single and married women readership is very narrow (39% and 34% respectively) compared to male single and married (72% and 23% respectively) and this shows that consistency is seen with women who have interest in reading the newspaper than male even in a change of lifestyle of singleness to marriage.

Coming to the occupation of respondents majority of them 65% are employed in government (27.5% of the total respondents) and private (37.5 of the total respondents) sectors. 17% of the respondents are private business owners and remarkably the researcher has also come across 15% of respondents who replied as unemployed readers of the two newspapers. From the remaining target groups 2.5% confirmed that they are students while one respondent (0.5%) replied as house wife.

From this finding we can see that majority of the readers are employed in private and government offices. This may be attributed to the fact that the information the newspaper have is much relevance with this part of the community.

Besides the researcher have witnessed especially majority of private employees have better access to the two newspaper right at their offices. Private business owners also have significant share in the readers of the two newspapers. This proves the hypothesis mentioned on the second unit of this research as the availability of newspaper increases the reading habits of the people around the available newspaper increases.

As for the educational background of the readers we can see that greater number of share belongs to degree holder part of the society since 80% of the respondents to the research are degree holders. 13% of them on the other hand are with Masters and above and the rest 6.5 % are with diploma and below diploma starting from grade 12 complete to vocational training graduates. The researcher could not find readers of the newspapers below grade 12 complete on the public reading places.

This also could be interpreted as the newspapers are very much loved in degree level educated people may be because the newspaper has been designed for such groups of readers linguistically and content wise. Also this is a typical evidence to show that literacy have got a direct relationship to readership. All readers of the two newspapers are literate part of the society.

One substantial point to see from the finding presented above in the table however is that there are high number of female readers in diploma level (7.7%) compared to male readers in the same educational level which is 0%.

The interview has been conducted by intentionally selecting interviewee with criterion of readers to the newspapers. From the interview respondents 8 are male and the rest 4 where female. 6 of them are between the age 25-34, and 5 of them are between the ages of 35-44. There were 4 journalists, 4 Private business owners and Private business employees, 2 international organization employees and 2 government employees among the respondents. 2 of interviewee are with diploma, 6 degree holders and 4 MA holders are also among the respondents.

4.2. Newspaper Readership

Respondents have also replied five newspapers Capital, Addis Fortune, Reporter, Addis Zemen, Addis Admas and Addis Lisan to the question which newspaper they read on average basis with ascending order in the questionnaire.

Table 3:- Newspapers respondents read on average basis

Newspapers Read On Average Basis	Total	%
Capital	65	32.5
Fortune	40	20
Reporter (Both Amharic & English)	32	16
Addis Zemen	22	11
Addis Lisan	15	7.5
<i>Finch</i>	12	6
Non-Readers	4	2
No Reply	10	5

While 65 of the respondents placed capital on the first place of their list, 40 of them made Addis Fortune on the first list.

Remarkably *Finch* an informal kind of publication which contains only a job vacancy notices collected from different media had also found its way to be part of the list of average readable newspapers in the research finding. 12 of the respondents have placed the publication as first choice to read. This, however, is may be because majority of readers of the newspapers are young.

4.2.1. Newspaper that respondents read mostly

After the respondents were asked to single out which newspaper they read on average basis the next question was about newspaper the readers read mostly from the two newspapers. If the readers, however, where in different to choose the more they read out of the two due to the fact of they read both on same degree a third alternative which places them in same position has been provided as ‘Both’.

The question was also associated with another section of response which nonreaders of the two newspapers may respond as ‘None’.

Table 4: Table showing which newspaper readers read mostly

Capital		Fortune		Both		None of them	
Total	%	Total	%	Total	%	Total	%
37	18.5	25	12.5	134	67	4	2

Majority of the respondents who chose Fortune as a newspaper they mostly read had also chosen Capital by selecting the alternative ‘Both’ and vice versa. This indicates that 67% of the readers read both of the newspaper mostly. This may be because the genre and the target audience of the two newspapers are the same. Some times news forming headlines may be found on both and this makes a good variety of providing information in different perspectives of media houses.

The rest of the respondents have chosen singling out from the two and this shows that 30% of the readers like to read one of the two newspapers. Yet there are 2% of the respondents which could also be classified as nonreaders of the two newspapers. This may mean that these respondents may love to read other newspapers only because we can see that the respondents of the previous section have at least made a choice of one newspaper they read.

On the other hand from the Interviewee all said they read the two newspapers and from this 5 of them chose that they read both newspapers and 4 said that they read Capital while 3 replied they only read Addis Fortune. The same number of respondents; that is 5 said that both are their main newspapers, 4 said Capital is their main newspaper and 3 said Addis Fortune is their main newspaper.

4.2.2. Frequency, time spent and pages covered reading per week

A. Frequency

As mentioned on the literature review of this research frequency is directly related to the readership and habit. The more people read the more they become habitual and accustomed to newspapers and therefore it would be appropriate to examine frequencies of readership.

This research tries to indicate the degree of readership of the newspapers via frequency of the readers and based on the research conducted over the readers the following degrees of frequency have been observed.

The measurement was conducted under four categories of reading frequency; ‘Almost None’, ‘Occasionally’, ‘Some Times’, ‘Often’ and ‘Always’. Two of this group the ‘Almost None’ and ‘Occasionally’ indicate low frequency rate of readership and ‘Often’ and ‘Always’ on the other hand represent high frequency rate of readership. The third option provided ‘Some Times’ indicates the median of the two and is prepared for people indifference to show their readership frequency between high and low.

The High frequency readership groups ‘Always’ and ‘Often’ represent a median score of 5 and 4 respectively. On the other hand ‘Occasionally’ and ‘Almost None’ represent a median score of 2 and 1 respectively. Medium frequency the ‘Some Times’ median score is 3.

In here the mean score between 1 and 2.5 shows that the readership frequency is very low, and mean score greater than 2.5 but 3.5 shows lack of taking position, and >3.5 shows High frequency of readership.

Table 5:- Frequency of reading the newspapers

Frequency	Almost None		Occasionally		Some Times		Often		Always		Mean score
	Total	%	Total	%	Total	%	Total	%	Total	%	
	10	5	17	8.5	71	35.5	65	32.5	37	18.5	

The median score for readership frequency of the total 200 respondents as seen in the table is 3.51 which are greater than 3.5 median score showing High frequency of readership. From this we can conclude the finding does indicate existence of high readership on the newspapers.

This however may not mean fully readers read the whole of newspapers taking times for what it takes. Therefore another indicators and criterions must be employed and the following finding is about the time spent and the amount of pages of readerships on the newspapers.

B. Time spent and pages covered reading per week

Here the finding singles out three groups of readers from the study targets. These are the Low, the Medium and Habitual readers of the two newspapers. The classification is based on six types of responses forwarded by the respondents and these are for ‘Low Readers’ response categories of ‘Less than ½ Hours’ and ‘1/2 to less than one hour’, for ‘Medium Readers’ response category

of ‘1hr and less than 2’ and for ‘High or Habitual readers’ response categories of ‘2hrs. and less than 2 1/2 hours’, ‘2 1/2 hours and less than 3’ and ‘3 hours or more’.

Table 6: Time spent and pages covered reading per week

Time Spent Per Week	less than ½		1/2 to less than one hour		1hr and less than 2		2hrs and less than 2 1/2 hr		2 1/2 hr and less than 3		3 hrs or more	
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%
	100	50	21	10.5	64	32	14	7	1	0.5		
	Low Readers				Medium Readers		Habitual Readers					
	Total		%		Total	%	Total		%			
	121		60.5		64	32	15		7.5			
Pages Covered Reading Per Week	Almost none		About One Quarter		About One Half		About Three Quarter		Almost All		I Don't Know	
	Total	%	Total	%	Total	%	Total	%	Total	%	Total	%
	43	21.5	57	28.5	43	21.5	14	7	7	3.5	36	18
	Low Readers				Medium Readers		Habitual Readers					
	100		50		43	21.5	21		10.5			

From this we can see that time wise 7.5% of the readers are ‘Habitual Readers’. The rest 32% are medium readers and the largest share of the respondents 60.5% are categorized as ‘Low Readers’.

This, however, is may be associated with reading speeds on finishing contents of newspaper and therefore we have employed the second criterion which is associated with coverage of pages every time reading.

Coverage of pages part of the above table therefore shows that 50% of the readers are ‘Low Readers’ and 21 percent are categorized as medium readers. Closer to the time measurement the 10 % have been found to be a habitual readers.

4.2.3. Respondents Main Newspaper

The next question was about determining the feeling of the readers on which newspapers they select as their main newspaper. The following table demonstrates the response.

Table 7: Respondents Main Newspaper

Capital		Fortune		None		Respondents who chose Both (A & B)	
Total	%	Total	%	Total	%	Total	%
64	32	71	35.5	57	28.5	7	3.5

Based on the findings 36% of the respondents (71) said that they consider Addis Fortune as their main newspaper and 32 % of them (64) chose Capital. The rest close to 29 % (57) of the respondents don't consider any of the newspapers as their main newspaper. This is solely because respondents also have other newspapers favor over the two newspapers.

**4.3. Feeling of the respondents that appropriately describes them
based on typologies of Reasons of Readership**

Listed on the questionnaire there were multiple typologies developed by many researcher and readers are provided with many alternatives that are possibly their feelings of the newspapers they read.

The feelings are also categorized by categories of responses ranging from 'Strongly Agree' to Strongly Disagree. Each of the responses also represent a mean score values ranging from 1-5. 'Strongly Agree' represent the highest mean score value 5, 'Agree' represents 4, 'Niter Agree nor Disagree' 3, 'Disagree' 2 and 'Strongly Disagree' with the least score 1

Representation of the mean score therefore would be as follows. Mean scores between 1 and 2.5 shows that feeling for that particular typology is very weak, and mean score greater than 2.5 but less than 3.5 shows lack of taking position on the typology, and >3.5 shows high representation of strong feeling for that specific category or typology.

Table 8: Typologies on feelings of readers about the newspapers

No	Answers	Strongly Agree		Agree		Neither Agree nor Disagree		Disagree		Strongly Disagree		Mean Score
		Total	%	Total	%	Total	%	Total	%	Total	%	
1	Content is very informative	50	25	86	43	45	22.5	19	9.5	0	0	3.84
3	Content is very concise	29	14.5	93	46.5	57	28.5	21	10.5	0	0	3.65
4	Information's provided by it are Credible	36	18	71	35.5	64	32	15	7.5	14	7	3.50
5	It uses very sensational head lines	43	21.5	64	32	57	28.5	27	13.5	9	4.5	3.53
6	forceful-in accordance with their characteristics	36	18	79	39.5	62	31	23	11.5	0	0	3.64
7	There are incentives that lead to more reading	8	4	100	50	41	20.5	44	22.0	7	3.5	3.29
8	It has fair presentation of facts from both sides	21	10.5	57	28.5	64	32	22	11.0	36	18	3.03
9	It is easily understandable	57	28.5	78	39	57	28.5	8	4.0	0	0	3.92
10	I feel engaged by the content	38	19	71	35.5	79	39.5	6	3.0	6	3	3.65
11	I am exposed to new points of view or ways of thinking	37	18.5	65	32.5	59	29.5	34	17.0	5	2.5	3.48
12	It makes me want to know more about what I am reading	50	25	79	39.5	43	21.5	24	12.0	4	2	3.74
13	It feels relevant to our society and the times we live in	20	10	86	43	48	24	37	18.5	9	4.5	3.36

Target groups have witnessed that they have a strong feelings regarding typologies which specified feelings of ‘Content is very informative’, ‘Content is very concise’, ‘It uses very sensational headlines’, ‘forceful-in accordance with their characteristics’, ‘It is easily understandable’, ‘I feel engaged by the content’ and ‘It makes me want to know more about what I am reading’.

The finding also demonstrates that the highest mean sore of the feelings about the newspapers is that the content is easily understandable with mean score of 3.92. The second mean sore recorded is for the informative-ness of the newspapers content with mean score of 3.84. You find

the third mean score 3.74 is recorded for the feeling of making want to know more about the content.

For responses whether ‘Information’s provided by it are Credible’, ‘there are incentives that lead to more reading’, ‘It has fair presentation of facts from both sides’, ‘I am exposed to new points of view or ways of thinking’ and ‘It feels relevant to our society and the times we live in’ the respondents were found to be without a position with a mean score between greater than 2.5 but less than 3.5.

The smallest mean score is recorded on the feeling of presentation of facts from both sides mean score of 3.03. This indicates that readers have small confidence on the representation of facts from opposing sides.

Remarkably people were out of position to tell if they have an incentive that leads them to more reading or not (mean score of 3.29) and this shows that there may or may not be an incentive by the newspapers.

4.4. Sections of Newspapers

4.4.1. Sections of Both Newspapers That Readers Read Often

Lists of the sections of each of the two newspapers have been provided in table formats from front to back appearance of the newspapers order. Based on the list respondents have provided three responses of how frequent they read sections of the newspapers. Responses have been categorized in four; if readers read sections of the newspaper ‘often’, ‘Some times’, ‘Seldom’ and ‘never’.

Based on the response people with reading frequency of often and sometimes have been categorized as readers of the section. The option seldom, however, indicated that respondents have rarely read the section and indicates small amount of readership close to none. The last option ‘Never’ on the other hand shows non-readership of the section.

Measurement of readership here as well is conducted by mean score and for responses ‘often’, ‘Some times’, ‘Seldom’ and ‘never’ numeric representation of values 4, 3, 2 and 1 have been given respectively. Mean score lesser than 1.5 represents readership frequency is almost none.

And between 1.5-2.5 we can say low number of frequency readership have been indicated. And for mean scores greater than 2.5 the readership frequency is high and the section have strong readership. This section also has provided rating of the columns of each newspaper with ranks of mean scores. The table below shows the list starting from the highest rank to the lowest.

Table 9: Newspaper sections rank based on readers frequency of readership

Rank	Content Capital	Mean score	% for responses of 'Often' plus 'some times'
1	International News	3.04	80.77
2	Local News	3.00	76.92
3	Editorial	3.00	76.92
4	Business and Economy	2.81	73.08
5	Capital News in Brief	2.73	65.38
6	Art & Culture	2.69	69.23
7	Opinion	2.62	61.54
8	Entrepreneur Profile	2.54	50.00
9	Comment	2.50	50.00
10	Society	2.46	57.69
11	Comment	2.38	42.31
12	Capital	2.38	61.54
13	Advertisements	2.38	50.00
14	Doing Business	2.35	53.85
15	US Box Office	2.31	42.31
16	Interview	2.31	50.00
17	Classified	2.19	42.31
18	Spotlight	2.15	38.46
19	Numbers	2.08	34.62
20	Weekly Horoscope	2.04	38.46

Rank	Content Fortune	Mean score	% for responses of 'Often' plus 'some times'
1	News	3.32	90.91
2	News analysis	3.00	81.82
3	Agenda	2.95	77.27
4	Commentary	2.73	59.09
5	View from Arada	2.55	54.55
6	Features	2.50	68.18
7	Quotes	2.41	50.00
8	Syndication articles from financial times	2.41	50.00
9	Economic and investment indicators	2.27	50.00
10	Op-ed notes (Editorial and My Opinion)	2.09	36.36
11	Radar	2.09	36.36
12	High-tech talk with Dereje Letibelu	2.09	40.91
13	Announcement	2.09	45.45
14	Advertisement	2.05	31.82
15	Leisure	2.05	31.82
16	Classified adverts	1.86	27.27
17	Weekly Horoscope	1.68	22.73

Addis Fortune's 'News' section with mean score of 3.32 and Capital's 'International News' section with mean score of 3.04 have got the highest readership of all the sections of the two newspapers. These sections are followed by Capital's 'Local News' and Addis Fortune's 'News Analysis' with mean score of 3.00 points each.

One can see that 90.91 % of the respondents that have chosen they read Addis fortune read the 'News' column either often or sometimes followed by 81.82% of the respondents to 'News Analysis'.

Also 80.77 of the respondents that have chosen they read Capital read the 'International News' column either often or sometimes followed by 76.92% of the respondents to 'Local News'.

The least read section of the two newspapers with low frequency in readership is Addis Fortune's and Capital's 'Weekly Horoscope' with mean score of 1.68 and 2.04 respectively.

It is evident from the above table that this section has got 22.73 and 38.46 percent respondents that read always and sometimes correspondingly.

From sections of capital we can see that Editorial, Business and Economy, Capital News in Brief Art and culture, Opinion and Entrepreneur Profile have got the highest readership with mean score of greater than 2.5 over other sections following the top two mentioned above.

On the other hand Addis Fortune's Agenda, Commentary and View from Arada also have the highest readership from the remaining sections with mean score greater than 2.5 following News and News Analysis.

Readers were also provided with qualitative question with space whereby they provide their top three newspapers list. The following table illustrates the respondents choice from the sections of the newspapers listed on the above table.

Table 10: Table showing readers top choices of sections from each newspaper

N ^o	Content Capital	Respondents		Content Addis Fortune	Respondents	
		N ^o	%		N ^o	%
1	International News	113	71.07	News	101	59.06
2	Art & Culture	74	43.27	View from Arada	85	53.46
3	Local News	53	30.99	Economic & Investment Indicators	62	38.99
4	Entrepreneur Profile	35	20.64	News Analysis	22	13.84
5	US Box Office	24	13.76	High-tech talk with Dereje Letibelu	21	13.21
6	Comment	12	6.88	Advertisement	7	4.40
7	Doing Business	12	6.88	Agenda	2	1.26
8	Business and Economy	9	5.26	Commentary	4	2.52

There might be a slight difference from the previous table presentation on the most read sections but still the top read sections have their prominence on the choices list. As can be seen 'International news', 'Art and Culture' and 'Local News' of Capital with percentage score of 74%, 43.27% and 30.99% respectively and 'News', 'View from Arada' and 'Economic and Investment Indicators' of Addis Fortune with percentage score of 59.06%, 53.46% and 38.99% respectively are on the top lists with high number of respondents mentioning them in the list.

Following respondents selection of their choice of sections from each newspaper they were also provided with spaces to express or backup with reasons of choice. Table below try to show reasons mentioned by respondents.

Table 11: Reasons for selecting newspapers as satisfying

No	Main reasons for selecting newspaper sections as satisfying	Respondents	
		No	%
1	Getting update information about the world & business	139	69.50
2	Because it is attractive, ordered and well designed	74	37.00
3	Information's are beneficiary to work	19	9.50
4	Enjoyment	12	6.00
5	Relevant to my feeling and daily life	71	35.50
6	Helps to develop entrepreneurial experience	82	41.00
7	Short precise and balanced presentation	35	17.50
8	Sensational issues are raised	16	8.00
9	No other alternatives b/c of lack of freedom of expression	13	6.50
10	Proximity and interesting	79	39.50
11	Mainly analyze the economy and business	96	48.00
12	Helps to understand the social and economic development	62	31.00

As can be seen from the table majority of the respondents have agreed that the newspapers ‘give update information about the world & business’ and these counts to be 69.5 % of the respondents. While 48% of them also agreed on the point that the newspapers sections are favored also because they ‘mainly analyze the economy and business’ some (41%) of the respondents have agreed to the reason that they ‘help to develop entrepreneurial experience’. Reason of ‘proximity and interest’ on the other hand is also counts 39.5 % of the response.

From this we can see that reasons of readership of the sections with the highest choice have got a lot to do with reasons of giving update information about the world & business, mainly analyze the economy, business and help to develop entrepreneurial experience and to some extent proximity and interest.

Responses of reason like sections ‘Information’s are beneficiary to work’, ‘Sensational issues are raised’, ‘Enjoyment’, ‘No other alternatives b/c of lack of freedom of expression’ have the lowest representation of percentage out of the responses and this accounts 9.5%, 8%, 6% and 6.5% of the respondents respectively. This shows that reasons for readership of some of the sections chosen above have less to do with the ones mentioned above.

But also respondents were provided with space to mention some dissatisfying reasons for not choosing sections of the newspapers and the table below shows lists of reasons provided.

Table 12: Reasons for selecting newspapers as dissatisfying

No	main reasons for selecting newspaper sections as dissatisfying	Respondents	
		No	%
1	Lack of Balance	20	10.00
2	Lack of Proximity	7	3.50
3	Unnecessary for personal consumption	12	6.00
4	Media language is English	8	4.00
5	Doesn't represent the society we live in	5	2.50
6	No specific reasons	1	0.50
7	Issues are very complex	6	3.00
8	Unnecessary details	18	9.00
9	Not up-to-date or outdated stories are published	34	17.00

Dissatisfaction reasons percentage may seem insignificant but highest percentage of responses provided by respondents on reasons of sections dissatisfying include 'Not up-to-date or outdated stories are published' with 17%, 'Lack of Balance' 10% and 'Unnecessary details' with 9% of the respondents.

Question however remains as to why readers read newspapers like Capital and Addis fortune. The next part deals also with such reasons of choice on the newspapers as a whole.

4.5. Reasons for reading Capital and Addis Fortune Newspapers

As mentioned on the literature review society also shapes at large the use and consumption of certain genre. This is highly dependent however on the reasons of consumption. Reason of reading the newspaper therefore plays curtail element in understanding the uses and gratification of the two newspapers.

The following table therefore shows the response and reasons for choosing the two newspapers to read. The presentation of the data is based on Measurement of mean score and for responses 'A lot', 'A little', 'Not much' and 'Not at all' mean score representation of values 4, 3, 2 and 1 have been given respectively. Mean score lesser than 1.5 represents reason for reading is not related with readers' choice. And for scores between 1.5-2.5 indicates low amount of relationship between the reason and the reader have. And for mean scores greater than 2.5 the reason is highly related with respondents choice.

Table 13: Reasons for selecting newspapers as satisfying

No	I read <i>Capital</i> or <i>Addis Fortune</i> Because	Responses				Mean score
		A lot	A little	Not Much	Not at all	
1	It gives Companionship	54	62	61	23	2.73
2	It works for me as escape or creating destruction of thoughts or situations	15	92	62	31	2.46
3	It is best for enjoyment	54	62	69	15	2.77
5	It broaden the horizon of general knowledge	77	69	38	16	3.04
6	I read it for the purpose of searching new jobs	92	62	23	23	3.12
7	It helps me to know the sports news	38	85	23	54	2.54
8	It helps me for improving the status in the society	31	108	46	15	2.77
10	It shows me ways of improving my self	69	70	46	15	2.96
11	Its stories are interesting to read	46	85	46	23	2.77
12	It helps me to learn things happing in the world	77	69	46	8	3.08
13	Just To pass time	46	31	61	62	2.31
14	Its stories are easy to understand	62	85	31	23	2.92
15	It informs me important things	78	77	29	16	3.08
16	It cares about people like me	31	77	38	54	2.42
17	It is better today than in the past	62	54	46	38	2.69
18	To get balanced information from both sides of subjects of the issue Social interaction (keeping self-informed for social conversations)	77	46	62	15	2.92
19	It is better than other newspapers	31	92	46	31	2.62
20	To get information that can be used in conversations with people	31	92	73	4	2.77
21	It is the newspaper I can easily get	46	69	62	23	2.69
22	I have newspaper reading habit	62	77	46	15	2.92

Mean score for reasons of reading ‘I read it for the purpose of searching new jobs’ which is 3.12, ‘It informs me important things’ which is 3.08, ‘It broaden the horizon of general knowledge’ which is 3.04 and ‘It shows me ways of improving myself’ which is 2.96 are the highest from all the reasons listed above. Therefore it can be seen that reasons for reading the two newspapers according to the respondents has highly got to do with searching jobs, information about important things, broadening horizon of general knowledge and looking for ways to improve self.

But as can be seen from the table most of the mean scores for the reasons mentioned above are greater than 2.5 except for reasons ‘Just To pass time’ with mean score of 2.31, ‘It works for me as escape or creating destruction of thoughts or situations’ with mean score of 2.46 and ‘It cares about people like me’ with mean score of 2.42. So the conclusion from the response is that most of the reasons with exception of those with mean score less than 2.5 have got lot to do with respondents reading Capital and Addis Fortune.

Respondents have little desire of obtaining benefits like reading the newspapers to pass time, to escape or create destruction of thoughts or situation and because it cares about people like them.

One reason worth rising for discussion however is that significant people or respondents believe they have newspaper reading habits. The mean score for reason ‘I have newspaper reading habit’ is 2.92 which shows there is high relation with reader choice.

4.6. Functions earned for reading Capital or Addis Fortune

Another important thing to consider in readership study as mentioned in the literature review part is the function earned for reading specific newspapers. People read newspaper for getting specific functions and these functions also shape the use and consumption of specific newspapers by society.

The table below shows the respondents response on specific functions they have earned by reading Capital or Addis Fortune. The presentation of the data will be in the same way as the previous table with category of response and mean score.

‘A lot’, ‘A little’, ‘Not much’ and ‘Not at all’ has been given a mean score values of 4, 3, 2 and 1 respectively. Mean score lesser than 1.5 represents function for reading the newspaper is not related with reader. And for scores between 1.5-2.5 indicates low amount of relationship between the function and the reader. And for mean scores greater than 2.5 the function is highly related with what respondents have earned.

Table 14: Functions earned by reading Capital and Addis Fortune

No	Reading Capital or Addis Fortune serve greater function for	Response				Mean Score
		A lot	Little	Not Much	Not at All	
1	Surveillance of the environment,	54	85	38	23	2.85
2	Correlation of parts of society,	46	100	32	22	2.85
3	Transmission of the social heritage relates to the media's ability to communicate values, norms, and styles across time and between groups	70	84	30	16	3.04
5	matching one's wits against others	52	110	23	15	3.00
6	getting information and advice for daily living	90	80	10	20	3.20
7	providing a framework for one's day	62	69	38	31	2.81
8	Preparing oneself culturally for the demands of upward mobility or to be reassured about the dignity and usefulness of one's role.'	79	60	20	41	2.89

Measuring from highest to the lowest through mean score, functions of ‘getting information and advice for daily living’ with mean score of 3.2, ‘Transmission of the social heritage relates to the media’s ability to communicate values, norms, and styles across time and between groups’ with mean score 3.04 and ‘matching one’s wits against others’ with mean score of 3 are the highest functions earned from reading the two newspapers.

One can see that reading the two newspapers gives functions like earning advice for daily lives, transmission of social heritages and matching wits. Significantly however other functions are also earned from the newspapers as well. All the list of functions raised on the table have mean score of greater than 2.8 and this shows that readers also earn all of the functions mentioned above from reading the newspaper.

4.7. Weaknesses, Strength and Suggestions to Sustain and Increase Readers of the Two Newspapers

4.7.1. Weaknesses of the two newspapers

Under the questions of the questionnaire and interview the qualitative questions are also used to identify what truly readers think of the newspapers. One of these questions is what readers think are the main weaknesses of the *Capital* or *Addis Fortune* newspaper.

The respondents for the questionnaire and interview replied some weaknesses they have considered as basic to the newspapers. Among these responses repeated comment were given especially about 'Lack of publication and delivery on time' (30 respondents), 'lack of neutrality and balance' (23 respondents) and 'taking sides with government or lack of Independence' (21 respondents) and 'not delivering information on time' (15 respondents).

Considering lack of independence for example one respondent to the interview have said

"I read between the lines and they (spaces in between) have told me that the two newspapers are directly influenced by the ruling party supporters and their views. But I can't be judgmental since the only reliable media we have are the two and they have to keep themselves existent." (Interviewee Code 009)

While some complained on the opposite stance of the above view as the newspapers should 'stay away from politics because of their business nature' (3 respondents), 13 respondents also complained these newspapers 'does not entertain serious or banned political issues'

Additionally certain respondents of the questionnaire and interview also raised issues like language problem (Medium is English for Amharic natives) (10 respondents), 'Distribution shortage and lack of access' (4 respondents) and 'false information are sometimes published' (2 respondents).

For seven respondents the newspapers news 'focus on urban than rural Ethiopia' only and for nine respondents the newspapers 'focus on Local Ethiopian only but should have touched Ethiopian abroad'.

than the rate of readerships in married and in diploma holder male. More over consistency is seen with women who have interest in reading the newspaper than male even in a change of lifestyle of singleness to marriage

Capital and Addis Fortune are the top two newspapers respondents choose to read in ascending order. While most of the respondents consider both Capital and Addis Fortune as the newspaper they frequently read, significant respondents consider Capital as the newspaper they read most.

Respondents have high frequency of readership on reading the newspapers. Even though respondents read the newspapers frequently the time spent on reading the newspapers by majority of the respondent are less than one hour and this shows lower readership. Also in the eyes of the covering pages of single newspaper it is discovered that people have low coverage of the newspapers indicating low readership. On the other hand majority number of respondents considers Addis Fortune as their main newspaper than Capital.

Content is easily understandable, informative and brings feeling of making want to know more about the content are responses of the respondents that appropriately describes their feelings about the two newspapers.

Large number of respondents choose Addis Fortune's 'News' column followed by 'News Analysis' and 'Agenda' from the whole content of Fortune. Capital readers choose firstly 'International News' followed by 'Local News' and 'Editorial' column to read more often.

Main reason for choosing these sections of the two newspapers relates with getting update information about the world & business, because the newspapers mainly analyze the economy and business and sections help to develop entrepreneurial experience.

Other content sections may be dissatisfying for respondents because contents are not up to date or outdated stories are published, lack Balance of both sides of stories and are full of unnecessary details.

Main reasons for respondents to read both newspapers include for the purpose of searching new jobs, because they inform reader important things, they broaden the horizon of general knowledge and they show ways of improving self.

Major benefits or functions earned from reading the two newspapers include getting information and advice for daily living, transmission of the social heritage relating to the media's ability to communicate values, norms, and styles across time and between groups and matching one's wits against others.

Lack of publication and delivery on time, lack of neutrality and balance, taking sides with government or lack of Independence and not delivering information on time are some common weakness of the two newspapers. Respondents stated that the newspapers are very good to get Advertisement and Job vacancy notice, informing many new things and giving current Information and Knowledge and hence these are their strength.

5.2. Conclusions

Based on the findings of the study, it can be concluded that; readers of the two newspapers are mostly male, young, educated, single and employed part of the society. Also married women and Diploma holder female part of the society reads more than married men and Diploma holder male part of the society. Consistency is seen with women who have interest in reading the newspaper than male even in a change of lifestyle of singleness to marriage. Capital and Addis Fortune are the top two newspaper choices of the readers in ascending order and while readers read mostly Capital newspaper, their main newspaper is however Addis Fortune.

Readers have High frequency of readership but low readership in terms of spending small time or less than hour and pages covered are one third of the newspaper. Feeling of the readers about the newspapers is that their content is easily understandable, informative and brings feeling of making want to know more about it.

From the sections of Addis Fortune 'News', 'News Analysis' and 'Agenda' are mostly read sections. Capital readers choose the sections 'International News', 'Local News' and 'Editorial' column to read more often.

Getting update information about the world & business, because the newspapers mainly analyze the economy and business and sections help to develop entrepreneurial experience are reasons of choosing some sections from the newspapers. Other contents need to be up to date or outdated stories are published, get balance of both sides of stories and avoid unnecessary details.

5.3. Recommendations for the newspapers and implications for further studies

The newspapers should exert more efforts to get engaged with their readers to increase readership in terms of time spent on the newspapers and page coverage. Also the newspapers can take suggestions forwarded by the respondents which may include on involving journalistic techniques like investigative journalism in very important public affairs and matters helps and makes them contributor to change in the society. Suggestions by readers also indicated that articles which show how other countries grow in business and economy helps the newspaper gain more readers engagement.

More informative-ness is expected to gain more readers and sustain what the two newspapers have the number of readers will increase. The newspapers should avoid as much as possible redundancy and also should listen to reader heart.

Study of readership is a consistent field of study that needs a continuous update and further effort should be exerted to involve more studies on private newspapers readership helping and supporting them to flourish avoiding their weakness and short comings through the feedback gained from them.

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ANNEX I

TABLE 1: TABLE SHOWING LIST OF NEWSPAPER AND WEEKLY CIRCULATION RATE

(SOURCE ETHIOPIAN BROADCASTING AUTHORITY 2012)

ተ. ቁ.	የህትመቱ ስም (Name of Newspaper)	ቋንቋ	የጊዜ ሰሌዳ	ይዘት	ሳምንታዊ አማካይ የስርጭት መጠን (Weekly Circulation rate)	ምርመራ
1	ሪፖርተር	አማርኛ	በሳምንት 2 ጊዜ	ፖለቲካ ኢኮኖሚና ማኅበራዊ ጉዳዮች	10,712	የአሁኑ ዕትም
	The Reporter	እንግሊዝኛ	ሳምንታዊ	"	9,233	የረቡዕ ዕትም
					3,140	
2	አዲስ አዳማ	አማርኛ	"	"	12,000	
3	ሰንደቅ	"	"	"	1,060	
4	ኢትዮ ቻናል	"	"	"	2,250	
5	ነጋዴራስ	"	"	"	1,000	
6	መሰናበሪያ	"	"	"	960	
7	ፍትሕ	"	"	"	21,750	
8	ፍጥነት ነግነት	"	"	"	1,983	
9	የኛ ፕሬስ	"	"	"	1,000	
10	The Sub Saharan Informer	እንግሊዝኛ	"	"	1,200	
11	ፕሬስ ዳይጀስቲቭ	"	"	"	230	
12	The daily Monitor	"	ዕለታዊ	ንግድና ማስታወቂያ	1,690	
13	Capital	"	ሳምንታዊ	ፖ/ኢ/ማህበራዊ	5,625	
14	Fortune	"	"	"	7,750	
15	ሜዲካል	"	"	ጤናና ስነልቦና	2,345	
16	ዎርልድ ሰፖርት	አማርኛ	ሳምንታዊ	ስፖርት	6,300	
17	ሊግ ስፖርት	"	"	"	2,833	
18	ኢትዮ- ስፖርት	"	"	"	10,333	
19	ሀትሪክ	"	"	"	3,633	
20	ኢንተር ስፖርት	"	"	"	6,400	
21	ዘ ገርስ	"	"	"	3,867	
22	አል ቁድስ	"	"	ሃይማኖት	1,700	
23	ሠላራያ	"	"	"	8,000	
24	ሰውቱል ኢስላም	አማ/እንግ/አረብኛ	"	"	2,270	

ANNEX II

QUESTIONNAIRE FOR CAPITAL OR ADDIS FORTUNE OR BOTH READERS

Dear Respondents,

This questionnaire is part of an MA Thesis conducted as a requirement for the fulfillment of MA in Journalism and Communication at Addis Ababa University. Its purpose is to assess the level of readership of *Capital or Addis Fortune* and *Addis Fortune* newspapers. The outcome of the research totally depends on the answers you give. Therefore, you are kindly requested to give genuine and accurate responses to the questions. The researcher would like to assure you that your answers will be used for research purpose only. Thank you in advance.

Part One: Demographic Information

Answer the following questions about yourself which are to be used for statistical purposes only. put ✓ sign in front of your choices as a sign of selection if the questions are provided with alternative.

1. Please provide your personal information below

Sex: Female _____ or Male _____ Age: _____

Marital status:

(A) Single (B) Married (C) Divorced (D) Widowed

Occupation:

(A) Student (B) House wife (C) Employed

Government _____ or Private _____ (D) Retired (E) Unemployed

(E) Private business _____

If your answer for occupation is "C" or "E" what is the type of your occupation?

2. Educational Background:

Read and write _____ Grades 1-6 _____ Grades 7-10 _____

Grade 10 complete _____ Grade 12 complete _____ Vocationally trained _____

_____ Diploma _____ BA/BSc _____ MA/MSc and above _____

Part Two: Newspaper Readership

1. If you read newspaper at all which newspapers do you read on an average basis? List them below in ascending order, please.

2. Which newspaper do you read mostly
A) Capital B) Fortune C) Both D) None
3. If you say one of the two or both, how often do you read the *Capital* or *Addis Fortune* or both Newspapers?
A) Almost none B) Occasionally C) Sometimes D) Often E) Always (weekly)
4. How much time, on average, do you spend reading the newspaper each week?
A) Less than 1/2 hour B) 1/2 hour to less than hour
C) 1 hour to less than 2 hours D) 2 hours to less than 2 1/2 hours
E) 2 1/2 hours to less than 3 hours F) 3 hours or more
5. How much of the *Capital* or *Addis Fortune* newspapers do you read or look into on an average each week?
A) Almost none B) About one quarter C) About one half
D) About three quarter E) Almost all F) I don't know
6. From the two newspapers which do you consider as your main newspaper?
A) Capital B) Fortune C) None
7. What do you feel about the content of the newspaper in general? Please place the ✓ sign right below the feeling that appropriately describes you.

No	Answers	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
1	Content is very informative					
3	Content is very concise					
4	It provides Information which are Credible					
5	It uses very sensational head lines					
6	It is forceful-in accordance with its characteristics					
7	There are incentives that lead to more reading					
8	It has fair presentation of facts from both sides					
9	It is easily understandable					
10	I feel engaged by the content					
11	I am exposed to new points of view or ways of thinking					
12	It makes me want to know more about what I am reading					
13	It feels relevant to our society and the times we live in					

Part Three: Newspaper Sections

1. Please rate *Capital* or *Addis Fortune* or both newspapers content in each of the following sections. Indicate how often you read each section by putting ✓ in one box in the

newspaper readership frequency part. The contents of each news paper appear from front page to back sequence.

Contents of Capital

Capital	Frequency			
	Often	Some times	Seldom	Never
Editorial				
Comment				
Local News				
Numbers				
Spotlight				
Capital News in Brief				
Business and Economy				
International News				
Interview				
Comment				
Doing Business				
Entrepreneur Profile				
Art & Culture				
Society				
Opinion				
US Box Office				
Weekly Horoscope				
Capital				
Classified				
Advertisements				

Contents of Addis Fortune

Fortune	Frequency			
	Often	Some times	Seldom	Never
Agenda				
News				
News analysis				
Features				
Quotes				
Commentary				
Op-ed notes				
View from Arada				
Radar				
Syndication articles from financial times				
High-tech talk with Dereje Letibelu				
Economic and investment indicators				
Advertisement				
Classified adverts				
Announcement				
Leisure				
Weekly Horoscope				

2. Could you mention the three newspaper sections that have the highest news paper readership frequency for you from the list above?

3. Could you mention the main reasons for selecting some of the newspaper sections from the list above as satisfying?

4. Could you mention your main reasons for selecting some newspaper sections from the list above as dissatisfying?-----

Part Four: Reasons for reading newspapers

Which reasons suits you for reading the newspapers. First, indicate how each reason is like your own reason for reading the *Capital or Addis Fortune* newspaper by putting ✓ in the correct column for each reason.

No	I read <i>Capital or Addis Fortune</i> Because	A lot	A little	Not Much	Not at all
1	It gives companionship				
2	It Works for me as escape or creating destruction of thoughts or situations				
3	It is best for enjoyment				
5	It broaden the horizon of general knowledge				
6	I read it for the purpose of searching new jobs				
7	It helps me to know the sports news				
8	It helps me for improving the status in the society				
10	It shows me ways of improving my self				
11	Its stories are interesting to read				
12	It helps me to learn things happing in the world				
13	Just To pass time				
14	Its stories are easy to understand				
15	It informs me important things				
16	It cares about people like me				
17	It is better today than in the past				
18	To get balanced information from both sides of subjects of the issue Social interaction (keeping self informed for social conversations)				
19	It is better than other newspapers				
20	To get information that can be used in conversations with people				
21	It is the newspaper I can easily get				
22	I have newspaper reading habit				

Part Five: functions earned for reading *Capital or Addis Fortune*

1. Which functions do you obtain for reading the newspapers? Indicate how each reason is like your own function you got from reading the *Capital or Addis Fortune* newspaper by putting ✓ in the correct column for each function

Reading Capital or Addis Fortune serve greater function for	A lot	Little	Not Much	Not at All
Surveillance of the environment,				
Correlation of parts of society,				
Transmission of the social heritage relates to the media's ability to communicate values, norms, and styles across time and between groups				
matching one's wits against others				
getting information and advice for daily living				
providing a framework for one's day				
Preparing oneself culturally for the demands of upward mobility or to be reassured about the dignity and usefulness of one's role.'				

2. What do you think are the main weaknesses of the *Capital or Addis Fortune* newspaper?

3. What do you think are the main strengths of the *Capital or Addis Fortune* newspaper?

4. What should the *Capital or Addis Fortune* newspaper do to sustain and maximize its readers?

Thank you very Much for your cooperation!

ANNEX III

INTERVIEW QUESTIONS

The following interview questions were used in interviews.

I. Demographic Information

1. Sex -----
2. Age -----
3. Occupation-----
4. Level of Education -----

II. Information for the study

1. Of the two newspapers which newspaper do you read mostly? Which newspaper do you consider your main newspaper?
2. How often do you read Capital or Addis Fortune or Both newspapers? What's your feeling about them or it?
3. Please remember one title you have read from recent articles of the newspaper.
4. Why do you read the newspapers?
5. What functions have you earned from reading the newspapers?
6. Could you tell me the weaknesses and strengths of the Capital or Addis Fortune or Both newspapers?
7. What should Capital or Addis Fortune or Both newspapers do to increase readerships of their newspapers?