



**ADDIS ABBABA  
OF GRADUATE STDIES**

**UNIVERSITY SCHOOL**

**PRESENTATION OF GENDER STORIES ON WOMEN'S  
COLUMN OF ADDIS ZEMEN NEWSPAPER**

**BY**

**MULU BERHE**

**JUNE, 2009**

**ADDIS ABABA**

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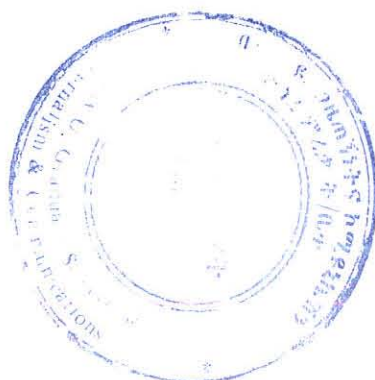
**A THESIS SUBMITTED TO THE SCHOOL OF GRADUATE  
STUDIES OF ADDIS ABABA UNIVERSITY**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE  
DEGREE OF MASTER OF ARTS IN JOURNALISM AND  
COMMUNICATIONS**

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**JUNE, 2009**

**ADDIS ABABA UNIVERSITY**




**Framing of Gender stories to promote gender equality: the case of  
Addis Ababa Women's page**

**By**  
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**Approved by the Examining Board**

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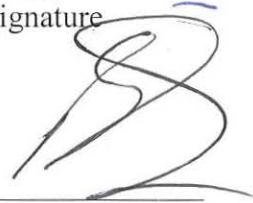
  
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## **Acknowledgements**

I would like to express my heart felt appreciation to my advisor Dr. Yacob Arsano, for his encouragement, constructive comments and feedbacks he gave me while doing this paper.

My thanks also go to my husband Hasiat Fissha and my daughters Hiyab and Haben for their all rounded help.

My gratitude also goes to my friends who helped me one way or the other and the journalists who were willing to be interviewed. Thank you for your time and constructive contributions.

## Abstract

Gender inequality is common in every corner of the world including well developed countries. The problem is more acute in developing nations than the developed ones. Women around the world are characterized by less access to and control of resources, heavier multiple burdens, higher rate of abuse, less power, lower wages, and less participation in decision making process. These sex roles are socially constructed. Since they are socially constructed they are changeable. Media can play significant roles in changing the situation of women by creating awareness among the society. But how media present gender issues has an implication on both public perception and social policy. Therefore, to better understand the situation, this study examines presentation of gender stories in the selected samples of Addis Zemen women's column over one year period. Questions like: to what issues and themes the column gives more coverage? What frames does the column used when reporting gender issues? And how does Addis Zemen's women's column portray women? are among the questions to be answered in this study. The study analyzed a sample of gender stories published from January 2008- December 2008. In addition, journalists and editors who work for the column were interviewed to supplement information gathered through content analysis. The study made agenda setting and framing theories as its conceptual frameworks. The findings show that economic activities of women and violence were highly emphasized themes of the column, however, health technology and legal issues were ignored. Regarding the frames used by the column, attribution of responsibility is the most used frame, but economic and conflict frames were least frequently used frames. In the analyzed stories the column portrayed women as victims and women were mentioned significantly as role models especially in the economic activities. On the other hand, the column portrayed women as leaders/decision makers/ bread winners in a limited context.

## **Acronyms**

NGO- non-governmental organization

UNDP-united nation's development program

UN-united nation

UNFPA-united nations Fund for population activities.

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# Chapter one

## 1. Introduction

### 1.1 Background

The issue of gender equality has remained a matter of contention throughout the globe. Blindness to gender biases and chauvinist activities are rife in every corner of the world including the well developed countries. However, its degree varies from country to country and even from place to place with in a country. The problem is more acute in developing nations than the developed ones. Therefore, even if there are differences from continent to continent, region to region gender inequality is a universal phenomenon. Karfiris (2005:6) argued that the life of women around the world is characterized by: less access to and control of resources such as economic, social, cultural, symbolic capital, education and reproductive; heavier multiple burdens: care of the household, children, spouse, the elderly and work outside home; higher rate of abuse, intimidation, sexual harassment and violence; less power to determine and express sexuality; lower wages, often for the same amount and quality of work; fewer opportunities for equal career development; and less participation in decision-making processes both in the private and public spheres.

Human and democratic rights are nowadays the main concerns of people at the international, national and regional levels. All countries are expected to respect those rights sensitize, inform and educate the public as to how to use or implement these rights. Respect for human and democratic rights by implication is highly expected to be interconnected with gender perspectives. However, there have been some inconveniences as far as the matter of gender equality is concerned. Although women constitute half of the world's population, the practice of inequality, injustice and subordination towards them have not been mitigated.

Despite all the efforts made by some concerned international and local organizations and governments of many countries to address the disparity between men and women, the result achieved so far is not that much significant. Changing the mindset of people has remained the most difficult and challenging task. It is surprising that even well educated people are highly influenced by gender stereotypes and cultures. Gender biases, blindness and to gender based discriminations gender based stereotypes have remained socialized and cemented in the society due to customs, cultures or religions.

It is, therefore, necessary to understand and appreciate the efforts made by some concerned bodies to ensure gender equality by doing away with the problems of gender inequality. Media has been one of the instruments to facilitate such efforts. Its potential role in educating the society is crucial. In view of this, media organizations of many countries have started air time or columns to entertain gender issues. It was in 1894 that the daily newspaper called New York World started women's page. And when it comes to Ethiopia Addis Zemen, the case for this study, started women's column from the time of the Emperor and continues still now. But since a year ago the column is published ones a week under the umbrella title social affairs. Addis Zemen was started in 1941. According to the journal published for the commemoration of 60 anniversary of Addis Zemen, this newspaper has been playing greater roles in bringing about social changes. Currently, it has about 12,000 copies of daily circulation. It consists of local news and covers a wide range of subjects. One of its aims, as it is stated in its Editorial Policy, is to serve people in bringing about social changes through its columns that entertain different issues including women's issues.

Women's page is entertained once a week. It usually comprises interviews and feature articles centering gender issues. The main objective of this column, as it is stated in the Ethiopian Press Agency guideline paper, is to teach and help women to participate in any social, economic and political issues of their country equally with men and construct the positive image of women. It also aims to help and further encourage women's efforts in their attempts to practice their constitutional rights. However, the effectiveness of this column and the way it is handled and treated gender issues is an area to be assessed.

This study will mainly aim to analyze how the women's column of the daily Ethiopian Amharic Newspaper, Addis Zemen, presents and frames gender stories in view of promoting gender equality and in realizing attitudinal changes in the Ethiopian society. The study analyzes the stories covered by this Newspaper women's column from January 2008 to December 2008.

## **1.2. Statement of the Problem**

Women along with gender sensitive men and concerned governmental as well as non-governmental organizations have been struggling to promote gender equality for about a century. However, no significant attitudinal change has come yet. The issue of gender equality remains an unfinished agenda for the 21st century, despite all the promises and efforts at international, national and regional levels. UNFPA (2007:1) on its strategic framework on gender mainstreaming and women's empowerment (2008-2011) pointed out that "at the dawn of the 21<sup>st</sup> century humanity continues to witness massive human rights violation in the form of

discrimination and violation against half of the world's population". Thus, women have continued being subjected to gender inequality.

There is a misunderstanding about what the terms gender and sex mean. It is, therefore, necessary to have a closer look at gender concepts in order to define these terms and gender equality. Many people comprehend gender as a specific term only to women. But it is about the two sexes: male and female. A final report of activities of the group of specialists on mainstreaming defines gender as follows:

Gender is a socially constructed definition of women and men. It is the social design of a biological sex, determined by the conception of talk, functions and roles attributed to women and men in society and in public and private life. Gender is not only socially constructed definition of women and men, it is socially constructed definition of the relationship between sexes. (1998:7)

Gender equality, therefore, could be defined as an equal opportunity to both sexes. Nelima, on a concept paper on a perspective gender also defined it as "equal enjoyment by women and men of socially valued goods, opportunities, resources and rewards .It does not mean that men and women become the same, but that their opportunities and life chances are equal." (2004:2)

However, both men and women are not viewed equally. As a result, half of the world's population has been discriminated in all aspects of life. Janet (1995) indicated that even today school enrollment of girls is less than boys. Despite their two third burdens of the total working hours, they only earn ten and one percent of the world's income and property respectively. The problem is global but the degree varies and has been more serious in poor nations. For instance, women shouldered the duty of producing more than half of the locally grown food products in

developing countries. Quoting UNDP's Human Development Report (1997), Srinivas (2001) underlined that gender inequality is the worst in sub Saharan Africa:

In developing countries, there are still 60 per cent more women than men among the illiterate adults...all over the world wages are lower and unemployment is higher for women than men. Women also constitute the vast majority of unpaid family workers. Overall deprivation and gender disparities are most extreme in sub Saharan Africa. (Srinivas , 2001: 187)

The scenario in Ethiopia is also similar to that of the rest of the Sub-Saharan African countries. This is also attested in the Gender Perspective Guideline Checklist for Program Project Planning in Ethiopia. The situation of Ethiopian women is stated clearly: "Women in Ethiopia have been subjected to various forms of gender based discriminations under traditional customary rules and practices which in many ways have had impacts on economy, political and social status of women in the country" (MEDAC/WAO, 2001:2).

In their study of Gender Equality in Ethiopia, Chernet,H. and Mulugeta,E. (2003) confirmed that women are subjected to gender inequality. Comparison was made based on educational attainment, employment, occupational type, access to services and benefits as well as opportunities to participate in decision making. This indicates the situation of women in a society to enjoy certain privileges, rights, duties, roles, power authorities. The researchers found that women are: poorer than men because they earn less; less educated; increasingly becoming heads of households, with no resources to support their dependants; don't enjoy due acknowledgment for their labor contribution particularly in agriculture; and not decision makers (Chernet,H. and Mulugeta,E. 2003:10).

It is, therefore, necessary to promote gender equality by using various means. Since the disparities of gender are constructed socially, it needs effort to construct gender issues positively. One of these instruments that could help in bringing gender equality could be media. The role of media is so crucial to enhance gender equality. Norway's National Report to the Fourth UN Conference on Women in Beijing (1994) expressed that "the development towards the positive attitudes to gender equality would hardly have been possible without the participation of the media".

Media has greatest role to play in promoting gender equality. Citing McCombs and Shaw, Griffin (2006:395) pointed out that "mass media have the ability to transfer the salience of items on their news agendas to the public agenda". It is also argued by Gamson and Modigliani as it was quoted by Scheufele (1999:105) that the role of the media is not only setting agenda but the story frame is also very important. Gamson and Modigliani defined media frame as "a central organizing idea or story line that provides meaning to an unfolding strip of events ...the frame suggests what the controversy is about, the essence of the issues". Similarly Scheufele defined: "To frame is to select some aspects of a perceived reality and make them more salient in a communication text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation and/ or treatment recommendation for the item described" (Scheufele, 1999: 107).

It is, therefore, based on agenda setting and framing theories that the researcher attempted to investigate how the daily Amharic newspaper, Addis Zemen, present gender related stories in its women's page. The women's page has been planned to help the efforts made by people and government of Ethiopia not only to decrease the gap between women and men but also to enhance the quality of life of women by influencing its readers. Editorial policy of the press agency confirms the above idea

which contains: “news and columns which are published by the organization have to consider gender equality. It has given enough coverage to women’s issues. It is forbidden reporting in a manner that depicts women as dependent, powerless and as sex objects”( Ethiopian press agency editorial policy, 1995: 55).But the researcher assumed that the stories that used to be presented in the column are not presented and framed in a way that promoting gender equality.

### **1.3. Objectives of the study**

#### **1.3.1 General objectives**

The major objective of this research is to assess how women’s page in the daily Amharic newspaper, Addis Zemen, presents and frames gender stories in its women’s column.

#### **1.3.2 Specific objectives**

The specific objectives of this study are to:

- classify the sources which are used in the column;
- identify the themes of the stories published in the column;
- analyze what frames the column used in reporting gender issues;
- look into the proportion of the stories with in the national and international stories
- to analyze how the column portrays women in the stories ;
- to look in to the functions that Addis Zemen women’s column plays in promoting gender equality

### 1.3.3. Research Questions

1. What sources Addis Zemen women's column uses in reporting gender issues?
2. To what issues and themes does the column give more coverage?
3. What frames does the column used when reporting gender stories?
4. What proportion does the column used in terms of national and international issues?
5. How does Addis Zemen women's column portray women's issues?
6. Does Addis Zemen women's column give enough emphasis to the media functions regarding gender equality?

### 1.4. Methodology

In researching presentation of gender stories, the researcher employs a quantitative approach as the main research method. In this research mainly employs content analysis as a research method to look at gender stories and asses how gender stories are presented in women's column of Addis Zemen. And this has been well established in similar media research undertakings that focus on the text of media content, because content analysis is a method of analyzing communication texts. Berlson (1952:18) describes content analysis as "a research technique for the objective, systematic, and quantitative description of the manifest content of communication". Using content analysis, the researcher assessed how gender stories are presented in *Addis Zemen* Women's column.

In addition, qualitative approach will be used to obtain deeper insights of people about how they present gender stories.

The subjects of the study are the texts published on women's column of Addis Zemen and, editors and reporters of the column. The time frame of the study is from January 2008 up to December 2008. This enables the researcher to look in to the recent gender issues presentation of **Addis Zemen** Women's column.

Systematic random sampling method was used in order to select the sample population. First, I gave roll numbers to the day of publication of the sample population; next, decide to take 26 samples from 52 editions of the total population. Then, the sample is divided by the total population in order to get the sampling interval. Next, select a starting date randomly. Then starting from this point the researcher selects every *n*th entry on the sampling frame throughout the chosen period .Besides, some editors and journalists of the column were interviewed. I purposefully selected two editors and two journalists for the interview. Three of the interviewees were men and one is women.

The study solely focuses on the women's column of Addis Zemen. This means it does not look in to the content of other columns of the newspaper. It covers only twenty six editions from fifty two editions of the year starting from January 2008 – December 2008. Two reporters and two editors working in the column were interviewed. This research covered sample stories published with in a period of one year. It also involved in-depth interview with limited number of journalists. As Media practice can vary from time to time, concentrating only on specific period of time might not be fully representative of the practices but it shows only the practice for only that specific of time.

### **1.5. Significance of the study**

This study could be significant for the Agency in general and the staff working in Addis Zemen in particular. It could also help the editors of women's column of the newspaper to improve weaknesses in presenting issues related to gender. Besides, it could serve as a spring board for other researchers who want to study similar issues.

# Chapter two

## 2. Review of literature

This chapter will discuss the literature that is related with the study. The relevant theories used in this study are agenda setting and framing theories. Other related literatures will also be discussed.

### 2.1. Agenda setting theory

Agenda setting is a communication theory which focuses in media effect. Until The term 'agenda setting' was developed by McCombs and Shaw in 1972, the idea of agenda setting has been there since the days of the penny press (Barn, Davis, 2006: 316). As it is cited in McQuail (2008:512), McCombs and Shaw also argued that the theory clarifies the role of news media in setting the main subject of the time and its influence in the public in prioritizing the main issues.

McQuail (2000, 520) defined, Agenda setting as "a process by which the relative attention given to items or issues in news coverage influences the rank order of public awareness of issues and acknowledgment of their significance." Cohen (1963) as it is cited in Williams (2003:181) also describes the term as "the power to push people in to thinking about certain kinds of issues became known as 'agenda setting'".

We are surrounded by lots of issues and our environment is too complex, so there is problem in selecting the important one but if an issue has been raised frequently through the media, it will be considered as an important and people could give attention to it. Watergate scandal is a typical example of the agenda setting function of mass media. McCombs and Shaw as cited in Griffin (2006:

395) believed that “mass media have the ability to transfer the salience of items on their news agendas to the public agenda”. The two scholars elaborated that people expect media professionals in to decide which issue is important “we judge as important what the media judge as important” (ibid: 396). Maxwell McCombs and Donald Shaw as quoted in Watson (2003) explain the link between media agendas and public perception as: “if the public look to the media for news, what the media decides is news what the public recognize as news. What is emphasized by the media is given emphasis in the public perception; what is amplified by media is enlarge in public perception” (128). Cohen also discussed how the media determine people’s outlook of the world “the world looks different to different people, depending not only on their personal interest, but also on the gap that is drawn for them by the writers, editors, and publishers of the papers they read” (Barn and Davis, 2006: 316)

Bernard Cohen as cited in Griffin the main function of media is to tell people what to think about “the press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about” (2006:396). Miller (2005) also clarifies the important agenda setting role a journalist plays to influence the society by raising an issue. According to him, agenda setting help journalists to bring about societal awareness of important ideas. It is believed that journalists have the potential to transfer important items to the public agenda. Iyengar and Kinder (1987) as cited in Williams (2003:182) discuss on the strong power of the media “the power of the media does not rest in persuasion but in commanding the public attention and defining criteria underlying the public’s judgments”.

The agenda setting function of media give journalists an opportunity to establish what part of news or issues should be important or salient for society. According to Watson (2003: 128) media agendas are ways of struggle: “whatever are the computing interests, rival ideologies or conflicting priorities, agendas are arenas of struggle”. Therefore, according to agenda setting theory, media can make some issues more salient. (Griffin, 2006:402). Thus media agendas have an important role to support the struggle against gender disparities and to promote women’s equality. In general, the common assumption of agenda setting is the visibility of certain events by “purposely” choosing these events and highlighting (prioritizing) them over others so that they can win public attention.

## **2.2. Framing theory**

Framing theory is very much related to the agenda setting theory. McCombs, Shaw and Weaver suggested that the effect of framing is related with the effect of agenda setting. According to them, framing is an extension of agenda setting. They considered it as the second phase of agenda setting theory. If we are to subscribe to the agenda setting theory of McCombs and Shaw, i.e. media make some voices and issues more salient than others, we think more about those issues, and regard them more important than those that are not presented in the media agenda (Griffin, 2003:390). McCombs takes this further and suggests that the media do more than selecting and presenting important events and issues. The specific process he cites for this is framing. It refers to the actions of mass media as they select emphasis and present some aspects of “reality’ to audience, while ignoring others. In framing information is structured, defined, labeled and categorized (Stone, et al, 1999:277).

Framing as form of presentation of events in mass media can affect how recipients of the news understand and interpret the stories (Price, Tewksbury, and Power cited in Scheufele, 1999:106). The issue of framing is an area that really shows the power of media and therefore has drawn the attention of media scholars.

Gamson and Modigliani (1987) define media frame as “a central organizing idea or storyline that provides meaning to unfolding strip of events ... the frame suggests what the controversy is about, i.e the essence of the issue” (Gamson and Modigliani (1987) in Scheufele, 1999:106).

James Tankard, as cited in Griffin (2006: 401) similarly defines media frame as “the central organizing idea for news content that supplies a context and suggests what the issue is through the use of selection, emphasis, exclusion and elaboration.” This indicates that media not only sets agenda about why issues, events or candidates are most important, but also “transfer the salience of specific attributes belonging to those potential objects of interest” (2006:401). McCombs (1996) in (Watson, 1998) also describes agenda setting as operating at two levels: the object level and the attribute level. The first level comprises the central theme of the news story. The second level refers to those characteristics and traits that fill out the picture of each object. By framing, some attributes are emphasized and others are ignored (Watson, 2003:132).

Entman(1993:54) defines framing as the selection and placement of information, a process that is performed on more dimensions.

To select some aspects of a perceived reality and make them more salient in a communication text, in such away as to

promote a particular problem definition, causal interpretation, moral evaluation and/or treatment recommendation for the item described.

Entman's(1993:54) approach gives emphasis to problem definition that determines what the cause is doing with what costs and benefits, usually measured in terms of common cultural values. It also emphasizes on identifying the forces creating the problem, making moral judgments, evaluating causal agents and then suggesting remedies, offering justifications and treatments for problems and predicting their likely effects.

Gamson and Modigliani (1987) argue that media frames are necessary to turn meaningless and non recognizable happenings in to a discernible event. As it is cited in Scheufel (1999:106) Tuchman also offered a similar thought on the importance of media frame: "The news frames organize everyday reality and the news frame is part and parcel of everyday reality".

Both Scheufele(1999) and (Mcquail,2008) recognize framing effects as outcomes of interaction between three different kinds of actors: interested sources and media organizations; journalists and audiences. According to them, we are dealing with two kinds of frames: media and individual frames. Both kinds of frame can be either independent or dependent. According to the model, there are interrelated framing processes involving these actors. First, there is the construction and use of media frames by journalists and others working in news organizations under routine pressures, constantly dealing with sources and applying 'news values' and 'news angles' to event reports. Secondly, there is the transition of 'framed' news reports to the audience, with consequences for their attitudes, outlook and behavior.

According to Entman, frames are located in four areas in a communication process: communicator, text, receiver and culture. He believes that communicators can make framing judgments consciously or unconsciously. He further explains about the additional factors that contribute to shape the text. Requirements concerning format and presentation, aesthetic considerations, notions of professionalism and pressures to meet the expectations of conviction have contributed in shaping the text (Watson, 2003: 157).

When the text to be read the frames presented guides the recipients thinking. For Entman culture is “the stock to commonly invoked frames...exhibited in the discourse and thinking of most people in a social grouping: ‘Framing in all four locations includes similar functions: selection and highlighting, and use of the highlighting elements to construct an argument about problems and their causation, evaluation and or solution” (Watson, 2003:157).

Watson (2003: 133) identifies attribution of responsibility, conflict, economic consequences, human interest and morality as five framework that within which news is most regularly located. Neuman et al. (1992) also agree with the above news frame. In addition other frames like diagnostic and prognostic are commonly used frames. These frames are also to be used in this research.

### 2.2.1. Framing Categories/elements

In this particular research the seven news frames, economic, conflict, attribution of responsibility, human impact, morality; diagnostic and prognostic frames are used.

**Economic frame:** Media stories frequently covering the costs of government programs and the economic consequences of pursuing or not pursuing various policies Neuman et al. (1992). It presents issues or events focusing on their economical consequences on an individual, group, institution or country.

**Conflict frame:** This frame focuses on conflict between individuals, groups, or institutions so as to attract audience attention. Neuman et al. (1992:64) describes conflict frame as: "the communication literature that is rife with references to the media's emphasis on conflict as a means of attracting attention and readership." accordingly the two sides of the subject are main themes recognized with the presentation of news.

**The morality frame:** Morality frame gives emphasis to moral or religious contexts of a subject or event, Neuman et al. (1992:72). Journalists often make use of the moral frame In order to keep the professional norm of objectivity. According to Neuman et al. references to moral values in the media are embedded indirectly "the media make reference to such a moral frame indirectly by using quotation and inference" (1992: 72). Neuman further states that the moral frame is more dominant in the minds of the audiences than in the context of news: "references to moral values in the media are simply more indirect than what we find in the mass audience depth interview".

**Attribution of Responsibility frame:** This frame presents an issue or a problem in such a way as to attribute responsibility for its cause or solution to either the government or to an individual or group.

**The human impact frame:** This frame puts a human face on stories by providing human examples and exemplars. It focuses on individual or group who are likely to be affected by an issue. Even if objectivity is one of the media norm, media try to avoid expressing emotions but they rely on their sources, when a person was being interviewed or quoted the journalists use them with their full emotional expressions. Media use human impact stories as a commonly used technique to attract the attention of their audiences. (Neuman, et al. 1992: 69-72)

**Diagnostic and prognostic frames:** As cited in scheufel(1999),Cerhards and Rucht(1992) argue that diagnostic frame emphasizes identifying a problem and attributing blame and causality. And prognostic frame as an effect which is specified what the impact of the issue is.

### **2.2.2. Mass media portrayal of women as part of framing**

As important source of information, media play a vital role in raising awareness, shaping attitudes and influencing day to day decisions of the society. As stated in a communication journal, media and women with out apology (1993:33) “news is always what we choose to tell each other about our worlds, what gets told depending largely on who is doing the telling. Traditionally, that has been the world of politics and business, of winning and losing”. They also serve as

vital instruments of promoting and ensuring the rights and images of citizens. However, women, which constitute half of the world's population, lack of representation of media and are depicted in a narrow circumstances. According to MacQuail(2008:121):“Under representation of women in the media and stereotyping and sex roles socialization is a feature of mass media content”. The stereotyped media image of women limits their place in society. Tuchman et al. (1978: 5) also pointed out “stereotype presents individuals with a more limited range of acceptable appearance, feeling, and behavior.” She also highlighted “mass media stereotype of women as housewives may impede the environment of women by limiting their horizons” (ibid: 7). similarly, Gallagher (2001:82) describes it: “The underlying frame of reference is that women belong to the family and domestic life and men to the social world of politics and work, that femininity is about care, nurturance and compassion, and that masculinity is about efficiency, rationality and individuality”. Tuchman believes that portrayal of gender roles in mass media is a topic of great social, political and economic importance. But mass media continued reporting women in a stereotyped manner. They continued even to reinforce dominant norms and values of the society. Ross (2002:79) confirms it as:

Existing and unequal social economic political and cultural relationships are routinely promoted through both fictional and factual programming strands, and the ways in which women are represented on and in mass media send important messages to the public about women's place, women's role and women's lives.

Media images tend to define women with in narrow confines of their traditional domestic roles like doing domestic chores, victims and defensive. McCullagh (2002:45) described media portrayal of women by limiting to three roles:

The first and most significant is to illustrate the private consequences of public events and issues. Thus, where crime is

concerned they show up as victims of the crime or relatives of victims, or as passive reactors expressing suitable levels of outrage. The second role is as spokes persons for organizations and institutions, though typically these are close to the nurturing roles of women in the private sphere, such as crime, victim, and support group and child protection organization. The third role is as feminists, and this is one which they are typically on the defensive, poverty, health, education, violence and human rights”.

In Ethiopia, for centuries women have grown in environments which support the idea that women should be seen and not heard (Alemseged, 1999). He further noted that before the appearance of media, traditionally ways and process of communication we put in to practice to exchange ideas and pass on information to the people at large, nevertheless, in the overall communication process and conveying of information women were completely obscured. Agaredech (2003) explains that in Ethiopia gender awareness is at a lower stage. Women in the Ethiopian media are stereotypically depicted. Their roles as a mother and wives are emphasized and given precedence over their occupational and professional activities. Rather they are often depicted as “property –less, mischievous, mothers, villains and objects created to serve men. In all types of mass media most of the time, something bad is said of women” (Agaredech, 2003, 9).

### **2.2.3. The Role of media in social construction of gender as part of framing**

Media has the ability to teach people about social environment. There might be a problem in critically observing our environment. We can learn, much about what is happening in our region, country, continent and world from the mass media so that we can update our knowledge. (Tan, 1985) discussed this issue:

An important function of mass media is to expand our knowledge of the environment beyond people, places, objects, and events that we can experience. ----the mass media have made us aware of cultures, social issues, and events that few of us could experience directly. Thus we rely on the pictures presented in the

media as guides for the construction of our own social realities.  
(299)

Tan also argued that mass media has not only a great power to influence public opinion but also it shapes our perception of reality. "Media influence is no longer limited to changing or reinforcing opinions, attitudes, values, and behaviors. Mass media is one of the important socialization agents that could create and shape our attitudes, values, behaviors, and perception of social reality." Mass media, therefore, has the power to shape the society. According to, Karfiris(2005:8). "The media provide spaces in which social and cultural issues are presented, debated and discussed. It plays a significant role in determining which issues will be considered important and legitimate in a society"

There is an assumption that media have the ability to determine our perceptions about facts, norms and values of society through selective presentations and by emphasizing certain themes. (McCullagh, 2002) also explains the power of media in shaping our image of social reality as:

Our images and knowledge of social reality are formed and shaped by the images and information that the media deliver to us. If these images and information are selective and partial, then our images and information will be selective and partial. Thus the power of the media is the power to define our sense of the social reality of the society and the world that we live in; they achieve this through control over the information that they present to us :( 15)

Since our reality is defined through social construction, genders and gender roles are also mere social constructs. Having a sexual organs of male or female is natural, but gender differences between men and women is to represent socially constructed norms regarding the division of labour, and the distribution of power,

responsibilities and rights between men and women. The basis for differentiation continues to be traced back to biological differences. An analysis of the ideology of gender differences uncovers the understanding that the social construction of differences between men and women is the basis on which rules, resources, responsibilities, power and rights are distributed or allocated between women and men in society resulting in discriminations.

Hence discriminations are socially constructed and are based on social rules or norms. Society reinforces the ideology of the social construction of gender through institutions like family, market, community and the state. For example, a social rule or norm is that men are breadwinners and women are home makers or that men are leaders and decision makers; whereas women are followers and implementers of decisions. In accordance with the rules, starting from the household, women are expected to be obedient, submissive and devoted to household responsibilities.

Denial of chances to woman for education by the family leads to fewer options in the work places. They are solely responsible for childcare in the family. Women are exploited as cheap labour as they demand less wages than men of the same qualification. They are also deprived of their rights of participating in community affairs. Because of their lack of decision-making powers and capacity in the public sphere, they are unable to influence the market. Their lack of decision-making in the public spheres also means that they are denied valuable economic and political rights by the state. Because of the disadvantages they face, women in turn are unable to influence the state as critical political constituencies. In this manner, a cycle of discriminations are established and justified on the

basis of the expectations of society with regard to women and men. However, since gender roles are constructed socially, they are changeable.

Any effort to bring about gender equality highly needs media. In this respect, the attention given in covering gender issues and the reinforcing on bringing changes in attitude in the society is so crucial. Media has to use its power in creating gender sensitive and fair society, because it is powerful enough to shape ways of thinking and to influence policy makers:

The media do not simply disseminate particular messages to passive audience. Instead, both through news and entertainment, they produce and disseminate many of the resources – information, ideas, ways of thinking, assumptions, frameworks, beliefs, values, narratives—which we actively and continuously use to understand and think about the world, others, our relationships and ourselves. Media resources shape our understanding, which guide our individual actions and activities, and also influence collective decision-making processes and policy formation in the public and political spheres. Thus, the media can play a role in bringing about social change. ( Karfiris, 2005:8)

Hence, mass media helps in changing these constructed social facts. (Tan, 1985:374) also pointed out that “Social change involves influencing large number of people so that their “social facts” are altered. The mass media, because they are able to reach large audiences simultaneously, can be effective tools of influence”.

#### **2.2.4. Framing theory and gender**

Framing theory is regarded as especially relevant to the study of politics. Gender theorists have also used the approach to explore the framing of women’s issues. It considers how the news media cover events and issues and how individuals make sense of these events and issues, drawing partially on media representations

(Fountain and McGregor). The focus of this study is the way media cover events and issues, which means media framing. Media frame can be linked to the frame of a house, providing the structure around which every thing else fits, and influencing the overall style of the construction (Tankard, 2000). As Ross () pointed out that while the visibility of women has increased but structural and systematic political discriminations against women takes place daily in the media.

To conclude, considering the fact that media have a big role in agenda setting and playing a big role in bringing about gender equality, many media organizations started air time and columns to facilitate gender equality by helping the endeavors of women and fighting the problems of gender inequality. However, media organizations will not be effective if they are not able to set agendas that are focused on the main issues to facilitate gender equality and make them salient, because media agendas and frames are arenas of struggle. Media have the power to urge people in to thinking about certain kinds of issues and to transfer the salience of items. Moreover, framing and portrayal of events in the mass media can affect how recipients of the news understand and interpret the stories. Addis Zemen's women's column was started to contribute its part in the fight against gender inequality in Ethiopia and help the efforts made by women to empower themselves. Therefore the researcher attempted to asses the column by using the theoretical frameworks that have been discussed so far in this chapter.

# Chapter three

## 3. Design of the research

### 3.1. The research method

While researching presentation of gender stories in Addis Zemen's women's column the researcher employed a quantitative approach as a research method. In this research content analysis was employed as a research method to look at gender stories and assess how gender stories are presented in women's page of Addis Zemen. And this has been well established in similar media research undertakings that focus on the text of media content, because content analysis is a method of analyzing communication texts. Berger (2000:175) pointed out: "content analysis is one of the most commonly used research methodologies by scholars dealing with media and communication". Wrights (1986) also define content analysis as a research method for the systematic categorization and description of communication content according to certain prearranged categories". Berelson (1952:18) similarly describes content analysis as a "research technique for the objective, systematic and quantitative description of the manifest content of communication".

**Objectivity** indicates that the researcher's opinion has to be separate from the content analysis. Defining the categories of analysis precisely enables the researcher to achieve objectivity. Wrights (1986) pointed out that objectivity needs that the categories of classification and analysis be plainly and operationally defined so that other researchers can pursue them reliably. Objectivity enables different researchers to conduct the same content analysis and get the same result. It is objective means that the result depends upon the procedure and not the analyst.

**Systematic** means a set procedure is applied in the same way to all the content being analyzed. And categories are put so that all relevant content is analyzed. Finally the analysis is designed to secure data relevant to a research question or hypothesis.

**Quantitative** means simply the recording of numerical values or the frequencies with which the various defined types of content occur.

**Manifest** content means the apparent content, which means the content must be coded as it appears rather than as the content analyst feels it is intended.

Through content analysis the researcher would be able to capture a specific data about, source, theme, and frames used in stories, proportion of the stories, and portrayal of women in the stories and function of media performed in the column.

Qualitative method has also been used to enrich the data collected through content analysis. Through in-depth interview the researcher can get deeper and richer information.

### **3.2 The sample**

The subjects that have been analyzed in the research were gender stories published in Addis Zemen's women's column and the journalists and editors of the column under study.

Even though many electronic and print media give air time and columns to entertain gender issues and help efforts being made to promote gender equality,

the researcher decided to work on Addis Zemen's women's column considering long history of the column discussing on gender issues, large distribution of the newspaper and accessibility of the data.

### **3.3. Sampling technique**

Systematic sampling method is used to select a sample of individual publication days for the sample. Each month is considered in taking samples from the period of one year publication of the column. The samples have been picked systematically from each month. First, numbers were given to the sample population, and next, decided to take twenty six samples from fifty two editions of the total population. Then, based on the procedure of systematic sampling method the sample was divided by the total population to get the sampling interval. Next, started selecting a starting date randomly with in the starting entry to the number of sampling interval, it gave the first element of the sample and starting point for the selection of the rest of samples. Starting from this point the researcher selected every  $n$ th entry on the sampling frame throughout the chosen period. The editors and journalists were selected purposely. Some of journalists who haven been producing most of the stories were included in the interview.

The time span that the sample intended to cover the stories that were presented in the Addis Zemen women's column is with in the period of January 2008-December 2008. This time frame was chosen to look in to recently published articles in the column. With in the selected time frame twenty six editions published with in a year were taken for analysis. All stories which were

published in the women's column of the twenty six editions were coded according to presentation they performed.

The column of women was selected purposely for this research, because all the stories published on the column are women's issues. It is selected because Addis Zemen is published daily and the column has long history of discussing gender issues. In-depth interview with journalists and editors was used to enrich the data gathered through content analysis.

### **3.5. Coding process**

The coding process was carried out by the researcher with other person who does some spot checking. In order to be consistent in the coding process the researcher first prepared coding sheet and coding guides. then, filled out the coding sheet by replying 'yes' or 'no' to the lists of questions that were developed from the literature.

### **3.6. Coding reliability**

Establishing the degree of reliability of the coding helps to ensure that there is consistency in the coding process. In this research the researcher did the coding process. When the coding process is finished the researcher recoded the earlier material and compared it item by item. The person who did the coding process with the researcher also helped in checking the reliability. The following percentages indicate that the percentage of the reliability. 99% for sources, 96% for themes, 95% for frames, 100% for proportion, 98% for portrayal of women and 98% for media function are percentages of coding reliability.

### **3.7. Unit of analysis**

The research is taking the texts published in Addis Zemen's women's column as unit of analysis. As Deacon et al (1999:118-119) pointed out some quantitative analysis studies taking individual words as their sampling unit to look at the lexical contents and syntactic structures of documents. But other studies give more generalized analysis of themes in text: "Theme analysis ...does not rely on the use of specific words as basic content elements, but relies upon the coder to recognize certain themes or ideas in the text, and then to allocate these to predetermined categories." Theme analysis is commonly used in communication research.

### **3.8. Category construction**

As indicated above the research employs content analysis to collect data. In depth interview also used to enrich the data collected through content analysis. In order to arrive at cumulative patterns of meaning concerning the presentation of gender stories in analyzing the column, in the first place coding sheets were adopted in order to look in to the sources, themes, frames, proportion of the story, portray of women and media functions of stories about gender issues.

- ❖ The first category describes sources, which are identified as names of individuals, groups or organizations, which are quoted directly in the story. In addition, documents and direct observations of the journalists also considered as a source in the stories.
- ❖ The second category is theme; it refers to the main idea of the story, categorized as educational, health and reproductive, political, cultural, violence, economic, human rights, symbolic capital, beauty.

- ❖ The third category deals with the different kinds of frames used in the media, (diagnostic, and prognostic, attribution of responsibility, morality, human impact, economic, and conflict frame). **Diagnostic frame** refers when the story identify the cause of the issue. **Prognostic frame** refers when the story identifies the effect of the issue. **Attribution of responsibility frame** refers when the story suggests individuals, groups; organization should take actions on the issue. **Morality frame** refers when the story tells reader to do or not to do something or when the story involves religious perspective. **Human impact frame** refers when the story involves people and their testimonies about the issues. **Economic frame** refers the story mention the impact of the issue on an individual as well as the countries economy. **Conflict frame** refers when the story provides two or more opposing views or statements.
- ❖ The fourth category is the proportion of the stories which defined as national and international issues. National issues represent to the national matters and international issues represent to the international matters and experience of people from abroad.
- ❖ The fifth category is the portrayal of women which identifies if the stories depict women as a leader (decision maker, breadwinner), as home maker and subordinate to men, as victim (rape, beating, FGM, abduction, early marriage, and verbal assault etc), as economically independent, as economic dependent to men, and as role model (successful women in different fields).
- ❖ The sixth category is about media functions which discusses the role of the column in reporting the issue that is defining the problem, state causes, providing moral evaluation and suggesting treatments.

To sum up, content analysis is employed as the research method of this study. In-depth interview also used to enrich the data collected through content analysis. The stories published in Addis Zemen women's column in the space of January 2008-December 2008 and the journalists and editors of the column are taken as the population of this study. Systematic sampling technique was used in order to select a sample of individual publication days for the sample. Within the selected frame fifty six stories published in twenty six sample editions in the year were taken for analysis. The coding process was carried out by the researcher with the help of the person who did some spot checking. The articles published in Addis Zemen women's column were unit of analysis of this study. This research is going to code and analyze the stories in the forms of categories like: sources, themes, frames, proportion of the story, portrayal of women and media function employed in the column.

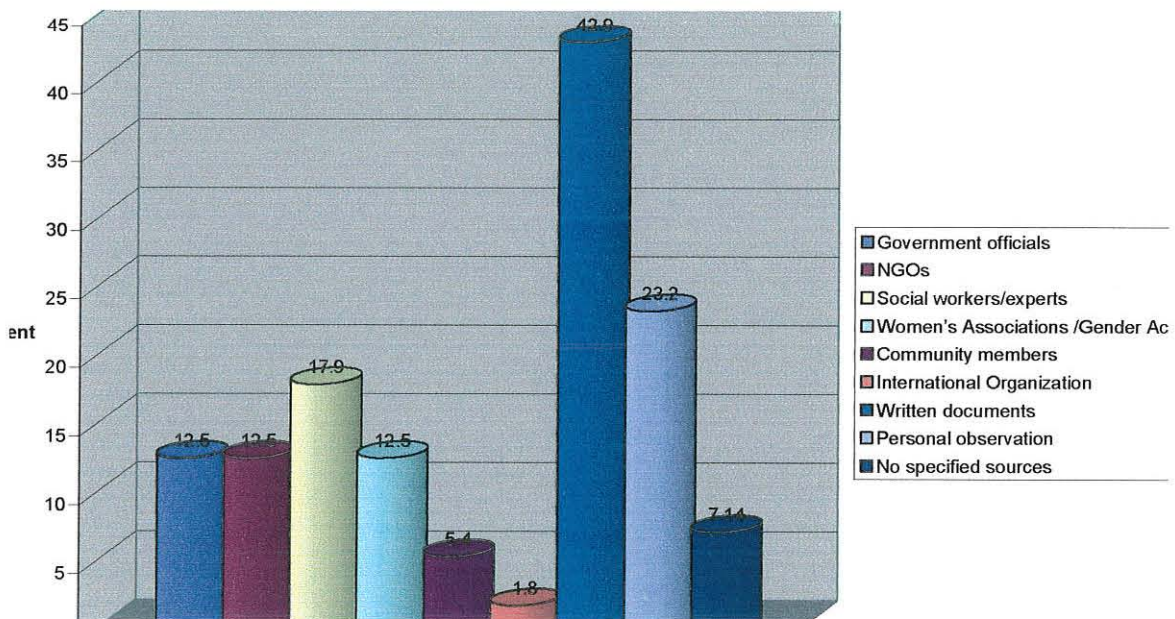
# Chapter four

## 4. Presentation of findings and data analysis

This chapter presents the findings of the study, their discussion and analysis. The collected data focused on how women's column of Addis Zemen presented gender stories with in the time period from January 2008 \_ December 2008. The data were collected from Addis zemen women's column. In addition, in depth interviews were conducted with editors and journalists of the column. In the following pages, the results and findings have been presented in graphs along with their analysis.

### 4.1. Sources used in the stories

Figure 4.1 percentage of sources quoted in the column



In terms of sources used in the stories, diversified sources were used and quoted. The above Figure, 4.1 indicates that in most of the stories the sources quoted

were written documents, which is 42.9 percent. Personal observations take the second place, that is, 23.9 percent of the stories quoted were personal observations. Social workers/ experts also contributed 17.9 percent. Government officials, non governmental organizations, and women associations/gender activists contributed each 12.5 percent of the sources. Community members and international organizations accounted for 4.5 and 7.14 percents of sources used in the story respectively. The articles used 10 percent unspecified sources.

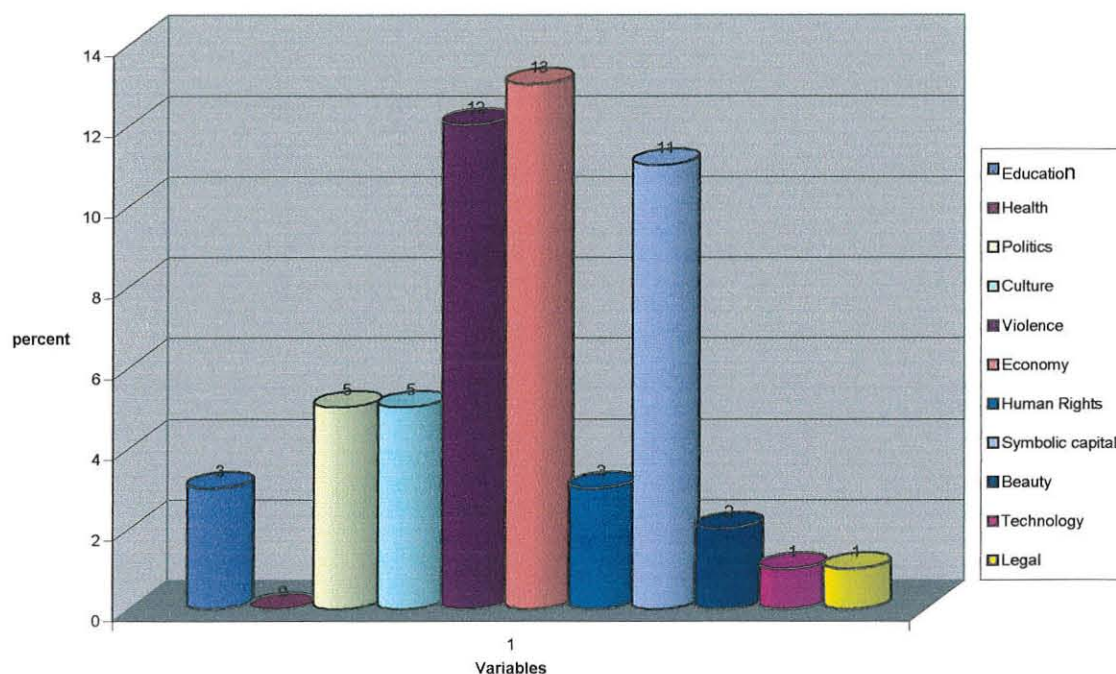
According to the information obtained by interviewing the journalists of the column, the nature of the sources they used for their stories more or less depends on the theme of the issues they want to address. That is the stories usually entertained on the column often depends on the theme of the stories they were reporting. Even though the above statement is a general principle and understanding, in using sources the informants agreed that most of the time they used written documents as sources. Informant one admitted that most of the time the sources he used are written documents. Because the column has no permanent journalist assigned to report on it. Rather journalists who are assigned on social affairs do the coverage of the column turn by turn. This shows that the column has not been given due emphasis or attention to search and write relevant articles seriously and rigorously. In this situation it's difficult to research the issue deeply and create a contact with persons who know the issue well. That's why all the journalists who cover the column including informant one prefer written documents to use as sources. In addition, informant one added that the subjects of the theme themselves; women were taken as major sources when he reported about violence. He also said women's associations are also used as the sources, because he believes they have better information about the issues.

Informant two also said that most of the time he prefers to use researched papers and pamphlets as sources. This is because since they are researched materials they could be used to analyze the issue in different perspectives. He also admitted that Personal observations have been used time and again as sources while doing the articles to be published in the women's column. Informant three on his part said that since organizations working on gender issues know the issue more, he prefers to use them as the main sources of his articles when he does the coverage of the women's column. On the other hand Informant four on her part admitted that: "I don't like to use NGOs as sources, this is because even if they talk about women, I believe women themselves can and must talk about themselves. So, I prefer to use women in grass root levels as the main sources". She also used written documents about role model women from abroad.

#### **4.2. Themes (issues) covered in the column**

Figure 4.2 shows the percentage of themes covered by the newspaper. As the figure shows, economy accounted for 23.2 percent of the coded articles or data. The theme which covers 21.4 percent of the stories is violence. Symbolic capital, culture and politics were themes that covered 19.3, 8.9 and 8.9 percents of the coded articles respectively. Education, human rights, and beauties also accounted 5.4, 5.4, and 3.6 percents of the articles respectively. Technology and legal issues were found in the category 'others'. They each made up for 1 percent of the stories.

Figure, 4.2 Percentage of themes used by the column



The interviewed journalists agreed that when they select the theme of their stories they usually gave emphasis to the stories that show the efforts of women in order to empower themselves economically. Because all the problems regarding gender inequality originate from the economic problems they have. In addition, they said, one of the objectives of their institution is encouraging the endeavors of women in the development process of the country. Besides, they said that they give emphasis to the economic issues by its advantage of sharing experience to other people.

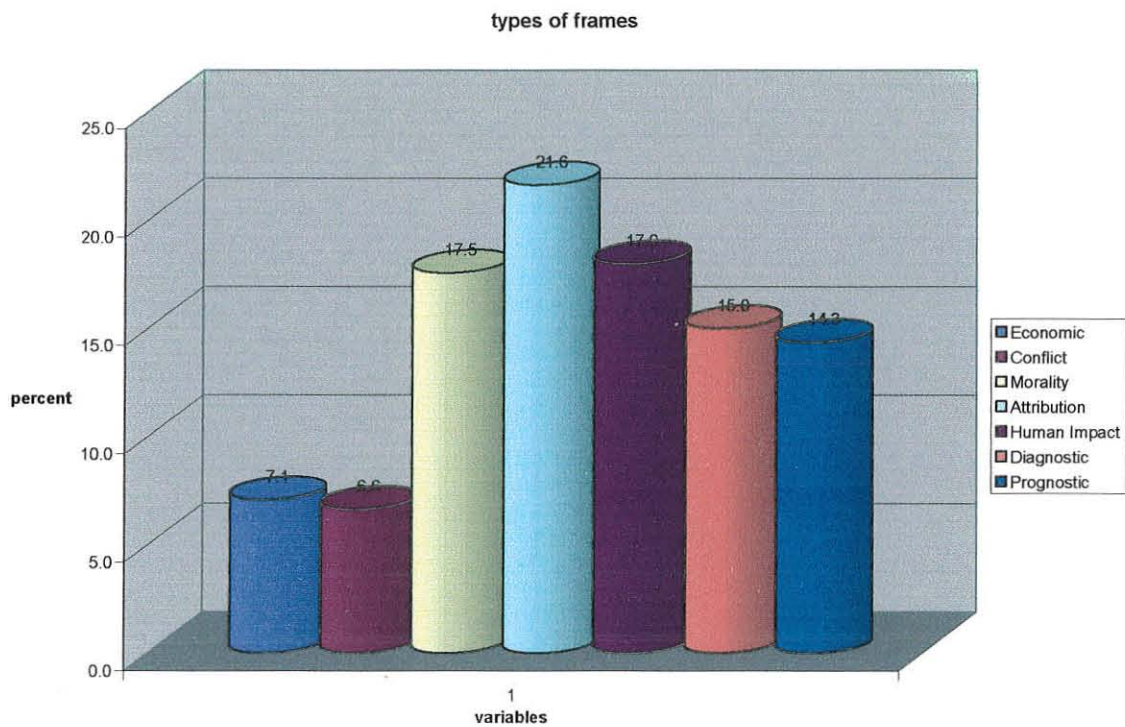
All informants agreed that violence was also the most common topic in relation to gender stories in the column. This is because in our society most women face many violent actions in many forms and ways. According to informant one:

“Nowadays women have faced a lot of violent actions at home, office, and any where. So we take it as the main theme of our reporting in order to alleviate the problem”. Besides violence all the informants agreed that women role models are taken as main theme of the column.

### 4.3. Frames used by the column

The dominant frame used in the coded stories was attribution of responsibility, which is 21.6 percent. Morality frame was the second most frequently used frame in the stories that is 17.5 percent. Human impact frame, diagnostic, prognostic and economic frames were employed 17, 15, 14.4 and 7.1 percents respectively. Conflict frame was the least used frame which is 6.6 percent

Figure 4.3 percentages of frames used by the column



All informants agreed that they were not conscious of the frames they used while covering gender related stories. They also pointed out that attribution of responsibility is important to remind and in order to call up the attention of the responsible bodies so that they can take the appropriate actions to alleviate the problem. Informant three and four also stressed that they used attribution of responsibility to highlight the responsibility of the society and women themselves. They said, women sometimes think and expect some external body to solve the problem of gender inequality but it needs their struggle as well. Thus the journalists most of the time attribute women themselves as a responsible body to alleviate the problem.

Concerning the use of human impact frame, informant one and four stated that they used human examples because they believe people could learn from others experience and take preventive measures.

All informants agreed that morality frame is used in their stories. Informant two and three noted that since their stories focused on violence and harmful traditional practices, they usually and commonly ask the society to condemn the practice. But they said that they are careful not to include religious matters in their articles. On the other hand informant two and informant four stated that they sometimes include religious issues in their stories.

Concerning prognostic and diagnostic frames, which show why gender inequality has happened and what consequences they can have, informant two stated that most of the time he prefers pamphlets and researched papers in order to know the case and the effect of the story. So he admitted that most of the time he includes the frames in the stories he report.

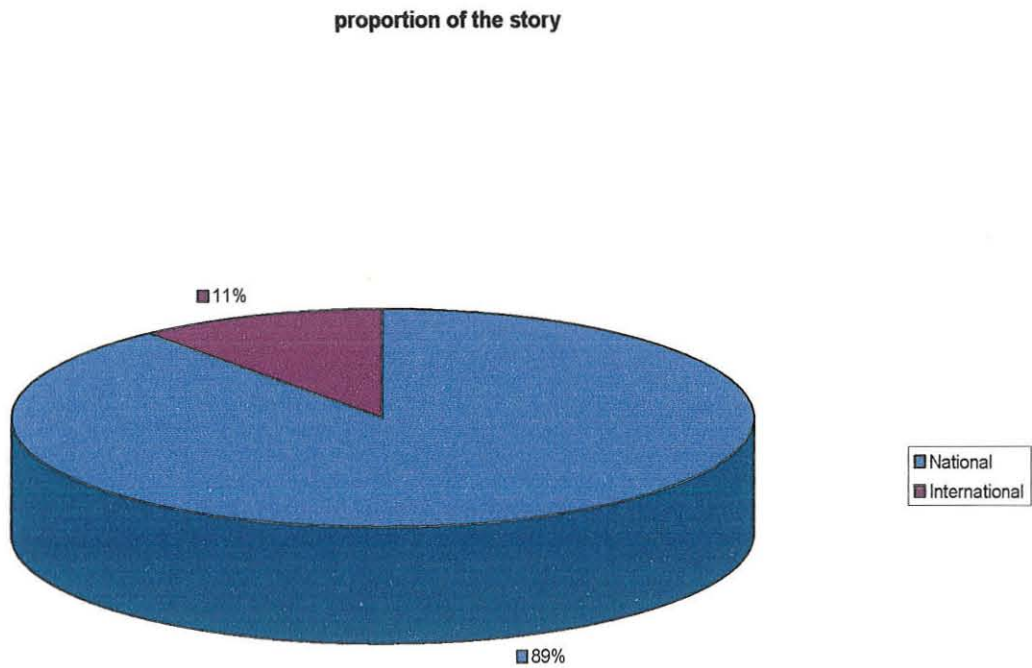
All the informants agreed that they sometimes used economic frame. They include economic consequences of the issues on each woman. However, all informants agreed that they rarely include costs of government projects and their economic consequences. They also agreed that they don't include the consequences of the issues on a country level; this is because they don't get all the necessary information about these things easily.

All informants also agreed that almost always they don't employ conflict frame in their stories. Informant one, informant two and informant three pointed out that they have never ever used conflict frame. But as an exception informant four said that sometimes she used conflict frame when she reported about family matters.

#### **4.4. Proportions of the stories**

Figure 4.4 shows the proportions of the issues of the stories published in the column. As can be seen from the figure, 89.3 percent of the stories were focused on national gender issues. International issues contributed 10.7 percent only of the stories covered in the column.

Figure 4.4 percentage of proportion of stories covered in the column

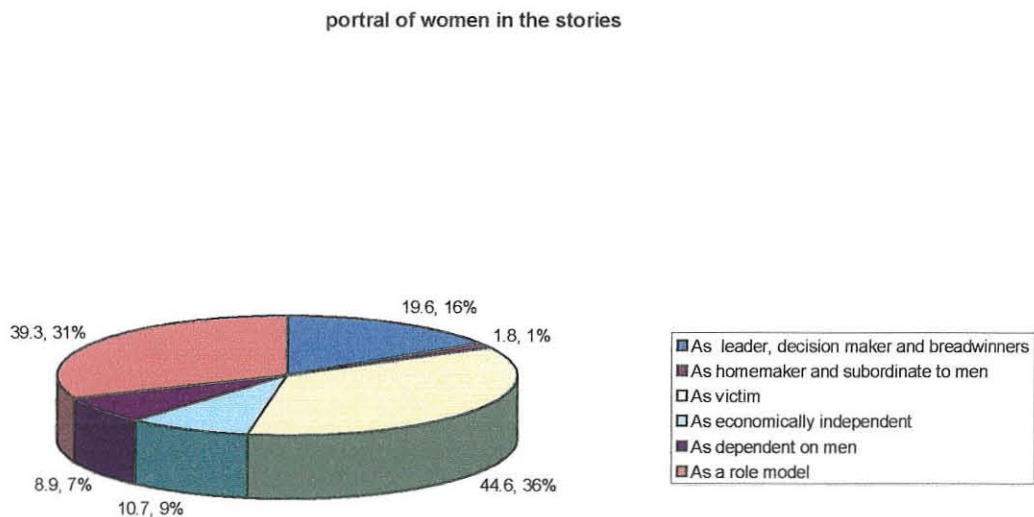


One of the objectives of the editorial policy of the Ethiopian press agency is to give exposure Ethiopian women by making them exposed to the experience of women in other countries. Informant two pointed out that most of the time he covers national issues, but if there was shortage of stories he translates international issues and stories on women to fill the column. However, informant four says, she used international issues considering the fact that experience sharing is one means to knowledge transfer.

## 4.5. portrayal of women in the column

Women have been portrayed differently in the column. As shown in figure 4.5, women have been portrayed as victims constitute 44.6 percent of the stories published in the column. Women portrayed as role models also contributed 39.3 percent to the stories published in the column. Besides women portrayed as leaders/ decision makers/ breadwinners, and as economically independent ones accounted 19.6, and 8.5 percents respectively. The least contributors in the portrayal of women are women as dependents on men and, as homemakers/ subordinates to men. They constituted 8.9 and 1.8 percents respectively.

Figure 4.5 portrayals of women in the column



Regarding portrayal of women all informants agreed that they portrayed women as victims without knowledge. Informant one and informant two pointed out that they presented women as victims, because since their coverage most of time focus on violence and harmful traditional practices, it's clear that women have been depicted as victims. The informants explained that the issues and stories they usually focus on next to the ones mentioned above is women portrayed as role models, because from these role models society can gain lots of experiences. But most of the role model women are not willing to be interviewed. Informant two particularly admitted that: "My stories usually aren't based on plan. They are events based. But when I cover role models I usually depend on plan. The role models I focus are women who succeeded in the economic arena". Informant four added: "I don't like to cover failed stories; I most of the times focus on success stories".

#### **4.6. Impact of the column /media function**

Figure 4.6 shows the role that the column played. Out of the four media roles played by the column, 62.5 percent of the stories presented in the column stated the causes and gave interpretations. 58.9 percent of the stories have been found playing the role of defining the problem. Stories that suggested treatment were 53.6 percent. Similarly stories that provide moral evaluation contributed for about 42.9 percent.

Table 4.6 Percentage of media roles played by the column

Media function	Yes	No	Total	%
Define problem	33	23	56	58.9
State causes and interpret it	35	21	56	62.5
Provide moral evaluation	24	32	56	42.9
Suggest treatment	30	26	56	53.6

Regarding the interviews of the journalists on the issue of the impact of the column, three of them agreed that they include four of the functions on their stories. Informants two, three and four pointed out that most of the time they define the problem, state the cause and suggest treatments. But sometimes moral evaluations have been ignored. On the other hand, informant one stated that the functions included in his coverage depends on the cases of the issues. however as it is almost difficult to include all the four functions he admitted that he will be satisfied if he includes at least two of the functions at a time. Otherwise including all the functions in a single story creates mess.

#### **4.7. Discussions and analyses**

The study aims at finding how Addis Zemen women's column portrayed gender issues. A total of 56 articles were analyzed. Sources, themes, frames, proportions, women portrayal and media functions were examined. In addition, journalists and editors who worked for the column were also interviewed. The results of the study will be interpreted and discussed in the following sections.

#### **4.7.1. Sources used in the stories**

Source refers to individuals or organizations that either directly or indirectly influence or shape news stories (McCullagh, 2002:66). Documents and personal observations have also been considered as sources of stories. Since the sources used have an impact in the story it is important to look what sources did the analyzed stories used. Written documents were most often the sources used in the analyzed stories followed by personal observations. Even if written documents and personal observations are easily found and used as sources, they lack human face on them. Putting human face on the stories adds color to the story and makes it interesting and readable. However, 42.9 percent of the analyzed stories used documents as sources and 23.2 percent of the sources were personal observations. The informants also verified this situation. Informant two said: "Most of the time I prefer to use researched papers and pamphlets as sources, because I believe that I can get information corroborated by research about the issue from them". Informant one on his part is one of the journalists who used written documents as sources said: "most of the time I used written documents as sources, because I don't permanently work on the column. I have also other columns to cover so I have time shortage. At this time written documents are good for me, because it is easy to get it". This shows that the column has not been given due emphasis or attention to search and write relevant articles seriously and rigorously.

On the other hand, social workers and expertise were quoted as third level sources in the stories. One of the reasons of gender inequality is that the socially constructed norms and beliefs. They strengthen the gender disparity through the

socially constructed roles of women and men. However, the space or attention given to social workers and expertise who could share their expertise knowledge was limited to some extent. The column used only 17.9 percent of the analyzed stories. This indicates that the column did little in showing gender issues from social workers and expertise perspectives. Individuals from different women's associations/gender activists, government officials and NGOs were the sources that were less quoted in the stories. Taking in to consideration the numbers of women's associations, NGOs, and gender activists that are working on gender, the sources quoted in the stories are below expectations, only 12.5 percent each. Ross (2002 ,65) unlike, said:

the media do not operate in an ideological vacuum and, instead, are influenced by news routines, opinion polls, elite media priorities, and of course, the fundamentally commercial imperative, looking to a variety of sources for inspiration and stories. Sources particularly those in government are the lifeblood of news.

Regarding using NGOs as sources Informant four said that: "I don't like to use NGOs as sources, of course they talk about women but women themselves can talk about themselves more, so I like to use women by themselves". According to McCullbagh (2002:67) journalists most of the times prefer to depend on official sources since: "they solve the problem of verification; because stories originating with officials as sources are by definition reliable. And government sources tend to appear higher up in newspaper stories than none governmental ones". In addition, McCullbagh (2002:67) pointed out: "The predominance of official source is also, the means through which the media can present itself as discharging its political responsibility". However in this research, official sources were quoted only 12.5 percents.

On the other hand, international organizations and local community members were used to a limited extent. This shows that the journalists did little in participating international organizations and local communities in gender related issues. Since gender disparities are constructed through social norms and beliefs, bringing the community members in to the discussion as sources will definitely help to alleviate the problems. According to McCullagh (2002:68): "The narrow range of the sources used restricts the range of perspectives and view points that are considered to be relevant debates provoked by the news stories".

Sources alleviate a number of production and news gathering burdens. However, in this research 7.14 percent of the analyzed stories were having no specified sources.

#### **4.7.2. Themes of stories**

Gender inequality has many perspectives such as political, social, cultural, economical, human right and symbolic dimensions. According to Bourdieu (1984:114) : "Gender inequality means that women tend to have less economic capital than men as well as less of the type of social, cultural and symbolic capital than men have, which is especially valued by society". Media productions of issues in different perspectives help to bring about social changes. But through selectivity media tell us about some events and issues only. Media control the audience and have the potential to shape or to set limits to their social knowledge and to the image that they can construct of the world in which they live (McCullagh, 2000:22). But McCullagh argues that the themes selected for media coverage should be representative of the cross section of what is going on

in the world. However this research found out that the column overly emphasized some aspects, while focusing on other themes to a limited extent.

While analyzing the stories economic activities of women and violence against women were the highly emphasized themes. Since Addis Zemen is a government owned newspaper, economic stories were the major themes in the column might be due to the fact that government policies focus on women's economic empowerment. Regarding the selection of this theme Informant three said: "when I select the theme of my story I usually focus on the efforts made by women in order to empower themselves economically. Because I believe the problems of gender inequality originates from their economic problems". In addition, reporting about violence is one of the objectives of the editorial policy of the Press Agency. On the other hand excessively reported gender violence makes women portrayed as victims. In this regard Informant one said: "Nowadays women have faced a lot of violent abuses and mistreatments at home, in office, and any where. So I select it as the main theme of my articles. It is also one of the objectives of our Institution".

Symbolic capital was the other dominant theme in the stories. As Bourdier (1984:114) pointed out symbolic capital is the element which offer for a representation and prestige. Obviously this theme is important in creating positive image of women by highlighting their good image and prestige since gender inequality depends on the lack access to economic, social, cultural, and symbolic capital valued by society.

The other themes like politics, culture, education and human rights were covered only to limited extents. But these themes are the main issues that should have

been focused and emphasized regarding gender equality. Surprisingly, the theme beauty was covered only to a very limited extent, it was reported only 3.6 percent of the analyzed stories. This shows the trend of media depicting women most of the time as physically beautiful has been changed. On the other hand themes like technology, legal matters and health were hardly covered on the column.

### **4.7.3. Frames employed in gender stories**

As the findings indicate, a number of frames were used in the stories reporting on gender issues. The dominant frame in the analyzed stories was found to be attribution of responsibility followed by human impact and morality frames. Frames like diagnostic and prognostic were used in the stories to a lesser extent. On the contrary, economic and conflict frames were the more little frequently utilized frames in the column.

#### **4.7.3.1. Attribution of responsibility frame**

Attribution of responsibility is the most frequently used frame in the column compared to the other frames. The predominant use of this frame indicates that the column tried to remind the responsible bodies to take the necessary measures to alleviate the problems related to gender issues. 69.5 percent of the analyzed stories in the column attributed women themselves in the first place that they have responsibility to alleviate the problems of gender inequality. Informant 3 said: "I attribute women as the responsible body most of the time, because women sometimes think and expect some external body to solve the problems of gender inequality. But I believe it needs their struggle as well". In the stories coded and analyzed Government and the general community were held

responsible by about 35.5 percent of the analyzed stories. NGOs have also been attributed for 26.8 percent of the analyzed stories and the international community was attributed by 8.9 percents. The findings indicate that the column more or less has not been using the international and local communities as potential contributors of special roles in the fight alleviate gender discriminations.

#### **4.7.3.2. Human impact frame**

Human impact frame is the second commonly used frame in the analyzed stories. 17.5 percent of the analyzed stories employed human impact frame. Using human impact frame might easily attract readers' attention to the issue. Semetko and Valkenburg(2000) noted that one way of capturing and retaining audience interest is by framing news in human interest terms. Obviously having wider audience influences the response the issue can receive from the public. The public perception in turn might affect the laws and policies made regarding gender issues. In the analyzed stories human exemplars were highly provided followed by interfering in to private lives of characters, but relatively low emphasis about how individuals and groups were affected by the situation and the provided testimonies.

#### **4.7.3.3. Morality frame**

Morality frame was utilized in 17.5 percent of the analyzed stories. Neuman et al. (1992) highlighted that morality frame is not categorized under the most frequently used frames in reporting. The findings of the study also support this. Out of the stories where the morality frames were employed, most of them condemned or asked the audience to condemn gender inequality. Then again, only few stories presented gender inequality as the violation of human rights.

This suggested that most journalists failed to include the problem in a wider context. Most of the stories tried to associate the problem with moral values and also attempt to offer social prescriptions.

#### **4.7.3.4. Diagnostic and prognostic frames**

Diagnostic and prognostic frames explain causes and effects of an issue or event respectively. Diagnostic frame was used in 15 percent of the analyzed stories. From the items coded as causes of gender inequality, 50 percent of the stories framed social norms and beliefs as the causes of gender inequality. Economic dependency on men was mentioned as cause of gender inequality in 21.4 percent of the analyzed stories. However, the column mentioned less access to education, religious beliefs and poor government policies and actions as causes of gender inequality in 19.6, 14.3, and 8.9 percents respectively. The findings of the study imply that journalists did little in providing the causes of the inequality that might help the reader while processing the information. The diagnostic frame was employed slightly more frequently than the prognostic frame. 15 percent of the analyzed stories used this frame.

Prognostic frame constitutes 14.5 percent of the stories. As result of gender inequality from the total prognostic frame the dominant elements are less economic status which is 39.3 percent followed by human rights violations, which is 35.7 percent.

#### **4.7.3.5. Economic and conflict frames**

Economic and conflict frames were the least frequently used frames in the column. While 7.1 percent of the analyzed articles employed an economic frame, only 6.6 percent of the analyzed stories on gender issues used the conflict frame.

All the informants agreed that they sometimes used economic frame. They include economic consequences of the issues on woman. However, all informants agreed that they rarely include costs of the government projects and their economic consequences. They also agreed that they don't include the consequences of the issues on a country level; this is because they don't get all the necessary information about these things easily. All informants also agreed that almost always they don't employ conflict frame in their stories. Informant one, informant two and informant three pointed out that they have never ever used conflict frame. But as an exception informant four said that sometimes she used conflict frame when she reported about family matters.

#### **4.7.4. Proportions of stories**

Since Addis Zemen newspaper is a domestic newspaper, most of its gender issues were focused on national issues. 89.3 percent of the analyzed stories were focused on national issues. Informant four says she used international issues considering the fact that experience sharing is one means to knowledge transfer. However, informant two pointed out that most of the time he covers national issues, but if there was "shortage" of stories he translates international issues and stories on women to fill the column. And, in the analyzed stories only 10.7 percent were focused on international issues of gender. Hence, the coverage lacks the international context of issues and sharing and transferring of knowledge and experiences from abroad.

#### **4.7.5. Portrayal of women in the column**

Over the years, how gender issues were portrayed in the media has become the concern of media analysts. While the researcher attempted to analyze Addis

Zemen women's column, it was found that the column highly portrayed women as victims. 44.6 percent of the analyzed stories depicted women as victims of different violations. This portrays women as weak and as if they can't protect themselves from any violations directed against them. The reporters and editors of the Press Agency might have been committing this depiction without awareness. This could be attributed to the policy of the Agency that aims to fight the violent actions against women. As informant two pointed out: "Fighting violent actions against women and harmful traditional practices were the main themes of our stories. Because fighting these actions and practices is one of the objectives of our Institution". It might be also attributed to the belief of the journalists that they have to report the situation as it is. Informant one noted that: "Nowadays women have faced many violent actions at home, in office, and any where, so how could I ignore this fact? I believe it has to be reported all the time in order to alleviate the problem". In addition, the column significantly portrayed women as role models in the society. 39.9 percent of the analyzed stories were reported as success stories of women. And the stories calls up on other parts of the society specially women to follow them as a role model. Informant two and informant four stated that they naturally focused on role models especially on women who succeeded in the economic arena. Informant four added that she doesn't like to report failed stories; but most of the time she focuses on success stories. Informant one on his part said that he gives emphasis to the role model women especially in social issues. But if women are role models in politics they usually passed it to the politics column.

The column portrayed women least as leaders/ decision makers/ bread winners by about 19.6 percents of the analyzed stories. It also hardly reported the issues of homemaking and the role of being subordinate to men by 1.8 percent of the

analyzed stories. The column didn't give more emphasis to portray women either as economic independents or economic dependent ones. It only focused on the issues by 10.7 and 8.9 percents respectively

#### **4.7.6. Media function**

In framing an issue or an event, the media play four important roles: defining the problem, stating the cause, providing moral evaluation and suggesting solutions. Defining the problem was the highly performed function of the analyzed stories of the column. The stories defining the problem were covered by about 58.9 percent of the stories. On the other hand the stories that state causes and interpretations of the situation were the second most used functions by the column. It was accounted for 62.5 percents. Media functions that suggest treatments were also covered by about 53.6 percent. Informant two, three, and four stated that most of the time they tried to define the problem, state the cause and suggest treatment, but sometimes moral evaluation was ignored. On the other hand informant one stated he tried to include at least two of the functions otherwise including all the functions at a time creates mess.

To wind up this chapter, Addis Zemen women's column dominantly used documents as sources followed by personal observations. Social workers and expertise were quoted as third level of sources in the stories. The attention given to social workers and expertise so that they could share their expertise knowledge is to some extent limited. This indicates that the column did little in showing gender issues from social workers and expertise perspectives. Women's associations/gender activists, government officials and NGOs were the sources that were less quoted in the stories. International organizations and local

community members were also used by the column to a lesser degree. This shows that the journalists did little in participating international organizations and local communities. Therefore, it is possible to conclude that, in general the column didn't use sources that can help to set agenda and frame the messages of gender issues as much as needed. With regard to thematic focus, Addis Zemen women's column gave coverage on various issues such as education, politics, culture, violence, economy, human rights, symbolic capital, beauty, technology and legal issues. Economic issues that mainly dealt with the economic activities of women were given sufficient coverage in the column. It was found out that gender violence and symbolic capital were relatively dominant themes in women's column. However, issues on politics, culture, education, and human rights were not given sufficient coverage. Moreover, the theme beauty, technology, legal matters and health were rarely seen in the column. Thus, it is possible to generalize that Addis Zemen women's column made some issues like economic activities and symbolic capital of women more salient to promote gender equality. But it gave less emphasis to issues like politics, culture, education, human rights, technology and health. Likewise, the column hardly covered the issue beauty, and this indicates the trend of media that portray women as physical beauty has been changed. In fact, while the column covered violations against women, it unconsciously portrayed them as victims. In terms of frames, attribution of responsibility was most frequent used frame followed by human impact and morality frames. Frames like diagnostic and prognostic were used in the stories to a lesser extent. Similarly, economic and conflict frames were the least frequently utilized frames in the column. Therefore, this indicates that while giving emphasis to the responsible bodies that can help to alleviate the problem the column at the same time it disregarded the roles of framing causes and effects of the issues. Moreover, the column didn't entertain the issues of

economic consequences of gender inequality in wider perspectives that addresses women and the country at the same time. Regarding portrayal of women the column highly portrayed women as victims. And the column significantly portrayed women as role models in society. However the column portrayed women scantily as leaders, decision makers and breadwinners. In addition, it hardly reported the issues of homemaking and the role of being subordinates to men. This shows the column tried to construct a positive image of women as role models in society, especially in the economic activities of the country. The stories defined the problem dominantly. Stories that state cause and interpretations of the situation were relatively well explained functions. On the other hand media functions that suggest treatments and moral evaluations were relatively less used functions.

## Chapter five

### Summary and conclusions

This chapter presents a brief summary of the research process and conclusion of the findings.

#### 5.1. Summary

As stated in different sections of this study, media have an important role to influence and shape perceptions of the society. They have also enormous role to promote and construct gender equality in a society. The issue of gender equality has remained a topic of debate throughout the globe. Gender inequality is characterized by less access to and control of resources such as economic, social, cultural, symbolic capital, and education. The problem is more serious in developing nations like Ethiopia. Women in Ethiopia have been characterized by less status than men because they earn less, are less educated, increasingly becoming heads of households with no resource to support their dependants, and they don't receive due acknowledgement for their labor contributions, and are not decision makers. Norms regarding division of labor, distribution of power, responsibilities and rights between men and women in society resulting discrimination roles are socially constructed. Thus since, gender roles are constructed socially, they are also changeable through social construction. Mass media not only set agenda but also frame the issues they present by giving emphasis to some issues while ignoring others. Framing of events in mass media can affect how recipients of the stories understand and are affected by the stories. As the result, broadcast and print media start air time and columns of women to promote gender equality.

The study made agenda setting and framing theories as its conceptual frameworks. In order to gauge presentation of gender issues in Addis Zemen women's column both quantitative and qualitative methods were employed. Content analysis was used to collect data on sources, themes of the stories, frames employed by the column, proportions of the stories, portrayal of women by the column and media functions performed on the column. In addition, in depth interview was conducted with journalists and editors of the column to support the information gathered through content analysis.

The core findings of the research, in terms of sources, are written documents were most often used sources in the stories followed by personal observations. This indicates the stories lacked human face. Social workers and expertise were quoted as third level sources in the stories. This shows that the attention given to social workers and experts who could share their expertise knowledge were limited to some extent. Women's associations /gender activists, NGOs and governmental organizations were less quoted sources. International organizations and local communities also less reported. This indicates that the journalists did little in participating international organizations and local communities in gender related issues.

The column overly emphasized some aspects, while focusing on the themes to a limited extent. Economic activities of women and violence were highly emphasizing themes. In addition symbolic capital was the other dominant theme in the stories, other themes like politics, culture, education, human rights were covered only to the limited extent.

## 5.2. Conclusions

The findings of the study indicate that written documents were most of the frequent used sources. Personal observations also have prominent place in being used as sources in the column. Of the total of the analyzed stories 23.2 percent were used personal observations as sources. The findings also revealed that sources like social workers/ experts were used as sources by the column to a lesser extent; it is about 17.9 percent. Likewise, international community and local community members were hardly quoted in the column. Therefore it is possible to conclude that the coverage lacked human face. And the stories lack coverage to show the issues in the expertise and gender activist perspectives.

The findings also revealed that economic issues were the most commonly reported themes of the analyzed stories .violence was another theme of the column which received a relatively high coverage of the column. Symbolic capital received the third position of the themes that covered on the column. Politics, culture, education, and human right issues were covered to a limited extent. However, physical beauties, technology and legal issues were hardly covered. So it is possible to say that the column gave overly emphasis to some issues like economic activities and violence but it gave limited emphasis to others.

Several frames were found in the analyzed articles. The most dominant frames employed by the journalists of the column were attribution of responsibility and human impact frames. In most of the stories the column attributed women as responsible body in order to alleviate their problems. Government and the general community were significantly mentioned as responsible bodies to tackle

gender inequality. Most of the analyzed stories mentioned human exemplar dominantly. 44.6 percent of it also touches private lives of the characters. In terms of providing information on causes and effects of gender issues, the column performed only to a limited extent. While 15 percent of the stories used diagnostic frame, 14.4 percent of the stories were used prognostic frame. 50 percent of the stories that used diagnostic frame stated social norms and beliefs as causes of gender inequality. 39.3 percent of the stories that were used prognostic frame stated less economic status of women as an effect.

The column rarely framed the stories using economic and conflict frames. Only 7.1 percent of the analyzed articles employed economic frame. Out of that 28.6 percent stated consequences of gender inequality both on a woman/individual or women/group levels. Similarly the column showed conflict frame in a few of the stories, 6.6 percent only. Out of it disagreement between women and community takes 33.93 percent.

Moreover, the findings of the study show that most the analyzed stories focused on domestic issues, but 10.7 percent of international issues were covered due to lack of domestic stories. Therefore the coverage “lacks” a sense of experience sharing.

In terms of portrayal of women, the findings indicated that the column portrays women highly as victims. This portrays women as weak and as if they can't protect themselves from any violations directed against them. The reporters and editors of the Agency might have been committing this depiction with out knowledge. In addition, the column significantly portrays women as a role model in society. Significant numbers of stories were reported by stating success

stories of women and calls up on other parts of the society specially women to follow them as role model. Women portrayed as leaders/ decision makers/ bread winners are very little. It also hardly reported the issues of homemaking and the role of being subordinate to men. Therefore, the findings showed the trend of media has been changed to some extent. The column also didn't give more emphasis to portray women as economic independents or economic dependent ones. The findings showed that these issues were ignored.

By framing an issue or an event we define the problem, state causes, provide moral evaluations, and suggest solutions. The analyzed stories played profound roles in defining the problem, 58.9 percent. In the case of stating and interpreting causes of gender inequality; the columns' function was higher, 62.5 percent. Furthermore, the analyzed column contributed relatively little in providing of moral evaluations, 42.9 percent and suggesting potential solutions to the problem by 53.6 percent.

In general, Addis Zemen's women's column presented its story not in an organized way. The sources that the journalists used in the column are not chosen by their authority but they are chosen by their availability. And this situation negatively affects the agenda setting role of the column. Moreover, while the column gave sufficient coverage to some of its stories, other important themes were almost ignored. Therefore, it is possible to say that the column has limitations in order to make some issues, which helps to promote gender equality, more salient. Even though the column depicted women as role model in society it also highly portrayed them as victims in its stories. In general, the column tries to construct positive image of women but because it is not done in

an organizing way it is not successful in promoting gender equality in to the expectation.

### **5.3. Recommendation**

While doing this research one question comes to my mind. To what extent the column does contribute in promoting gender equality? This question can be an area to be assessed. Because discussing an issue without knowing how the audiences receive the messages is just like clapping with one hand. Therefore I suggest other researchers to do their research in audience reception of the column.

Coding sheet

Name of coder \_\_\_\_\_

Name of newspaper \_\_\_\_\_

Date of publication \_\_\_\_\_

Headline of the article \_\_\_\_\_

**1. Sources**

- Does government officials quoted in the story as a source?  
Yes/ No
- Does none governmental organization officials quoted in the story as a source/Yes/No
- Does social workers/experts quoted in the story as a source?  
Yes/No
- Does women's associations/gender activist quoted in the story as a source?  
Yes/No
- Does community members quoted in the story as a source?  
Yes/No
- Does international organizations quoted in the story as a source?  
Yes/No
- Does written documents used as a source?  
Yes/No
- Does grass root observation used as a source?  
Yes/No

If any other specify  
it \_\_\_\_\_

**2. Themes**

- Does the story focuses on education issues? Yes/No
- Does the story focuses on health and reproductive issues? Yes/No
- Does the story focuses on politics issues? Yes/No
- Does the story focus on Cultural issues? Yes/No
- Does the story focuses on violence issues? Yes/No
- Does the story focuses on Economic issues? Yes/No
- Does the story focuses on human right issues? Yes/No

Yes/No

- Does the story focuses on symbolic capital? Yes/No
- If any other specify  
it \_\_\_\_\_

### 3. Frames

#### 3.1. Economic frame

-does the story mention financial implication of those who face gender based inequality?

Yes/No

-does the story mention costs of government programs and economic consequences? Yes/No

-does the story indicate economic consequences of an issue on individual/women? Yes/No

-does the story indicate economic consequence of the issue on institution or country? Yes/No

If any other specify  
it \_\_\_\_\_

#### 3.2. Conflict frame

-Does the story reflect disagreement between individuals or groups? Yes/No

-Does the story reflect disagreement between wife and husband? Yes/No

-Does the story reflect disagreement between women and family?

Yes/No

-Does the story reflect disagreement between women and community? Yes/No

If any other specify

it \_\_\_\_\_

#### 3.3. Morality frame

- Does the story ask audience to condemn gender inequality?

Yes/No

- Does the story make reference to moral values?

Yes/No

- Does the story offer social prescriptions about how to behave towards the problem?

Yes/No

- Does the article present the gender inequality as the violence of human right?

Yes/No

If any other specify  
it \_\_\_\_\_

### 3.4. Attribution of responsibility frame

-Does the story suggest that women themselves have the ability to alleviate the problem?

Yes/ No

-Does the story suggest that NGOs have the ability to alleviate the problem?

Yes/ No

-Does the story suggest that international community have the ability to alleviate the problem?

Yes/No

-Does the story suggest that government have the ability to alleviate the problem?

Yes/No

-Does the story suggest that the general community has the ability to alleviate the problem?

Yes/No

If any other specify  
it \_\_\_\_\_

### 3.5. Human impact frame

- Does the story provide a human exemplar or human face on the issue?

Yes/No

- Does the story go in to the private or personal lives of the characters?

Yes/No

- Does the story emphasize how individuals or groups are affected by the inequality?

Yes/No

- Does the story provide testimonies of people who hurt by gender inequality?

Yes/No

If any other specify  
it \_\_\_\_\_

### 3.6. Diagnostic frame

- Does the story provide social norms/ beliefs as causes of gender inequality?

Yes/No

- Does the story states government actions, polices as a causes of gender inequality/Yes/No

- Does the article states economic monopoly as the causes of gender inequality?

Yes/No

- Does the article states religion as a cause of gender inequality?

Yes/No

- Does the article states less education access as the cause of gender inequality?

Yes/No

If any other specify  
it \_\_\_\_\_

#### 4.7. Prognostic frames

- Does the article provide less school enrolment of girls? Yes/No
- Does the story state that less economic status of women? Yes/No
- Does the story state human right violation of women? Yes/No
- Does the story state dependency of women on men? Yes/No
- Does the story state economic dependency of women? Yes/No

If any other specify  
it \_\_\_\_\_

#### 5. Proportion of the stories

- Does the stories focused on national issues? Yes/No
- Does the stories focused on international issues? Yes/No

If any one specify  
it \_\_\_\_\_

#### 6. Portrayal of women in the story

- Does the story depict women as a leader, decision maker, and breadwinner?  
Yes/No
- Does the story depict women as homemaker, follower?  
Yes/No
- Does the story depict women as victim?  
Yes/No
- Does the article depict women as independent?  
Yes/No
- Does the article depict women as dependent on men?  
Yes/No

If any one specify  
it \_\_\_\_\_

#### 7. Media functions

- Does the article define the problem?  
Yes/No
- Does the article state causes and interpret the issue? Yes/No

- Does the article provide moral evaluation of the problem?  
Yes/No
- Does the article suggest treatment?  
Yes/No

If any one specify

it \_\_\_\_\_

## Coding guide

### 1. sources

- Refers to as name(s) of a person, group or organization that are quoted directly or indirectly in the story. in addition written documents and personal observations also coded as source.

### 2. theme

- theme refers as the main idea of the story
- education refers to a story which reports on education
- health refer to a story which reports on health issues
- politics refer to a story which reports on politics issues
- culture refer to a story which reports on culture means issues like knowledge, skills and competency
- violence refers to the story that reports about gender violence and its consequences like court trial, demonstrations, health consequences
- Economic refers to the story that reports about material wealth and assets.
- human and democratic rights refers to the story that report on the human and democratic rights of women
- symbolic capital refers to elements which provide for an image and reputation of prestige

### 3. types of frames

-Economic frame-when the story mentions the impact of gender inequality on women as well as on a countries economy.

-Conflict frame- when the story provides two or more opposing views or statements.

- Morality frame- when the story tells the reader to do or not to do something; when the story involves religious or human right perspective.

-Attribution of responsibility frame- when the story suggests individuals or an organization should take actions on the issue

-Human interest frame-when the story involves people and their testimonies about gender inequality

-Diagnostic frame- when the story lists ranges of causes of gender inequality.

-Prognostic frame- when the story provides effect of gender inequality on women as well as on the country

### 4. story proportions

- national issue- when the stories represents to the national matters
- international issues- represents the international matters and experience of people from abroad

### **5. portrayal of women**

- Portrayal as leaders/ decision makers/breadwinners-when they depicted as a politician, head of organization and a means of source to a family etc.
- portrayal as homemaker and subordinate to men when they depicted as related with household chores, child bearing, care of children and old people, ant as if they are the follower of women.
- portrayal economical independent as they are economically powerful, as their economy depends on their effort
- economically dependent – as they have no economic power

### **6. Media function**

-discusses the role of the column, in reporting the issue that is defining the problem, state causes, providing moral evaluation and suggesting treatment

## Interview guide

### 1. Background

- what is your attitude towards gender equality in general?
- what do you feel reporting about gender issues?

### 2. Sources

- What were the dominant sources you used most of the time?
- How do you choose your sources?
- Why do you choose these sources?

### 3. Themes

- What are the central ideas or issues in your stories?
- Why were such themes important?
- How do you select the themes?

### 4. frames

- How do you construct your report on gender issues?
- Did you purposely shape or organize the stories in certain ways?
- Were you aware of how your stories were framed?
- What were your principles in reporting the stories?

### 5. Diagnostic frame

- what do you think about the causes of gender inequality?
- Why do most of the stories lack interpretation of causes?

### 6. Prognostic

- What do you think are the effects of gender equality?

### 7. morality frame

- When the story tells reader to do or not to do something?
- When the story involves religious or human right perspectives?

### 8. Economic frame

- When the stories mention the impact of gender violence on an individuals as well as country's economy?

### 9. Proportions of the story

- How do you select national and international issues? Why?

### 10. Portrayal of women

- How do you portray women? Why?
- Are you conscious when you portray women as victims?

### 11. Media function

- When you reporting gender issues in what media functions you focused-define the problem, state causes and interpretation, provide moral evaluation and suggest treatment.

## APPENDIX A

### Informants

### Responsibility

Informant 1 Solomon weldemedihin	senior editor
Informant 2 Engdawork Bsye	senior reporter
Informant 3 Fikadu Assefa	editor
informant 4 Konjit	reporter

## APPENDIX B

The date of publication of Addis Zemen newspaper that the Sample data taken from.

January, 5, 2008

January, 19, 2008

February, 2, 2008

February, 16, 2008

March, 1, 2008

March, 15, 2008

March 29, 2008

April, 12, 2008

April, 26, 2008

May, 10, 2008

May, 24, 2008

June, 7, 2008

June, 21, 2008

July, 5, 2008

July, 19, 2008

August, 2, 2008

August, 16, 2008

August, 30, 2008

September, 13, 2008

September, 27, 2008

October, 11, 2008

October, 27, 2008

November, 8, 2008

November, 22, 2008

December, 6, 2008

December, 20, 2008

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