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ADDIS ABABA UNIVERSITY
SCHOOL OF JOURNALISM AND COMMUNICATION
DEPARTMENT OF JOURNALISM AND COMMUNICATION

**Content Analysis on Programs Focusing on Disability Issues in Ethiopia
State Media: - A Focus on Ethiopia Radio and ETV**

BY

TILAHUN GETANEH MEKONNEN

**A Thesis Submitted to the Graduate School of Journalism and Communication
Presented in Partial Fulfillment of the Requirements for the Master of Arts Degree
in Journalism and Communication**

June, 2019

Addis Ababa/ Ethiopia

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This is to certify that the thesis prepared by Tilahun Getaneh, entitled Content Analysis on programs focusing on disability issues in Ethiopian state media: - A Focus on Ethiopia Radio and Ethiopia Television submitted in partial fulfillment of the requirements for the Degree of Master of Arts in journalism and communication complies with regulations of the university and meets the accepted standards with respect to originality and quality.

Signed by the Examining committee;

Examiner _____ sig. _____ Date _____

Examiner _____ sig. _____ Date _____

Advisor _____ sig. _____ Date _____

Chair of Department or Graduate Program coordinator

DEDICATION

**I dedicate this thesis work to
my beloved mother, Dejitnu Ayalew
who passed away in 2004 E.C, about nine months
after I completed my first-degree studies,
God rest your soul MOM!**

ABSTRACT

This study attempts to investigate the contents of programs focusing on disability issues in Ethiopia state media: - A focus on Ethiopia Radio and Ethiopia Television Biruh Tesefa and Messmate Ytessanachew programs. The researcher selected purposefully programs broadcast during the period of November 1, 2011 E.C to April 30, 2011 E.C from Biruh Tesefa and February 1, 2011 E.C to April 30, 2011 E.C from Messmate Yetessanachew. In order to attain the stated objective, the study has raised major research questions related to, the predominant type of disability and themes that is frequently covered by the programs, gaps between the program and the standard of good radio and television programs focusing on disability issues, factors that affect the content of the program and possibilities to enhance Media contributions to produce quality programs focusing on disability issues. In order to undertake the assignment social responsibility and media ownership theory were employed. Both quantitative and qualitative methodology were used to analyze the data. Content analysis was employed as a main method. In depth interviews were also made with six peoples which is direct related to the programs. i.e. program coordinators of both station(two), producer(two) and journalists of both programs(two). The program content was categorized in type and theme of both programs. Findings generally indicated that visual impaired and physical disabilities was the dominant types of disability covered in Biruh Tesefa programs and hearing impairment was the dominant types of disability covered in Messmate Yetessanachew programs. In relation to programs theme the findings indicated that both programs highly focus on social issues of disabilities. There is inappropriate use of language towards Persons with disabilities and use mixed language which is difficult for the target audience to fully understand the message during broadcast the programs understand in the programs. The finding also shows that both programs do not take into account audiences' feedback and there is no revision made to both programs focusing on disability issues format that is used for more than 17 years. The data has also given away that the program scheduling is not regular; it could be broadcast in different time, date. In addition, the finding also reveals that working journalists and producers of both programs are very limited in numbers and they also haven't journalism background or received regular training opportunities to cover disabilities issue and produce programs. covering all types of disability and its issues both programs are loose due to internal and external challenges. Based on the finding, some recommendations were forwarded.

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Acronyms

ADA: - Americans with Disabilities Act

BBC: - British Broadcasting Corporation

CNN: - Cable News Network

CRPD: - Convention on the Rights of Persons with Disabilities

CSAE: - Central Statistics Agency of Ethiopia

EBA: - Ethiopia Broadcast Authority

EBC: - Ethiopia Broadcasting Corporation

E.C: - Ethiopia Calendar

EPDRF: - Ethiopia People Democratic Revolutionary Front

ERTA: - Ethiopia Radio and Television Agency

ETV: - Ethiopia Television

FM: - Frequency Modulation

FENAPD: - Federation of Ethiopia National Associations of People with Disabilities

ILO: - International Labour Organization

JICA: - Japan International Cooperation Agency

KWIC: - Key Words in Context

MOLSA: - Ministry of Labour and Social Affairs

NGO: - None Governmental Organizations

OAU: - Organization of African Unity

PWD: - Peoples with Disabilities

SABC: - South Africa Broadcasting Corporation

TV: - Television

UK: - United Kingdom

UDHR: - Universal Declaration of Human Rights

UN: - United Nations

UNCRPD: - United Nation Convention on the Rights of Persons with Disabilities

USAID: - United States Agency for International Development

UNHCR: - United Nations High Commissioner for Refugees

USA: - United State of America

UNESCO: - United Nations Educational, Scientific and Cultural Organization

WHO: - World Health Organization

CHAPTER ONE

INTRODUCTION

1.1 Background

Disability is one phenomenon that may occur to anyone at any time as a part of the human condition. Almost everyone might have the unfortunate chance of being temporarily or permanently impaired at some point in life, and those who survive to old age will experience increasing difficulties in functioning according to the World Report on Disability jointly issued by the World Bank and World Health Organization (2011). The term disability covers a wide range of different physical, psycho-social, intellectual impairments, activity limitations and participation restrictions which may or may not affect a person's ability to carry out their day-to-day activities including their jobs. Disability is a relative concept because it is differently understood according to cultures, attitudes and prevailing social norms. As Tigist (2007) cited equal employment opportunity commission and department of justice (1991) defines, "Disability is a physical or mental impairment that substantially limits one or more major life activity. These major life activities may include walking, seeing, hearing, speaking, learning or working and equal employment opportunities" (Tigist, 2007: 10). In relation to this, the United Nation Convention on the Rights of Persons with Disabilities (UNCRPD) defines persons with disabilities (PWD) as "Persons with disabilities include those who have long-term physical, mental, intellectual or sensory impairments which interaction with various barriers may hinder their full and effective participation in society on an equal basis with others" (UNCRPD; 2006, 4).

PWD are a part of our society. They are just like us; they want to live fully and be useful. According to the World Bank and the WHO (2011) reports, more than one billion people (represented 15% of the world population) in the world live with some form of disability, nearly 200 million experience considerable difficulties in functioning and 80% live in developing countries. Most of PWD face barriers in their participation as equal members of society in all parts of the world, especially, in the developing world such as Ethiopia. Ethiopia had a long history of war and poverty which are double causes of disability in the country. Proclamation No. 101 of 1994 Transitional Government of Ethiopia article 2 sub article 1 defines "Disability" as "... a person who is unable to see, hear or speak or is suffering from mental retardation or from injuries that limit him or her due to natural or manmade causes; provided, however, that the term does not include persons who are alcoholic, drug addicts and those with psychological problems due to socially deviant

behaviors"(Proc.101 of 1994, 1). According to these proclamations persons who are alcoholic, drug addicts and those with psychological problems due to socially deviant behaviors is not considered as disability. However, this people are considered as a disability even in most of African countries.

According to Central Statics Agency (CSA) of Ethiopia, national census in 2007 found 805,492 persons with disabilities in Ethiopia, merely 1.09% of the total population of 86 million. Currently, “the number of disabilities is estimated to 900,000 of the total population of Ethiopia 96 million” (CSA population and vital statics’ vice director Assalefew Abera, 2019/personal interview). But the census is under question. Commentators in the disability arena inside and outside Ethiopia generally regard the census data to be skewed by under-reporting due to the way the census questions were formulated, negative attitude of a society towards peoples with disability, lack of disability related knowledge among those involved in census data gathering, analysis and the fact that a narrow definition of disability was applied (ILO, 2010).

On the other hand, according to the World Report on Disability jointly issued by the World Bank and WHO (2011), there are an estimated more than 15 million children, adults and elderly persons with disabilities in Ethiopia, representing 17.6% of the total population. Even the percent of people with disabilities varies greatly from region to region and urban to rural as do levels of people with disabilities in employment, poverty, earnings, and health behaviors. According to the report Ethiopia had been in long years of war which produced a large number of persons with disabilities, the recurrent famine and drought faced by the Ethiopian people, the high magnitude of traffic accidents and lack of awareness in the country is the reason to increase the number of persons with disabilities. Moreover, “in Ethiopia, because of negative attitudes towards peoples with disability, lack of awareness and other factors 95% of all persons with disabilities are estimated to live in poverty” (MOLSA, 2010, 6).

Attitudes regarding a variety of issues can be affected by the mass media. Mass media play great roles creating conducive environment for PWD. A number of scholars in the area of mass communication like Barnes C. (1992), Russel Kate (2012) and Haller (2000) agreed that television, radio, newspapers, magazines, internet, social media and other form of media play an important role in influencing public opinion and attitudes. The choice of words, images and messages can determine perceptions, attitudes and behaviors of the society and the way people with disabilities are treated in the wider society. So, the public is affected in some way by the nature of portrayal

in these mass media. In Ethiopia as a superstitious attitude, most people consider the disabled people are result of curses and such kinds of people are considered as unable to work. Even the culture forces the parents to the extreme of hiding their disabled children to avoid stigma and discrimination from the society.

Now a day, there are several TV and radio stations all over the world that produce and air programs on and about disabilities to tackle such types of negative attitudes and to give the information for PWD. Among those programs, there is a program's focusing on disability issues broadcast in Ethiopia state media Ethiopia radio and ETV called "Biruh Tesefa" and "Messmate Yetssanachew" which are the focus of the present study. Biruh Tesefa is the older radio programs focusing on disability issues in Ethiopia commenced in July 26, 1990 E.C in collaboration with the Ethiopia radio and Federation of Ethiopian National Associations of People with Disabilities (FENAPD) broadcast in every two-week Saturdays for half hours. Messmate Yetssanachew television program also the first Television programs focusing on disability issues in Ethiopia broadcast two days a week Tuesday and Friday for half hour since 1990 E.C. However, the content, presentation, format, timing and other programming related problems seems to hinder both programs from achieving the intended goals. Therefore, the present study aimed at assessing the content of the programs and provides possible evidence-based suggestions that will enhance the quality of both programs.

1.2 Statement of the problem

There is a famous quote related to disabled peoples, "Disability is not inability." It means that disability need not be an obstacle to success. Raising awareness, provide information and challenging negative attitudes are often first steps towards creating more accessible environments for peoples with disabilities. Research shows that current problems concerning disability are lack of public understanding, lack of information on the number and status of disabilities and inaccessibility to assistive devices and people with disabilities have made it clear that they do not want to be defined by their disability, but rather they want to be regarded to as people first. The media has an important role to play in facilitating societal tolerance and inclusion of PWDs in everyday activities. Barnes asserts that "portraying people with disabilities with dignity and respect in the media can help promote more inclusive and tolerant societies" (Barnes; 1992, 127). From the review, it comes out clearly that the media is a powerful means in mainstreaming of PWDs. It

has a major role to play in sensitizing the mass society regarding the plight of PWDs. However, “the media is also the key reason for the negative images and ideas with regard to people with disabilities” (Auslander and Gold; 1999, 709). Disability has not been an area that the media has felt obligated to cover. Because, media representation and their audience often do not know that disability is a phenomenon. Haller points out that “people’s attitude towards disability are shaped by journalistic narratives and the content about disability rather than social contact with people with disabilities” (Haller; 2000, 274).

Media content is shaped by dominant societal beliefs about disability that come from the power of the dominant able-bodied culture which defines disability. Therefore, Ethiopia radio and ETV programs focusing on disability issues has playing a significance role in shaping dominant societal beliefs towards peoples with disabilities. Ethiopia radio Biruh Tesefa programs aired every two weeks Saturday 8:30 am to 9:00 am and Ethiopia television Messmate Yetessanachew programs broadcast in every Tuesday and Friday 9:30 am to 10:00 am with the aim to educate, entertaining, to tackle discrimination and other social problems of PWD.

As I made a Pilate mini research for the purpose of this study, in the above-mentioned programs focusing on disabilities issues and few others, radio and TV programs focusing on disability issues have several objectives. Such as to increase public awareness about all types of disabilities and its issues and there by change the negative public attitudes and practices, to reduce the mal-administration practices of executive organs on persons with disabilities. In addition, in order to ensure the rights of PWDs, to overcome stereotype and superstitious beliefs about disability, to gather public opinion, obtain information and share experiences on the lives of disabled persons. In relation to develop networking among individuals, groups and organizations in the creation of employment, training and educational opportunities, to aware and encourage executive organs to formulate administration polices and directives in line with the constitutional rights of PWDs. Other objectives of radio and TV programs focusing on disabilities issues to inspire different concerned bodies to take measures on problems resulting from mal administration on the rights of PWDs, to Providing information about the special constitutional rights of persons with disabilities and several others. However, according to my mini-research both programs have problems of structure, presentation and inclusiveness due to lack of necessary instruments, finance and professional broadcaster. Thus, they could not achieve their goal.

Moreover, there are some local studies are conducted on media and disability in Ethiopia. The works of Tigist (2007) and USAID and FENADP (2008) can be examples here. According to a research made by USAID and Federation of Ethiopian National Associations of People with Disabilities (FENAPD) with a title “Disability and Ethiopian Media” in 2008 E.C they found out that many media in Ethiopia have lack of programs focusing on disability issues and even some programs focusing on disability issues in the media seem lacking of raising important issues that are directly related to disabilities. However, the study’s limited on the coverage of disability in Ethiopia media. Tigisit (2007) also studied her master thesis on “Media framing of people with disabilities in reference to local Amharic news-paper (Addis Zemen, Addis Admas and Medical)” at Addis Ababa University. The finding was pointed out that three Amharic news-papers give less coverage to disabilities issue and the study seems to have been limited to the horizon of Ethiopian three selected newspapers and assesses their coverage of disability issues.

However, the content of programs focusing on disability issues in the Ethiopia media are not researched. Therefore, the present study attempts to fill this gap and asses the above mention problems by examine the content of programs focusing on disability issues in Ethiopian state media to provide possible evidence-based suggestions that will enhance the quality of the program.

1.3 Objective of the Research

The intended research will have general and specific objectives.

1.3.1 General objective of the Study

The underlying objective of this study was to investigate the content of programs focusing on disability issues in Ethiopian state media to provide possible evidence-based suggestions that will enhance the quality of the program.

1.3.2 Specific objective

In line with the general objective, the study has also the following specific objectives:

- To find out the dominant types of disability that are covered in both programs.
- To find out the dominant program theme.
- To identify the gap, if any, between Ethiopia radio and ETV programs focusing on disability issues to other standard of good programs focusing on disability issues.

- To identify challenges of designing quality Ethiopia radio and ETV programs focusing on disability issues.
- To suggest some corrective measures in order to improve those programs.

1.4 Research Questions

Media has a vital role to tackle the discriminations on PWD through educating, entertaining and informing the society with appropriate programs. In considering these realities there are five research questions that has to be asked in order to accomplish at a reliable conclusion for the study.

1. What is the predominant type of disability that is frequently covered by the programs?
2. What are the predominant themes of program covered in both program?
3. What are the gaps between the program and the standard of good radio and television programs focusing on disability issues?
4. What are the factors that affect the content of the program?
5. How is it possible to enhance Media contributions to produce quality programs focusing on disability issues?

1.5 Significance of the study

As Tigist (2007) cited Phiri (2004) “Negative attitudes and discrimination of disabled people, as a group generally occupy an inferior status and are severely disadvantaged socially, vocationally, economically, educationally and politically” (Tigist; 2007, 3). Media has irreplaceable role to tackle these problems and to create awareness through appropriate programs. This study, therefore attempts to analyze the extent of the media's efforts towards the provision of appropriate programs that are suitable for all types of disabilities and the public as a whole. In addition, the study is believed to have the following significance:

- ❖ Identify limitations or drawbacks of the program and the finding will be used as an input primarily for the improvement of the programs.
- ❖ Add to the academic literature and discourses content analyses on state Media’s programs focusing on disability issues in Ethiopia.
- ❖ Provide recommendation to the stakeholders with the initiative information necessary for quality programs focusing on disability issues.
- ❖ Last, but not the least, this research will help as spring board and a reference for other researchers interested to conduct further studies.

1.6 Scope of the study

The study focusses on programs focusing on disability issues in Ethiopia state media Ethiopia radio and Ethiopian television. The study does not include the whole programs focusing on disability issues broadcast in both stations, because, it would have been difficult to manage the data and to get the whole data or programs from archive. For the purpose of this study, the period of November 1, 2011 E.C up to April 30, 2011 E.C for Biruh Tesefa and from February 1, 2011 E.C up to April 30, 2011 E.C for Messmate Yetessanachew was selected for the research. The researcher has reasons of choosing Ethiopia radio and Ethiopia television. First, Ethiopian Radio and Ethiopia television Amharic broadcasting service has a long experience broadcasting disabilities program in the Ethiopian media history. Second it is easily accessible for the vast majority of peoples. Third, the stations are now partially being engaged in playing their role on one of the priorities of the government, media inclusiveness of disability issues. Fourth without Ethiopia television there is no other state television channels that have programs focusing on disability issues and it is the appropriate medium for peoples with hearing impairment.

1.7 Limitation of the study

The study is limited to the content analysis of the two programs focusing on disability issues, because, of their long existence in the area and better accessibility comparing to other media. Furthermore, the study is limited to the content's analysis of the two programs. Therefore, it should be noted that the study does not examine framing and content of disabilities issues in other media programs focusing on disability issues.

1.8 Thesis Organization

This paper is organized in five chapters. Chapter one provides the background of the study, statement of the problem, objectives of the study and research questions, highlights the significance of the study, limitation and scope of the study. The second chapter deals with review of related literature that are available on what is disability, media and disability, state media and disability, historical assessment of programs focusing on disability issues in the world and in Ethiopia, characteristics of good programs focusing on disability issues, reviewed literature and the theoretical framework of the study. The third chapter introduces issues related to the methodology that was employed for the study. This chapter focuses on the research design,

research methodology, what content analysis is and its advantages and disadvantages, characteristics of both quantitative and qualitative research methods and the tools for research data collection methods. In this regard, the study uses mixed research methods and the study employs purposive sampling methods to gather data. The fourth chapter about data presentation and interpretation. The final chapter includes summary of findings, concludes the study by highlighting the key findings and offers pertinent recommendations.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Defining disability

Disability is a phenomenon that can happen at any time and it is different understood according to culture, attitude and prevailing social norms (UN; 1998, 10). For the last decades there have been both theoretical and practical debate on how to understand and define disability. So, that defining who is disabled and who is not is a serious challenge for different scholars. Still there is an ongoing debate in how to understand and define disability because; different definitions of disability affect the prevalence of disabled people in the world. So, it is difficult to define what disability is. As Tigist (2007) cited Department for International Development (2000);

Defining disability is complex and controversial. Though it arises from physical or intellectual impairment, disability has social implications as well as health ones. A full understanding of disability recognizes that it has a powerful human rights dimension and is often associated with social exclusion, and increased exposure and vulnerability to poverty. As a result, disability has many implications in societal as well as medical terms (Tigist; 2007, 14).

However, different scholars and organizations try to define what disability is. As Russel K. (2012) cited Disability Discrimination Act (1995); “A person has a disability if he or she has a physical or mental impairment which has a substantial and long-term adverse effect on his ability to carry out normal day to day activities” (Russel K. 2012, 11). In contrast to these, the Convention on the Rights of Persons with Disabilities defines “disability is not defined on an individual basis, but rather through an ecological model. Which, means disability is seen as an evolving concept reflecting the interaction between the individual and social attitudes and the physical, economic and political environment that hinders the full and equal participation of persons with disability in society” (CRPD; 2006, 11). Another definition of disabilities comes from ILO. According to ILO,

Disability is a state in which functional limitation and/or impairments are causative factors of the existing difficulties in performing one or more activities which, (in accordance with the subject’s age, sex and normative social roles,) are generally accepted as essential, basic components of daily living, such as self-care, social relations and economic activity (ILO; 2010).

In related to the above different definition of disability, historically disability has been explained and understood from a variety of perspectives. Disability policy scholars describe different historical models of disability. From those the three are important to understand what disability is. The first one is religious or moral model. The moral/religious model of disability is the oldest model of disability and is found in a number of religious traditions, including the Judeo-Christian tradition (Pardeck& Murphy 2012: xvii). According to this model disability should be regarded as a punishment from God for a particular sin or sins that may have been committed by the person with disability. Sometimes it is not only the individuals' sin that is regarded as a possible cause of their disability, but also any sin that may have been committed by their family's and/or ancestors (Henderson & Bryan 2011:7). Henderson and Bryan offer additional explanation of the moral or religious model of disability:

Some people, if not many, believe that some disabilities are the result of lack of adherence to social morality and religious proclamations that warn against engaging in certain behavior. To further explain this model, some beliefs are based upon the assumption that some disabilities are the result of punishment from an all-powerful entity. Furthermore, the belief is that the punishment is for an act or acts of transgression against prevailing moral and/or religious edicts (Henderson and Bryan; 2011, 7)

For instance, in the Judi doctrine of `karma phala` the understanding of body differences or disabilities are looked upon as the result of evil, spirits, displeasure of the gods of witchcrafts or the sin one may have committed in the previous birth. In this model it is believed that persons with disabilities are taken both in the disable form pay for the sin they have committed in the last life. This model of disability is less prevalent today. However, there are still many cultures that associate disability with sin and shame (Henderson and Bryan; 2011).

The second is medical model disability. In these models of disability which consider disability as a disease or sickness which must be cured through medical interventions. Olkin outlines the basic characteristics of these medical models of disability:

Disability is seen as a medical problem that resides in the individual. It is a defect in or failure of a bodily system and as such is inherently abnormal and pathological. The goals of intervention are cure, amelioration of the physical condition to the greatest extent possible, and rehabilitation (i.e. the adjustment of the person with the disability to the condition and to the environment). Persons with disabilities are expected to avail

themselves of the variety of services offered to them and to spend time in the role of patient or learner being helped by trained professionals (Olkin; 1999, 26)

This model of disability sometimes also referred to as the ‘personal tragedy’ model (Thomas & Woods 2003:15), because it defines disability in a fundamentally negative way. Terms such as ‘invalid’, ‘cripple’, ‘spastic’, ‘handicapped’ and ‘retarded’ are all derived from the medical model of disability (Creamer; 2009, 22). These model of disability categories the able-bodied as somehow “better” or “superior” to people with disability.

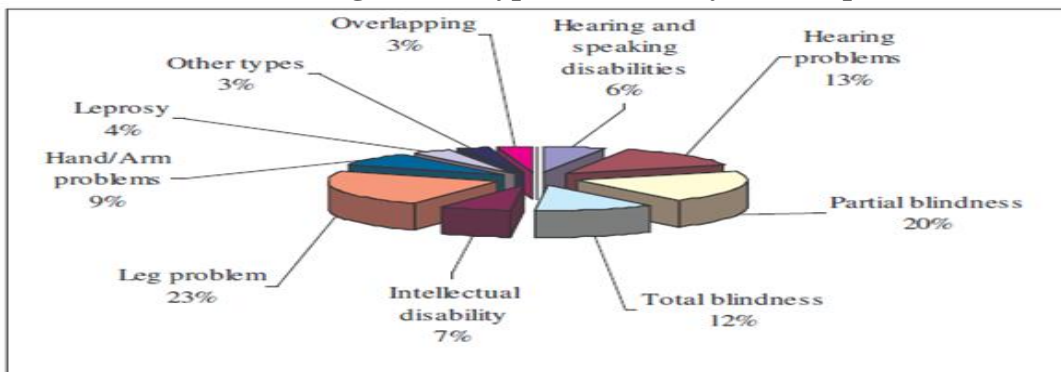
The third is social model of disability. The social model sometimes also referred to as the minority model. In contrast to medical model, social model conceptualizes or understands disability as a socially constructed phenomenon and caused by the society in the manner it organizes itself considering the needs of the majority. “it is society which disables people with impairments, and therefore any meaningful solution must be directed at societal change rather than individual adjustment and rehabilitation” (Barnes, Mercer & Shakespeare 2010:163). From those three major models of disabilities am following the social model of disabilities.

These above stated major models of disabilities that continue to impact the way in which people conceive of PWDs and its prevalence. “The prevalence of disability both in global scale and in separate countries causes a concern” (Khudorenko; 2011, 83). The World Report on Disability (The World Bank and WHO, 2011) revealed that the number of people with disabilities is growing worldwide. Because, of ageing of the populations, the rise of chronic diseases as well as because of environment changes, natural disasters, road traffic accidents, conflicts, diet and substance abuse. According to the reports, there are more than one billion people represents 15% of world’s population who live with some form of disability. United Nation Office of High Commission for Human Rights (2007) states that one household in every four contains a disabled member, which means that an estimated 2 billion people live with disability on a daily basis. So, people with disabilities are present in all societies. “They are just like us; they want to live fully and be useful. But, due to the restrictions caused by the condition of health, they face barriers to inclusion and their needs are often given low priority” (Human Rights Watch; 2010, 3). Moreover, the Ethiopian handicap international explains “PWD are the most vulnerable to the effects of poverty and different types of violence, particularly in emergency situations. It is therefore necessary to promote their access to basic services and their inclusion in the social and economic life of the country” (Handicap International Federal Information Ethiopia Country Card; 2017, 1).

2.2 Disability in Ethiopia

PWD include those who have “long-term physical, mental, intellectual or sensory impairments which interaction with various barriers may hinder their full and effective participation in society on an equal basis with others” (United Nations Enable, 2008). In Ethiopia PWD is even more tragic and severe due to the presence of diversified pre and post-natal disabling factors (like infectious diseases, difficulties contingent to delivery, under-nutrition, malnutrition, harmful cultural practices, lack of proper child care and management, civil war and periodic drought and famine) and the absence of early primary and secondary preventive actions (JICA; 2002, 10). Moreover, according to CSA the major cause of disabilities in Ethiopia is war, accidents, conflict and diseases (CSA, 2007). However, it is difficult to get the exact and reliable numbers of people with a disability in Ethiopia, due to “under-reporting of disability is likely due to negative attitudes, different interpretations and misconceptions of the word disability and the exclusion of homeless disabled persons” (MOLSA; 2010, 6). Therefore, most sources only give an estimate of the number of disabled people. According to the CSA of Ethiopia in 2017 estimated the number of PWD is around 900, 000 of the total population 96 million. However, according to WHO the number of disabilities in Ethiopia is more than 15 million which is represented 17.6% of the total population. From those according to UNAIDS (2010) reports 42.2% for visual disabilities, 7.8% for hearing impairments and of 6.5% for leprosy-caused disability. Bousquet and Demele (2006) assume that 22,000 disabled people in Ethiopia are war-wounded. Leg problems and partial blindness appeared to be the most common disabilities.

Figure 1: - Types of disability in Ethiopia



Source: - Wa’elInternational Business and Development Consultant (2000), Country Profile Study on Persons with Disabilities, Ethiopia.

In relation to, Table 1 show that the number of cases for some types of disability in nine regional state and two city administration of Ethiopia (UN Enable, 2001). Remarkable are the high numbers of visual disability in the Amhara region and physical disability in the Oromia region.

Table 1: - Types of disability in different regions in Ethiopia

	Region	Visually	Physically	Hearing	Mental	Leprosy	Multiple	Others
1	Tigray	37,365	22,915	16,761	6,126	1,325	3,279	2,971
2	Amhara	110,059	77,857	52,418	14,216	9,982	8,817	7,942
3	Oromiya	93,425	112,695	71,391	21,914	12,536	10,638	11,054
4	South N.	47,886	63,002	32,875	11,721	6,852	5,269	7,336
5	Addis Ababa	12,888	15,320	6,402	5,912	2,673	1,887	854
6	Dirdawa	942	1,396	608	857	77	233	116
7	Gambella	917	846	318	176	115	128	81
8	Benshangul G.	2,141	2,686	1,618	328	173	262	136
9	Afar	4,516	5,722	2,428	533	46	612	283
10	Harari	704	790	575	348	334	99	59
11	Somali	9,203	15,952	4,826	2,153	277	642	1,103
	Total	320,046	319,181	190,220	64,284	34,390	31,866	31,953

Source: - UN Enable, 2001.

From the above table we can understand that the number and types of disabilities vary from region to region. So, governmental, non-governmental organization and other different stakeholders work together and apply different programs to address all PWD in the country based on their disability to benefit them.

2.3 Media and Disability

PWD has a right to be included and to participate in society as a full member. However, “the society in most cases, assumes that PWD are incapable of doing anything which has contributes in creating an inferiority complex in persons with disabilities” (MOLSA; 2010, 14). Such stigma and prejudice lead to social marginalization and lack of equal access to educational, employment and social support mechanisms that result in profound poverty for millions of PWDs. Families have hidden away the disabled family member, keeping them out of school and excluding them from any chance at having a meaningful role in society. “Exclusion due to stigma and prejudice about disability often leads to poverty” (United Nations, 2011, 7). So, to create conducive environment for PWD promoting an accurate image and enhancing the voice of PWDs in the media is crucial. According to Ethiopian broadcasting authority the Ethiopian media must be giving up to 40% of their coverage for social issues and 15% of for issues related to PWDs.

Edwin explained media can be a vital instrument in raising awareness, countering stigma and misinformation. “For a mass media to be effective in creating awareness, it is important to consider credibility, coverage and forms of the media. The reason is that sticking to its principles is essential for a media to get acceptance and reliability from the society it serves in achieving its goals serving a society by addressing their problems” (Edwin; 2004, 29). Moreover, “Regardless of how the information is presented, negatively or positively, the mass media are able to influence people” (Van Dijk; 2000, 36). Covering disabilities issues in media have a great impact to tackle attitudes, beliefs and misconceptions of society constitute a major barrier for people with disabilities.

The media cover disabilities issues in news or program have so many advantages. On the one hand, non-disabled people can improve their knowledge and awareness about disability and life of people with disabilities. On the other hand, people with disabilities can learn about their rights and benefits, services and activities carried out in certain organization from mass media (CRPD; 2006, 3).

In related how PWD are portrayed and the frequency with which they appear in the media has an enormous impact on how they are regarded in society. “Portraying people with disabilities with dignity and respect in the media can help promote more inclusive and tolerant societies” (ILO; 2010). While, in most countries disabled peoples often lack of access to information about policies, laws and improvements in programs and services that directly affect them. This knowledge gap led to their exclusion from mainstream social, economic and political life. Promoting the inclusion of PWDs requires the recognition of all people as full members of society and the respect of all their rights. The Convention on the Rights of Persons with Disabilities suggests “States to raise awareness and combat stereotypes related to persons with disabilities, including by encouraging all media to portray persons with disabilities in a manner consistent with a respect for human rights” (CRPD; 2006, 9). Inclusion also involves ensuring the participation of PWDs in all basic services available to the general population and the removal of barriers physical, attitudinal, legal, regulatory, policy, communication that prevent them from fully participating in society. What is more, promoting equality of opportunities and access to services and information for PWDs is also critical to strategies for reducing poverty, a shared objective of the international community. “Media have responsible for to promote positive, inclusive images of women and men with disabilities and stimulate a climate of non-discrimination and equal opportunity for disabled persons at all levels of the economy and society” (ibid)

Television, radio and other forms of media have the capacity to set public images of persons with disabilities. The public /state/ broadcasting system has been the forerunner in the portrayals of disabilities and the program format and the approach of those disabilities program highly affect the attitudes of the society towards persons with disabilities. Peoples with disability have the right to get coverage in the media. In contrast to these, many media and/or journalists still present disability in the light of charity, where Peoples with disability are victims, dependent persons who need assistance, and often with a dramatic tone to appeal to the compassion of the reader or watcher or listener. “The attitudes of journalists towards people with disabilities hold influence over public perception and public attitudes” (Auslander and Gold; 1999, 1395) because, their work influences "the climate of opinion within which policy affecting disabled persons will be made" (Boyer; 1988, 3). In addition, most articles, programs and news are rather short and talk about PWDs in general, and they hardly collect the personal stories of PWDs or their families. Moreover, few photos shown are taken during donations by authorities or NGOs. “journalists contact with people with disabilities, style guides, and professional work environments were more influential in shaping stories of disability than their own, personal views about disability” (Clogston; 1994, 45).

Until very recently, disabled people have had little or no say in how they are represented on the media disabilities program. “Persons with disabilities are not seen regularly in the media, and are rarely portrayed as persons with opinions on news and topical issues” (WHO; 2011). There are some disability specific media programs, such as television documentaries, disabled people rarely appear as part of mainstream programs. When they do appear, they are often stigmatized or stereotyped, and may appear as either objects of pity or super heroic accomplishment and endurance. Sanchez (2010) states that the media including disabilities in regular programs on television and radio in addition to other types of media can help provide fair and balanced representation and help to counter commonplace stereotypes that perpetuate negative perceptions of disabled persons. No country can afford to turn its back on 15% of its population. As a group, they are often grossly underrepresented in the media. These under representations entail that the mass society who watch/view and listen to media may end up not knowing much about them.

Article 8 of the Convention on the Rights of Persons with Disabilities says that:-

States Parties undertake to adopt immediate, effective and appropriate measures to combat stereotypes, prejudices..., about persons with disabilities. To this end, they must promote positive perceptions and greater social awareness towards persons with disabilities by

encouraging all organs of the media to portray persons with disabilities in a manner consistent with the purpose of the present Convention (CRPD, 2006; 3)

By ensuring that persons with disabilities are seen regularly in all forms of media and are sources of news and analysis on topical issues, the public image of disability will be shaped and changed. PWD want to contribute to the community just like anybody else; using their capabilities, they want their voices heard. However, the private media works and focuses on their profits and do not give enough coverage for disability issues, while the state or public media is not profit centered and it plays an important role to cover programs that are less important to the mass market, such as issues of the poor and disability and the like.

2.4 State Media and Disability

Media through programs and stories influence thinking and establish social norms and shape our lives. People with disabilities have endured misrepresentation, defamation, and lack of representation in the media program and entertainment. Reporting disability issues can be used as a tool of empowerment for a nation. Mendel argues “mass communication is only one of several influences of social behavior” (Mendelsohn; 1964, 33). Disability issue reporting and programs is seen as a specialized type of reporting and production that requires specialized treatment and specialized skills. But the fact that it shares many other areas of commonness with other types of news reporting and writing should not be lost sight of. It involves mainly reporting and writing news with a disability focus or emphasizes. Disability news or programs focusing on disability issues is a news or a program which written and reported from disability perspective. Stories about disability are played in the media can shape public opinion about disability issues and toward the cultural representations of people with disabilities in general.

Programs focusing on disability issues or news reporting provides the news and other related material that constitute the vital information and communication component of the much publicized and recommended integrated approach too disability issues, which is defined as a consciously formulated, and executed systematic and multi sectoral program, aimed at integrating the marginalized disability people the mainstream of better living, as opposed to mere existence or subsistence (<http://www.disabilityradio.org>).

Knowledge and information are essential for people to successfully respond to the opportunities and challenges of social, economic, technological and attitudinal changes. But to be useful, knowledge and information must be effectively communicated to the peoples. “Most people with

disability in developing countries are excluded from a wide range of information and knowledge” (WHO 2011). It isolated from both traditional media and new information and communication technologies which would improve their livelihoods and attitudes towards peoples with disability (<http://www.rdfs.net>). But, today the coverage of disability issues in the media and attitudes towards disability are improving worldwide (Hannon, 2010, 3).

These improvements of programs focusing on disability issues in the media has a critical role to play in promoting attitudes that are more inclusive, accessible and directly influence the way people with disabilities are treated in current society. Therefore, advocacy groups are extremely concerned with their mass media depictions because of their potential to demean them in the eyes of others. Covering, reporting or producing a program on disability issues are indirectly enhanced their productivity and their ability to contribute to the national economy. Media help construct the "reality" of a public problem and to inform motivates, educate and entertain the respective clients. “In terms of coverage of the peoples with disabilities, it is crucial to consider how marginalized groups have been covered by the news media” (Russel, Kate, 2012, 153). He adds “Better reporting of disability issues can provide the important information and guidance to improve the livelihoods of disability and change the negative attitudes of the society towards peoples with disability” (ibid). UN, UNHCR, different governmental and non-governmental organization supported a Radio and TV programs focusing on disability issues to raise awareness and participation of disability in developing countries. Radio and TV programs focusing on disability issues shall explicitly orient towards the needs and concerns of the disabilities. In addition to these they are a platform for debate among disable peoples about their culture, experience, challenges and socio-economic reality. All media especially state/public media have a responsibility to address the issues of disabilities in their productions. The state media can contribute on the issues of disability at large to correcting the current trend and provides a strategic link in the information dissemination and transmission chain together. State/public media includes radio, television, newspaper and other media outlets that receive some or all of their funding from the public. The term state media is often used in contrast to private or independence media, which has no direct control from any political party.

The state-owned media are national assets: they belong to the entire community, not to the abstraction known as the state; not to the government in office, or to its party. If such

national assets were to become the mouthpiece of any one or combination of the parties vying for power, democracy would be no more than a sham (Mendel, T. 1998: 98 - 99).

Government exerts a great deal of control over state funded broadcasters, using them as a mouthpiece for government rather than as an independent source of information for the public. State own media is accepted that they should not be tending to be free from government influences. This is especially true where the media is funded by licensing fees and so, theoretically not dependent for the government for any of its funding. This was the view set out by the UN Special Reporter on Freedom of Expression, in his 1999 report, when he spoke of the obligation of the state-owned media to give voice to the voiceless and a variety of opinions rather to be a propaganda organ for one political party. “It is only when the independence of these broadcasters is guaranteed in law and in practice that they can truly operate as servants of the public interest, providing high quality information from a variety of sources to the public” (C. Ondobo 2001, 25).

In some countries, public broadcasting may be nationally or locally operated, depending on the country and station. In some countries, public broadcasting is run by a single organization (such as the BBC in UK), broadcasting national and regional radio and television services. Other countries have multiple public broadcasting organizations operating nationally in different languages. In the US, public broadcasting stations are always locally licensed, but range from stations that mostly broadcast programming from national networks to stations that broadcast content of local interest [www.projects.exeter.ac.uk]. Historically, in many countries (with the notable exception of USA), public broadcasting was the only form or the dominant form of media. However, commercial media now also exists in most of countries. The number of countries with only state media declined substantially during the past of the 20th century. The biggest public broadcaster 21 worldwide by budget (6.3 billion Euros in 2009) and employees (23, 000) is the German ARD followed by the British BBC (ibid).

State media does not depend on advertising as a source of revenue to the same degree as commercial media, or at all and it is not profit centered. This allows state media to transmit or cover programs that are less important to the mass market, such as public affairs show, documentaries, educational and developmental programs and influence, issues of the poor and disability and the like. Radio and TV dominates the mass media spectrum with state-controlled mass media services still commanding the biggest audiences in most countries. However, commercial stations demonstrating the largest consistent increases in numbers, followed by

community radio, where growth, although significant in certain countries, has been irregular. It is the most cost effective, accessible communication technology for developing countries, reaching more people than any other mass medium people who are isolated by illiteracy, distance, conflict, poverty and etc. Radio and TV broadcasting is appropriate for most disabilities. For instance, people with hearing impairments are generally dependent on visual cues for communication. So, that TV is as important as radio for those people.

Moreover, disability can listen and watch radio and TV in the privacy of their home, in a language with which they are comfortable, it requires no special skill. “A survey of disability in South Africa revealed that radio and TV is the most welcome source of outside information” (www.disabilityradio.org). “In Ethiopia most of the media content currently is not accompanied by sign language and subtitles for deaf people; print media content is not in Braille or taped for blind people” (EBA; 2014, 14). There is no doubt that mass communication is an effective tool to bring about the desired attitude change and improve the lives of peoples with disability. But it should be handled carefully. “The producer of any programs focusing on disability issues should himself be informed before he/she can inform others and use the correct language” (CRTC, 1986). The producer or a journalist do not treat disability issues as strictly medical issues, or portray disability as a disease. Portrayal of disability is largely in the hands of people who have no lived experiences of living the life of disabled. The media should use terms carefully when it comes to disability. So, unlike privately owned commercial media, the state-owned media has high responsibility to cover different disability issues in a balanced manner.

2.5 Challenges of Covering Disability Issues in State Media

Disabled people over the years have been marginalized within and through the media. The media still focus on commercial benefits and even its coverage focuses on the impairment more than their humanity. Dahl, Marilyn (1987) states that disabled people are under represented both in terms of employment in the media and portrayal in the media, lots of media forms are inaccessible and broadcasting tends to be at inaccessible times. Mainstream media do not recognize the disabled art and media culture. In relation to this disability intersects with other factors such as race, class, gender and sexuality to magnify degrees of marginalization and increase the risk of violence. When the media ignores or mishandles a major factor, as we contend, they generally do with disability; it becomes harder to effect change. Moreover, disability covers 15% of the entire population and

radio and TV is still seen as one of the most effective ways of addresses these parts of the people. However, especially African media have not been interested to cover disability's issue and the journalists have very little training, if any and no background in disability issues (ILO; 2010). On top of this, there are a multitude of constraints (access to equipment, going out in to the field, lack of journalist and editor's interest, their attitudes towards peoples with disability) with holds them back from reporting effectively on disability. Consequently, many researchers and others have a negative view of the media's ability to produce programs focusing on disability issues and report accurately on disability issues. So, "there should be a need on African journalists to inspire them, provide them with greater confidence and motivation to become better disability issues reporter and producing programs" (Secretary of State, 1988). In according to the report of Convention on The Rights of Persons with Disabilities, which held its seventh annual session in New York from June 10-12-2014, "media do not sufficiently cover disability stories and programs, due to a number of factors. Poor infrastructure including poor roads, lack of finance, negative attitudes towards peoples with disability, low education access." Therefore, communication is impaired, lack of government support to all the institutions that provide the adequate up-to-date information and bureaucracy in the reporting system, knowledge gaps that where disabilities are found and other several factors for insufficient programs focusing on disability issues and issue coverage.

Media have played a key role in raising both decision makers and the wide public's awareness about disabilities in most cases. journalists do not have any enough awareness about disability issues and how they report and produce programs, in addition the language use to interact with others matters because it reflects the inner ways of thinking about one another. Journalists must re-examine the language they use and the perspectives they have about persons with disabilities, avoid categorizing a person based on their disability rather they refer to the person and not the disability. "Everyday words which refer to specific conditions have become standardized as curse words, and stereotypes of conditions are reinforced" (Hannon F. 2010, 89). Sometime these phenomena might be explained by distrust between journalists and disability representativeness. Calabrese (1980) insists lack of interested journalists to report disability and produce disability issue programs is another challenge. He added young writers shun disability issues reporting because of mentality that disability does not sell. Even if the media houses want to run disability

stories, journalists not interested to cover such issues. They find it difficult to hold off sources of disability stories including peoples with disable, their families and government officials.

Now days there is some programs focusing on disability issues and stories have been covered under the mainstream media. However, programs focusing on disability issues still remain poorly covered compared to business, politics, crime, entertainment, sport and health. This can be explained by the covering pattern of programs focusing on disability issues compared to other beats. Among the more significant factors are geographical, technological, ecological, finance, interest and attitude are some of them. Many journalists think covering about disability and disability issues are old, and some are taken by better paying organizations outside journalism. The low pay by most media houses makes disability reporting unattractive since it takes more. Due to this reason “providing accurate information and to address disabilities frequently remains an ongoing challenge, for the public as well as private media sectors” (<http://www.un.org/2006>).

2.6 State Broadcasting Services in Ethiopia

The Federal Democratic Republic of Ethiopia Constitution declares the independence of the state media by stating that “any broadcasting station financed or under the control of state shall be operated in a manner which ensures its capacity to entertain diverse opinions” (Article 29; sub article, 5). According to this provision the state-owned media have a responsibility to serve different ideas and opinions in a balanced manner. Since Ethiopia is a federal state, there are national and regional public broadcasters. EBC is the national state broadcaster and it is accountable to the House of People’s Representatives (parliament). It was established under a proclamation number 858/2014 and the highest decision-making body of EBC is the board, which comprises of members from different political parties, religious organizations and other sectors of the society. Now the major wings of the EBC namely are Ethiopian Radio, FM Addis 97.1, FM 104.7, and Ethiopian Television (ETV zena (ETV 1), ETV mzenagna (ETV 2) and ETV kuankwoch (ETV 3)).

2.6.1 Ethiopia Radio

Ethiopia radio is a pioneer in broadcast history of Ethiopia. Emperor Hail Selassie laid the cornerstone to build it in 1931 in Addis Ababa at the place called “Nefas silk”. Four years later, in 1935, the station was inaugurated and began the broadcasting service. The radio station was closed during the invasion of Fascist Italy. After the victory of Ethiopia over the fascist Italian troops, it

was restored and reinitiating broadcasting in 1941 (Panos Ethiopia; 2007). In 1942 the station began programs in English, Somali and Arabic languages, in addition to Amharic. In 1950 the Ministry of Information was established to manage the Radio station. Radio Ethiopia started broadcasting international programs in 1960. In 1964 major radio expansion was achieved with the installation of powerful transmitters to meet domestic and international broadcasting service. Following its expansion, the name of the station was changed from “Addis Ababa Radio station” to “Ethiopian Radio” in 1966. In 1968 the Radio station was merged to Ethiopian Television and was called Ethiopian Radio and Television Agency (ERTA). In 1974, when the Derge came to power, the name of the station was changed to “Voice of Revolutionary Ethiopia”. When EPRDF came to power in 1991, the name Ethiopian Radio was restored. Even though the Ethiopian Radio Agency was established as a separate organization in 1994, after a year it was merged and was called ERTA (ibid). In 2008 the name of the station was changed to EBC. Two years later in 2010 the name is back to Ethiopia radio and Ethiopia television under the umbrella of EBC. The Station covers 80% of the geographical area and 67% of the population of Ethiopia in medium wave transmission, (ERTA/brochure, 2009). Today this radio station broadcasts in Amharic, Afan Oromo, Tigrigna, Afar, Somali, Arabic, English and French language.

2.6.2 Ethiopian Television

The national public broadcaster EBC (formerly ETV) started broadcasting in 1964 as the first television channel in Ethiopia when the organization of African unity (OAU) was founded in Addis Ababa by African leaders. The idea of starting television service came into being when the 33rd anniversary of the coronation of Emperor Haile Sellassie took place in 1963 (Basic Information of Ethiopian Radio and Television Agency 2000; 19). A year later, on November 2, 1964, the Ethiopian Television officially started operation by a technical support of British media firm named Thomson Television International Limited. ETV started its service in two languages, namely Amharic and English. After EPRDF came to power in 1991, it added Afan Oromo and Tigrigna to serve people living in Oromia and Tigray regional state in a language they can easily understand (Leykun, 1997). Right after the beginning of the new Ethiopian millennium in 2007, ETV has once again added Somali, Afar, French and Arabic languages to reach different local and international audiences. Using these local and international languages, ETV has been covering various issues in the areas of socio-economic and political sectors. Today, EBC has been playing

a notable role in reaching many local and international audiences who are living in and outside Ethiopia. Today Ethiopian Television broadcasts in Amharic, Afan Oromo, Tigrigna, Afar, Somali, Arabic, and English and French languages with three channels (ETV zena (ETV 1), ETV mzenagna (ETV 2), and ETV kuankwoch (ETV 3).

2.7 Historical overview of Media portrayal of PWD in the world

The portrayal of disability in the media plays a major role in shaping the public perception and directly influence the way people with disabilities are treated in the society. However, most scholars say that the history of the portrayal of disabled people in the media is the history of oppressive and negative representation. This has meant that disabled people have been presented as socially flawed able-bodied people, not as disabled people with their own identities. In the 1800s the elite led the call for social reform and the development of institutions and schools for people with disabilities, and continued to categorize and define people's differences. In the 19th century is regarded as a time of significant medical advancements and social reforms for people with disabilities. During this time of immense change in the ways that people with disabilities were treated and viewed by society. However, "even in the 20th century the media viewed people with disabilities as childlike and incompetent or unable to provide for themselves and they portrayed as super heroes or super Crisp and mentioned only in terms of their courage or the obstacles they have overcome" (Olan F. and Kim A. S, 1990; 5). With the aim of to tackle such types of discrimination and to create a conducive, environment for persons with disabilities the disability Rights Movement started in the 1940s. In relation to these, "Disability Rights Movements arise out of the new thinking, that there was no pity or tragedy in having a disability" (Henry McCarthy, 2003; 209). Moreover, these movements for disability rights forged a coalition of millions of people with disabilities, without any one particular leader and several key pieces of legislation have passed protecting civil rights of people with disabilities (Joseph P. Shapiro; 1993, 11). He added one major turning point during the Disability Rights Movement was the passage of Section 504 of the Rehabilitation Act of 1973, which made it illegal for any federal agency, public university, defense or other federal contractor, or other institutions and activities that received federal funding to discriminate against anyone solely because of a disability. "Section 504 was the first civil rights law for people with disabilities, but the issuance of the final regulations was stalled four years because of the costs associated with its compliance" (ibid; 65). Major protests took place

demanding the enactment of the law which marked a political coming of age of the disability rights movement. On April 28, 1977, four years after the law had passed, the regulations were finally implemented. The protests served as a defining time for the Disability Rights Movement as people with disabilities risked their health and arrest to fight for change. The protestors “civil disobedience tactics had surprised a nation with their own power” (Todd Gitlin; 2003, 68). He added since its inception Section 504 has remained instrumental for people with disabilities and their families as it allows for almost everyone to receive quality schooling in integrated facilities. “Another major piece of legislation, which impacted the lives of people with disabilities, was the passing of the Americans with Disabilities Act (ADA) in 1990, which promised full social integration” (J. Clogston; 1992, 512). At this time newspapers gives coverage for this protests and demonstrations, the newspaper articles analyzed highlighted the similarities between African Americans’ battle for civil rights in the 1960s and people with disabilities’ fight.

After World War II media portrayals of disability became more normalizing and accepting in the years immediately, when returning veterans with war-related disabilities were being reintegrated into society. A backlash of intolerance towards disability followed during the mid-20th century, with some researchers speculating that this may have been related to society's reaction against any identifiable "difference" as a result of Cold War tensions. Broadcast media has in recent years begun to recognize the large audience of people with disabilities that it reaches. In 1990, the signing of the Americans with Disabilities Act (ADA) became the first news story on disability issues to become a lead story on cable news network (CNN). Disability rights activist Lex Friedens has stated, "That was the first time that millions of people were exposed to disability rights as the number one story". Ouch by the British Broadcasting Corporation, The Largest Minority broadcast in New York City, and DTV presented in sign language on SABC television in South Africa, are examples of programming produced for, and usually also by, people with disabilities. These milestones were a major change in reducing exclusion and invisibility for people with disabilities (<https://www.wikipedia.org>).

In relation to this there is some disability radio stations established in different parts of the world. For instance, according to www.unrwa.org Fursan Al Erada radio station in Gaza is the first radio station for persons with disabilities in the Middle East established in May 2006 in Deir El Balah Rehabilitation Society (CBRC) and 7 out of 26 of its staff has a disability. The station aims to serve this segment of the population through raising awareness in the community on disability

issues, and giving a voice to persons with disabilities. In addition, the radio station has developed a website which publishes news, and other disability related information, as well as streams its programs live on-line. In recent years, some mainstream publications and broadcasters have added writing and programming about disability-related topics.

2.8 Historical overview of Media portrayal of PWD in Ethiopia

There is no reliable evidence when and where the media portray peoples with disabilities in Ethiopia. According to Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) the Ethiopia media portraying peoples with disability formally in the end of 1980s. The first radio programs focusing on disability issues in Ethiopia is “Biruh Tesfa” broadcasted in Ethiopia radio since 1990 E.C and the first Television programs focusing on disability issues is “Messmate Yetessanachew” in Ethiopian television which is broadcasted since 1990 E.C for 30-minute length. Now days in Ethiopia, there are very few radio and TV programs focusing on disability issues. The following radio and TV programs focusing on disability issues are some examples, which illustrate this point.

Biruh Tesfa (dawn of hope): - that is prepared and aired every 15 days Saturday by Ethiopia radio collaboration with Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) since 1990 E.C. It started running for 10 minutes and shifted to 20 minutes and currently, running for 30minutes. At the beginning of the program the national association paid for the air time. Now, the programs run for free.

Dirshachen (our share), is a program on the disabled outsourced by Fana FM 98.1 Radio for 1 hour (from 3:00 pm to 4:00 pm) every Tuesday broadcast since 2000 E.C.

Yechalal (IT CAN BE), is a program on the disabled outsourced by FM Addis 97.1 Radio for 30 minutes (from 1:30 pm to 2:00 pm) every Wednesday broadcast since 2008 E.C.

Ashara (fingerprint), is a program on the disabled outsourced by Ethio FM 107.8 Radio for 1 hour (from 8:00 pm to 9:00 pm) every Thursday broadcast since 2010 E.C.

Ande Dmitse (one voice), is a program on the disabled outsourced by Bisrat FM 101.1 Radio for 1 hour (from 8:00 pm to 9:00 pm) every Thursday broadcast since 2006 E.C.

Messmate Yetessanachew (program for hearing impaired), is a television programs focusing on disability issues broadcast by ETV aired 2 times a week for 30 minutes each day since 1990 E.C. now the program is shifted from ETV 1 to EBC (ETV kuankwoch channels /ETV 3) since 2010 E.C.

Maedoot, is outsourced television programs focusing on disability issues broadcast in ETV for 30 minutes every Thursday broadcast since 2005 E.C. But the program cannot continue after 2009 E.C as a result of financial problems.

Zena Bemileket Kuwankuwa (news with sign language), is a television programs focusing on disability issues broadcast by Addis TV in every day.

2.8.1 Overview of Biruh Tesefa and Messmate Yetessanachew Programs

The objective of EBC was providing Informational, Educational and Entertainment programs. Based on these objectives EBC has provided a lot of service to viewers and listeners in priority order. Those priorities were effectively confirmed in Negarit Gazette No. 15 order No. 29 of 1968. Since, most disabilities have not been sent to school in Ethiopia, Ethiopian Radio disability programs “Biruh Tesefa” acts as a substitute for formal education. “Biruh Tesfa” programs focusing on disability issues in Ethiopia can be traced back to 1990 E.C. The program was launched by the cooperation of Ethiopia radio and Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) who is assumed to be the first radio programs focusing on disability issues in Ethiopia. The program's first day of operation was Monday, July 26, 1990 E.C. The program was a pioneering experiment in socio- cultural communication. The program was in 15 days broadcast and 10 minutes in length. Now the length of program is raised to 30 minutes. It is one of Ethiopian radio section regular programs. The programs have two main streams. One develops content for the programs that are relevant to disability. The second helps to build attitudinal change on peoples with disability in the community. The programs are in magazine format. Songs and disability people success stories were made to capture and grapple with enormous issues the peoples with disability affected. The central focus of this program is raising awareness, countering stigma and misinformation. It also works persons with disabilities exercise the same rights and have access to the same services and opportunities enjoyed by other citizens. It can be enhancing a powerful force to change societal misconceptions and present persons with disabilities as individuals that are a part of human diversity. The ETV `Messmate Yetessanachew` programs was started in 1990 E.C. The program was a pioneering experiment in sign language broadcasted programs. It was two days (i.e. Tuesday and Saturday) broadcast in a week on ETV kuankwoch channel /ETV 3/ and there is a 30-minute length in each day.

Those programs serve for more than 15 million disabilities. According to the WHO and World Bank 2011 reports more than 15 million PWD live in Ethiopia. Electronics media has proved the most effective media in covering disability issues and its right even in rural areas. Radio and TV programs focusing on disability issues enable raising awareness, countering stigma and misinformation, change societal misconceptions and present persons with disabilities as individuals that are a part of human diversity. Ethiopians media programs focusing on disability issues have been minimal. “Programs focusing on disability issues of media are quite likely to have contributed to a profound disconnect between media coverage and peoples with disability” (Clogston J. S. 1992: 32). In Ethiopia, inclusive disability in the media is a key issue for the nation’s development. It is thus, the responsibility of the mass media shall be more than imparting information of the public interest. As the country is in critical development problems, one expects the role it plays in supplementing and encouraging the process of producing informed-citizens that can decide and act based on development issues-so that the society fully participate in transforming the nation to enhance equity development within the society. Therefore, media in general and professional journalists in particular should strive to promote the major public issues of disability development. Accordingly, “the socially responsible media system being financed by independent public body should operate in Ethiopia” (Olana, 2009). Covering disability issues is one of the most challenging journalistic roles. It requires integrity, sensitivity, accuracy and an awareness of all that is going on around a journalist. In disability issues reporting as in all other specialize, the journalist must first have acquired the basics skills of journalism [ibid].

2.9 Characteristics of good radio and TV programs focusing on disability issues

As it is defined by ILO, Radio and/or TV programs focusing on disability issues are programs that are designed for, and marketed to in general to the society but particularly for peoples with disabilities with the aim of to create conducive environment for disabilities. Moreover, according to ILO report on disability guidelines for the media (2010) and MOLSA media guidelines towards peoples with disability (2009 E.C) good Radio and TV programs focusing on disability issues have the following summarized characteristics.

- Allow people with disabilities to speak for themselves and share their experience.
- Talk of rights and not tragedies or focus on the person rather than impairment or emphasize ability not disability.

- Programs format must be focus on disabilities issues and inclusive all types of disabilities. Namely physical impairment, visual impairment, hearing impairment, Autistic etc.
- Use appropriate language for peoples with disability.
- The journalists must be fully aware of about all types of disability.
- Avoid sad music or melodramatic introductions when reporting on disability.
- Portraying people with disabilities as active members of society and not as passive and dependent helps to break down barriers and opens up opportunities.
- Don't over emphasize disabled 'heroes. Even though the public may admire 'superheroes', portraying people with disabilities as superstars raises unrealistic expectations that all people with disabilities should achieve this level. (ILO 2010 & MOLSA 2009 E.C)

2.10 Reviewed literature

As far as the researcher's knowledge there is no research paper conducted related to media and disability except Tigist Geberu thesis. She studied her master thesis on "media framing of people with disabilities in reference to local Amharic news-paper (Addis Zemen, Addis Admas and Medical)" at Addis Ababa University in 2007. The finding was pointed out that three Amharic news-papers give less coverage to disabilities issue. Because, the media houses assume that disability issue is not as news worthy as other topics for these newspapers. The finding also revealed that, in these newspaper disabilities is viewed more as news than feature and the article is lack testimonies of people with disabilities. Moreover, people with disabilities are less used as sources in a disability story and even their coverage is in the perspectives of medical model of disability. Hence all have selected one form of disability over others. For instance, Polio and leprosy were never in the agenda of all the three newspapers. This shows how much news organizations, journalists and editors are engaged in selection and salience of issues in the media. Having reviewed the above-mentioned research findings and other related reference material; the intended study focuses on the content analysis of the two programs focusing on disability issues. Therefore, the intended study is different from the above-mentioned study, in relation to the above study's focuses only the coverage of disability issues, it is not assessing the content of the news or feature articles. This research is focus on broadcast media while the above-mentioned study is worked on the press.

2.11 Theoretical framework

In relation to media and disability's study, researchers have employed different theoretical frameworks that helped them to analyze content factors and predict patterns of those programs focusing on disability issues choices. According to Anderson et al. (2001) a substantial body of Television and radio programs focusing on disability issues research; however, he has provided evidence that content is determined by programming factors, drawing into question the explanatory power of current theories. The present study, as per the recommendations of Anderson, integrates disparate theoretical perspectives and models that would allow the researcher to analyze the content of Biruh Tessefa and Messmate Yetessanachew program. These theories and model include state ownership media theory and social responsibility theory. The reason for the deployment of those theories to the core issue of the present study is obtainable below.

2.11.1 State ownership Media theory

As Graber (2002) and many other communication scholars noted that no total independence media exist in anywhere in the world. The basic theoretical foundation for Media Ownership Theory is developed by a media scholar called Altshcull (1995). Media ownership affects the content of the program. When the media is commercially owned the contents of the media reflect the interest of advertisers and consumers who are the major financers of most private press. "The content of the news media inevitably reflects the interest of those who pay the bills" (Altshcul; 1995: 52), whereas the media is state owned the content of the media also reflects the interests of the government. There are two contrasting theories of state Owen media exist; i.e. the public interest or Pigouvian theory and the public choice theory. Both theories have implications regarding the determinants and consequences of ownership of the media.

2.11.1.1 Public Interest (Pigouvian) Theory

The public interest theory referred to as the Pigouvian theory states that government ownership of media is desirable. Parenti (1986) when the media is commercially owned the contents of the media reflect the interest of advertisers and consumers who are the major financers of most private press. It ignores the issues of less market like disabilities and women issues. There are three reasons that government ownership of media is important. The first reason is that the dissemination of information is a public good, and to withhold it would be coasty, even if it is not paid for. Secondly, the cost of the provision and dissemination of information is high, however once costs are incurred,

marginal costs for providing the information are low therefore subject to increasing returns. Finally, state media ownership can be less biased, complete and more accurate if consumers are ignorant and in addition to private media which would serve the governing classes. According to this theory government ownership of the media is important to give enough coverage for less market issues like women, children and disabilities.

2.11.1.2 Public Choice Theory

The public choice theory asserts that state-owned media would manipulate and distort information in favor of the ruling party and entrench its rule while preventing the public from making informed decisions, therefore undermining democratic institutions. This would prevent private and independent media, which provide alternative voices allowing individuals to choose politicians, goods, services etc. without fear from functioning. Additionally, this would inhibit competition among media firms which ensures consumers usually acquire unbiased, accurate information. Moreover, this competition is part of a check-and balances system of a democracy, known as the 4th Estate, along with the judiciary, executive and legislative.

According to Reporters Without Borders, levels of state control in the media are usually associated with levels of political, civil and economic rights, though this is not always the case. The state media usually have less government control in more open societies and can provide more balanced coverage than media outside of state control. However, as Graber (2002) and many other communication scholars argue this is a mere assumption. Accordingly, Graber noted that no total independence exists anywhere in the world. The media ownership in most of Europe is mostly private and free of state control. The press/media in the United States has always been the responsibility of the private commercial sector since its inception. Levels of state ownership are higher in some African countries, Middle East and Asian countries. In more controlled regions, the state may censor content which it deems illegal, immoral or unfavorable to the government; therefore, it is not independent of the governing party. In this type of environment, journalists may be required to be members or affiliated with the ruling party, such as in the former Soviet Union or North Korea. Within countries that have high levels of government interference in the media, it may use the state press for propaganda purposes. Proponents of this approach contend that the news media is not an island that operates without any pressure from the surrounding political environment (Williams, 2003; McQuail, 2000). Williams (2003) added due to the media

organization is focuses on profit, in such types of media less market issues like disability, women and children is not get enough coverage.

2.11.2 Social Responsibility Theory

The idea of social responsibility theory has developed as a counterpoint to libertinism and it is relatively a new concept which started in the mid-20th century and is used mostly by developing and least developed countries. The theory started from Europe and took a shape with the Commission on the Freedom of Press that happened in United States in 1949. This theory inspires self-control by the media for the good of the society and it continues to emphasize freedom; it holds that responsibility is necessarily a partner to freedom in institutional behavior. Social responsibility theory strongly opposed the media commercialization. Because, when the media is commercially owned the contents of the media only reflects the interests of the advertisers and to attract more audience and advertiser it ignores coverages for less market issues like disability, women, children and the like. Codes of ethics are encouraged as a self-regulatory device to promote social responsibility. The main foundation of social responsibility theory of the press, according to Dennis McQuail (1983):

An assumption that the media do serve essential functions in society, especially in relation to democratic politics; a view that the media should accept an obligation to fulfill these functions, mainly in the sphere of information, and the provision of a platform for diverse views; an emphasis on maximum independence of media, consistent with their obligations to society; an acceptance of the view that there are certain standards of performance in media work that can be stated and should be followed (McQuail; 1983, 90).

Social responsibility theory discusses how the media is supposed to operate. The media, according to this theory, is obliged to serve several social functions. The media, therefore, should consider themselves to have responsibility in the society integrity. In this theory media must take care of social responsibility and if they do not, government or other organization will do. Similarly, “a public is something more than a market for information /and/ an audience for spectacle because publics are formed when committed to face common problems and face each other in dialogue and discussion” (Rose; 1999, 57). McQuail (1983) stated the main principles of social responsibility theory as follows: -

- *Media should accept and fulfill certain obligations to society*

- *These obligations are mainly to be met by setting high or professional standards of informativeness, truth, accuracy, objectivity and balance*
- *In accepting and applying these obligations, media should be self-regulating within the framework of law and established institutions.*
- *The media should avoid whatever might lead to crime, violence or civil disorder or give offence to ethnic or religious minorities.*
- *The media as a whole should be pluralist and reflect the diversity of their society, giving access to various points of view and to rights to reply. (McQuail, 1983; 91-92)*

Media should aware various phenomena occur in a society. Among these spectacles, the media addresses the special needs of the society. Especially, State media has a critical role to play in promoting attitudes that are more inclusive and to be a voice for the voiceless. State media does not depend on advertising as a source of revenue to the same degree as commercial media, or at all rather than funded by the government or the public. This allows state media to transmit or cover programs that are less important to the mass market. Because, it is a national asset which outlets whose primary mission is public service, which is controlled and/or funded by the state government and/or public. So, that as mentioned in the above state media is commonly defined as non-commercial broadcast outlets with a mission to meet their civic and educational needs of the community or broader public. Moreover, state media transmit or cover programs that are less important to the mass market, such as public affairs show, documentaries, educational and developmental programs and influence, issues of the children's, women's, poor, disability and the like. The disabled are part of the society. They have equal human and democratic rights with other people.

The United Nations adopted and proclaimed the Universal Declaration of Human Rights (UDHR). It recognized the inherent dignity and equal and inalienable rights of all members of the human family. It acknowledged that disregard and contempt for human rights have resulted in barbarous acts and proclaimed that a world in which human beings shall enjoy freedom of speech and belief and freedom from fear and want has been proclaimed as the highest aspiration of the common people” (UNICEF, 2007; 10).

Thus, media has a social responsibility to create a conducive, environment for all parts of the society.

CHAPTER THREE

METHODOLOGY AND RESEARCH DESIGN

3.1 Introduction

This study was employing both qualitative and quantitative content analysis methods to collect the necessary information. The use of both qualitative and quantitative methods is referred to as triangulation. “Triangulation refers to the use of multiple methods to cross-check and verify the reliability of a particular research and the validity of the data collected” (McNeill & Steve; 2005, 23). Some researchers like Neuendorf (2002) argue that media content analysis is purely quantitative, whereas others like Shoemaker and Reese (1996) strongly believe that that media content analysis is more of a humanistic or behavioral approach which could be carried out using both approaches: quantitative and qualitative. Therefore, using a mixed method research provides a more complete understanding of research problems and helps the researcher who wants to look at a research questions from different angles and better clarify the findings. Moreover, the mixture of quantitative and qualitative research helps both methods to complement each other helping in identifying their weakness strengths when stand alone. In supporting this Foodrisc.com states that this approach could help control different variables.

Quantitative research is weak in understanding the context or setting in which people behave, something qualitative research makes up for. On the other hand, qualitative research is seen as deficient because of the potential for biased interpretations made by researched and the difficulty in generalization findings to a large group. Quantitative research does not have this weakness. Thus, by using both types of research, the strength of each approach can make up for the weakness of the other (Foodrisc.com, 2005).

Hansen et al. and Shoemaker and Reese as cited in (McNamara, 2006, 5-7) stated that “a combination of quantitative and qualitative content analysis offers the best of both worlds and, further, that a combination of quantitative and qualitative content analysis methodologies is necessary to fully understand the meanings and possible impacts of media texts”. Thus, to identify the frequency and source of programs focusing on disability issues quantitative content was developed. The qualitative content analysis and in-depth interview is used to show the content beyond numbers and to understand the meaning and interpretations better. This study was as a

content analysis reviewed 12 television and 12 radio programs focusing on disability issues geared toward the “Messmate Yetessanachew” and “Biruh Tesefa” audiences.

3.2 Content analysis

Content analysis is potentially one of the most important research techniques in the social sciences and different scholars try to define what content analysis is? Cole (1988) defines content analysis as a descriptive method in which researchers analyze the actual content of documents and/or programs. On elaborating what content analysis is, what it does and how it is an appropriate tool in analyzing news, Palmer (2000) states that:

Content analysis is a technique for assessing the presence or absence of specified thematic material in a body of text. The thematic material is specified by the researcher for any reason deriving from the purpose of the research. It is particularly appropriate for capturing cumulative patterns of meaning that arise in extended bodies of text with multiple authorships and no single focus in time or space. To this extent it is an obvious tool in analysis of news or programs (Palmer, 2000:133)

In relation to this Berelson (1952) suggested content analysis has the following five main purposes:

- *To describe substance characteristics of message content;*
- *To describe form characteristics of message content;*
- *To make inferences to producers of content;*
- *To make inferences to audiences of content;*
- *To predict the effects of content on audiences. (Berelson; 1952, 69)*

In summarizing Content analysis is a research technique used to make replicable and valid inferences by interpreting and coding textual material and that analyzing written, verbal or visual communication messages. It provides a scientific method for the evaluation of data collected using a variety of qualitative research approaches including focus groups, interviews, ethnographic observations, photographs, cartoons, and film footage (Cole 1988). Among those approaches, the present study employs interview and program content analysis.

3.2.1 The advantages and disadvantages of media content analysis

Different scholars including Bandura (2009) believed Content analysis as a research method has its own advantages and disadvantages. The following section looks into both.

3.2.1.1 Advantages of media content analysis

Several scholars like weber (1991), Robinson et al. (2006) and who published and produced materials in relation to content analysis indicates content analysis as an advantageous research tool who considers using it. According to Robinson et al. (2006), it is relatively cheap research method. He says content analysis is a readily-understood, inexpensive research method because it is unobtrusive. Another advantage of content analysis is high in reliability as it follows systematic procedures to be replicated. Weber (1990), states reliability is easy and straight forward in content analysis. All the research methods, content analysis scores highest with regard to ease of replication and usually the materials can be made available for others to use. Weber added research can collect data from documents of an event rather than interviewing those who attended. It has an advantage, because as Weber says, the documents may give the complete record, whereas a participant may consciously or unconsciously leave out crucial information. This prevents bias from corrupting the data. In addition, the researcher can find answers to the questions they need rather than searching through irrelevant or inappropriate information. Robinson et al. (2006) states another advantage of using content analysis is that researchers use large files of data and systematically evaluate it.

3.2.1.2 Disadvantages of Media Content Analysis

Content analysis suffers from several disadvantages, both theoretical and procedural. The issue of researcher's own interpretation is one of the issues that scholars raise about the disadvantage of media content analysis. Wiseman (1970) says media content analysis relies heavily upon researcher's interpretation. Subject to increased error particularly, when relational analysis is used to attain a higher level of interpretation. He added mass media analysis may also not correspond to the interpretation of other researchers as it is about how we operationalize the information acquired. There is an assumption that the audience is simply a passive consumer of the message given out by mass media, and that there is no attempt made to examine how they actually interpret the text if this is the format mass media is presented in. Another disadvantage of content analysis is the misleading aspect of media content analysis. Jim (2011) explains it may mislead the public. Media content analysis may produce a distorted image of society (Wiseman 1970). The time and error related issues are additional points that are raised by Jim (2011). He says, media content analysis can be extremely time consuming. It is also often devoid of a theoretical base, or attempts to liberally to draw meaningful inferences about the relationships and impacts implied in a study.

It is inherently reductive (particularly when dealing with complex texts) tends too often to simply consist of word counts. Media content analysis often disregards the background in which something has been produced (Wiseman 1970). However, in order to fill the above-mentioned gap as Jim (2011) says, content analysis becomes a more powerful tool when combined with other research methods such as interviews, observation, and use of archival records. Depending on that, this study has also combined the content analysis with interview. Due to this program coordinator of both stations, program producers and journalists worked on of the “Messmate Yetessanachew” and “Biruh Tesefa”, who were interviewed to get relevant data.

3.2.2 Quantitative Content Analysis

As stated in the above content analysis is a research technique for the objective, systematic and quantitative description of the manifest content of communication. Therefore, Content analysis by definition is a quantitative method. According to McNamara (2006) Quantitative content analysis collects data about media content such as topics or issues, volume of mentions, ‘messages’ determined by key words in context (KWIC), circulation of the media (audience reach) and frequency. Regarding quantitative research methods within media content analysis Wiseman (1970) explained that it is a far more structured and consequently restricted form of gathering information from clips of media. He adds “it involves in a viewing of the clip and then unstructured open discussions and debate on the message and effects of the clip. Quantitative content analysis also should consider media form” (McNamara; 2006, 5). In related to this “the purpose of such a method as identifying and counting the occurrence of the specified characteristics or dimensions of texts, and through this, to be able to say something about the messages, images, representations of such texts and their wider social significance” (Hansen, A; 1998, 95). This research focuses on the analysis of the content of the Ethiopian media programs focusing on disability issues, quantitative content analysis well fit for the purpose. Accordingly, the researcher in this study employed content analysis first, by watching and listening all samples the programs carefully. And then by analyzing what types of disability frequently cover in both programs and investigating the types of programs that cover.

3.2.3 Qualitative Content Analysis

Qualitative content analysis is a powerful method for analyzing large amounts of qualitative data collected through interviews or focus groups and it is one of the several qualitative methods

currently available for analyzing data and interpreting its meaning (Schreier, 2012). “It is a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns” (Hsieh and Shannon; 2005, 1278). Marring (2000, 2) states that qualitative content analysis goes beyond merely counting words or mining objective content from texts to examine meanings, themes and patterns that may be manifest or latent in a particular text. He says it also allows researchers to understand social reality in a subjective but a critical and a scientific manner.

The present study applied in-depth interview with the program coordinators of both station, producer and journalist who currently works in those programs, reviewed program documents and also the already broadcasted audiovisual materials. It is done for the reason that; it provides contextual information and serves as a support for information assembled through interviewing. It is done depending on the given criteria of the good radio and television programs focusing on disability issues and its factors affecting the content of the programs by using the method of qualitative content analysis and qualitative interview.

3.3 Sampling

Sampling is important method in conducting both qualitative and quantitative researches. “Even if possible, it is not necessary to collect data from everyone in a community to get valid findings. In qualitative research, only a sample (that is a subset) of a population is selected for any given study” (Natasha & Cynthia; 2011, 5). Ethiopian media have different programs focusing on disability issues. However, the researcher selected Ethiopia radio and Ethiopian television programs focusing on disability issues from the media in order to examine and get a picture of the Content on State Media programs focusing on disability issues. These media are selected because of its potential strengths mentioned in the above. Hence, the researcher in this study applied a purposive sampling by selecting samples from Ethiopia radio and ETV programs focusing on disability issues. “Purposive sampling is one of the most common sampling techniques in which subjects or groups are pre-selected with the criteria of their relevance to the particular research question.” ((Ritchie and Lewis; 2003; 95)

Time frame: - For this study the researcher selected 3 months Messmate Yetessanachew program (from February 1, 2011 E.C to April 30, 2011 E.C) and 6 months Biruh Tesefa programs (from November 1, 2011 E.C to April 30, 2011 E.C). Because, 3 months Messmate Yetessanachew programs broadcasted has 12 episodes which is equal to 6 months of Biruh Tesefa broadcasted

program. That is because of Messmate Yetessanchew program broadcasted twice a week (in the forms of repetition) and Biru Tesefa broadcasted in every 15 days. Therefore, 12 broadcasted programs from each were taken as the sample. They make up a total of 24 episodes. It is done because it is believed to show the performance of the six months program and can be expected to demonstrate gains from the experiences. The study focused only on the most recent programs. Messmate Yetessanachew programs broadcasted in a new format very recently and it becomes difficult to be sure about the availability and quality of the required information. With regard to this say, “When sampling retrospectively, your research is inevitably affected by the availability and comprehensiveness of archival sources” (Deacon et al; 1999, 120). Thus, as a solution for this potential danger of availability of material in the archives of the station, the most recent programs on this issue were taken as a sample.

3.4 Unit of Analysis

In this study, the units of analysis are contents of the given sampled broadcasted programs focusing on disability issues. The researcher took each program broadcasted during a period of November 1, 2011 E.C to April 30, 2011 E.C from Biruh Tesefa and February 1, 2011 E.C to April 30, 2011 E.C from Messmate Yetessanachew programs focusing on disability issues is decided to be the unit of analysis of the study. In this activity, the whole recorded programs in the selected sample were analyzed. Besides, the data obtained from program coordinators, producers and reporter’s by conducting interview was also included in the unit of analysis. The stories of the program are all included in the analysis. “Content analysis is not an exploratory method; it only gives answers to the questions you ask” (Deacon et al 1999: 121). Since what should be counted always be determined by the research questions designed to get the required information, the researcher has set appropriate questions in dealing with the study. Since, the study focuses purposefully on ETV Messmate Yetssanachew and Ethiopia radio Biruh Tesefa programs focusing on disability issues, all the contents of the stories are directly related to disability issues. As a result, the researcher was not challenged in deciding on qualifying criteria to differentiating which unit of samples fall under disabilities issue. Therefore, the researcher selected all programs as sample unites. Each one of the programs is considered to be a unit of analysis.

3.4.1 Analysis of categories

The researcher has given operational definitions for the various categories with an explicit specification. Hansen et al. (1998) suggests that analytical categories should always depend

entirely on the objectives, focuses, theoretical framework and research questions of the research. According to Holsti (1969), a good operational definition is a valid representation of the investigator's concepts and it guides coders to come up with reliable judgments. To this end, due attention was given to shape exhaustive and mutually exclusive categories. Moreover, the researcher has made an effort to produce operational definitions that are as precise and unambiguous as possible. The following are brief descriptions of the categories;

Types of story: Refers to the central message or the dominant types of disability covered in the program. The predominant types of programs focusing on disability issues were coded as Physical disability, Hearing impaired, visual impaired, Leprosy, Autistic and others.

Physical disability; refers to having a problem or an impairment on the legs, hands and generally impairment on walking or moving.

Leprosy or Hansen's disease, chronic infectious disease caused by the bacterium *Mycobacterium leprae* and the disease can result in severe disfigurement, especially of the feet, hands, and face. It is rarely fatal.

Hearing impaired: is refers to as a partial or total inability to hear.

Visual impaired: is refers to as any kind of vision loss, whether it's someone who cannot see at all or someone who has partial vision loss.

Autistic: is refers to a person affected by autism.

Other - Persons identified as disabled and not classified in any of the above-mentioned categories were considered in this group.

Theme of programs: refers to the genre that the program belongs to. The types were coded as economy, political, social.

Economy: This included program belongs to economic issues.

Political: This included program belongs to political issues.

Social: This included program belongs to political issues.

Others: This category was used if a type of program could not be classified as any of the above.

3.4.2 Reliability

The researcher developed a coding sheet. Dominick and Wimmer assert that “two to six coders could be employed in a content analysis method” (2006:162). Therefore, the coding was done by two coders, who are graduate students of Addis Ababa University School of journalism and communication. Before the coders started coding the researcher provided the necessary

explanation on the purpose of the study, the coding categories as well as how to code the categories. After this, sample programs were coded and inter-coder reliability was used. “Inter-coder reliability refers to levels of agreement made among independent coders who code the same content using the same coding instrument” (Wimmer and Dominick, 2006:166). To calculate the extent of inter-coder reliability, the researcher employed Holsti’s (1969), as cited in (Wimmer & Dominick, 1997) formula, that is,

$$\text{Reliability} = \frac{2M}{N1 + N2}$$

Where M is the number of coding decisions on which two coders agree, and N1 and N2 refer to the total number of coding decisions by the first and second order, respectively. Biruh Tesefa programs broadcasted 12 times yielded a total of 12 programs and Messmate Ytessanachew programs broadcasted 24 times yielded a total 12 programs i.e. a program which is broadcasted repeatedly (two times). From the total 1 disagreement were found in each program. Based on inter-coder reliability formula, $\text{Reliability} = \frac{2M}{N1 + N2}$, $\text{Reliability} = \frac{2 \times 11}{12 + 12} = 0.91$ (91%) and this number is similar to both program coders. 0.91 (91%) is believed to be more than significant because most broadcasted content analysis typically report a minimum reliability of 0.7 (Ibid).

3.5 Data Collection Techniques

The methods of data collection employed in this study were content analysis (by analyzing the contents of the above-mentioned sample broadcast programs) and in-depth interview. The researcher conducted in-depth interviews were conducted with six people, program coordinators of ETV and Ethiopia radio (2), producer of both programs (2) and the journalist (2) who works in both programs.

3.6 In-depth interview

As mentioned in the above combining content analysis with other research methods such as, interview, observation and use of archival records in order to make it more powerful tool (Jim, 2011). Jensen and Jankowski (1991) also advise to combine interview with content analysis because it has a capacity to range over multiple perspectives on a given topic. Interviews in qualitative researches are usually wide ranging, probing issues in detail. The researcher may be able to obtain more detail information for each subject through in-depth interview (Chater, 2002). In-depth or intensive interview is one of the most widely used data collection methods in qualitative researches which includes media and communication research (Gunter, 2000). Among

the many types of interview, in-depth interview is the focus of this study and Wimmer & Dominick, states its unique character as follows;

- *It is generally using smaller samples*
- *It provides detailed background about the reasons why respondents give specific answers*
- *Intensive interviews allow for lengthy observation of respondent's non-verbal responses*
- *It is usually very long. It may last for several hours*
- *It is customized to individual respondents*
- *It can be influenced by the interview climate. Its success depends on the rapport established between the interviewer and the respondent (Wimmer & Dominick; 2006, 127).*

It is because of the above characteristics that in-depth interview was employed in this study. Taking these into consideration, interviews were conducted with six people i.e. current program coordinators of both station (two), producer (two) and journalists (two) working in “Messmate Yetessanachew” and “Biruh Tesefa” programs focusing on disability issues. During the interview, the researcher has taken notes in the process and used tape recorder to record the interviews to provide a documentation of the information achieved. Producers was interviewed to get appropriate information about the programs content, music selection, and film presentation use of language feedback collection. Journalists explain the current program presentation format, the producer's effort to produce quality program and the infrastructure of the institution for disability program. Air time allocation, producer employing criteria and budget allocation are vital to produce quality programs focusing on disability issues. In this regarded program coordinators of both programs were interviewed and the researcher has got good input from the program coordinators, producers and journalist of the program.

3.7 Data Organization and Analysis

The data gathered through coding lists were first presented quantitatively in different figures and percentage. The data obtained through interview and content analysis also interpreted qualitatively in the study. Finally, the results were summarized and recommendations were drawn from the conclusion.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

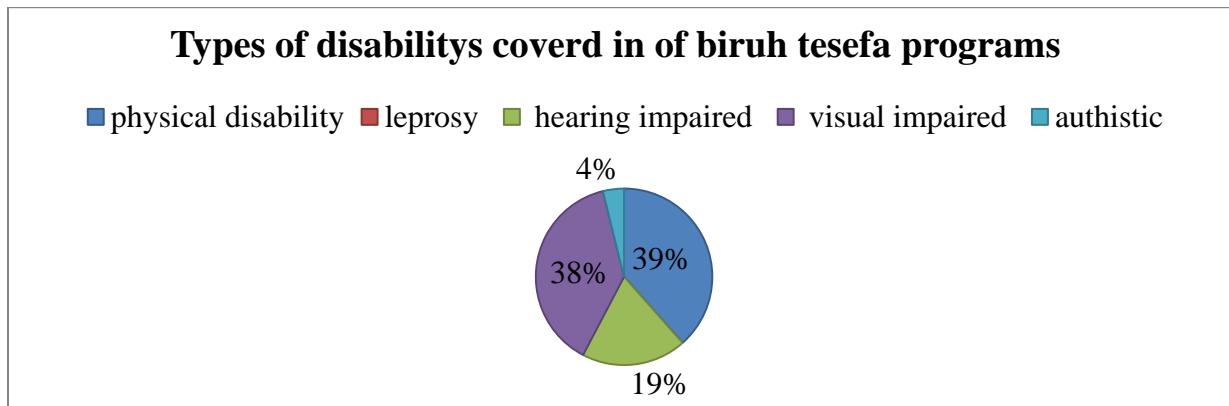
4.1 Introduction

Research is all about to pinpoint the solution for identified problems. This chapter deals with data presentation, analysis and discussion. As stated earlier in the previous chapters, the main objective of this study was to analyze the contents of programs focusing on disability issues in Ethiopian state media, a focus on Ethiopia radio and Ethiopia television. EBC the former ERTA, Ethiopia radio and ETV's programs focusing on disability issues broadcasts for the last 21 years. Ethiopia radio programs focusing on disability issues which is called "Biruh Tesefa" is on the air every two weeks Saturday morning between 8:00 am to 8:30 am and Ethiopia Television `Messmate Yetessanachew` programs focusing on disability issues is on the air every Tuesday and Friday morning between 9:30 am to 10:00 am. To this end, two sample programs focusing on disability issues were analyzed 12 broadcasted programs of each during the time frame. Content analysis was carried out on all broadcasted programs of Biruh Tessefa and Messmate Yetessanachew during this indicated time frame. In addition to analyzing the content used in covering the issue, interviews were conducted with journalist's, producers and program coordinators of stations to support the results found from the content analysis. Regarding this, the study selected both qualitative and quantitative research methods were employed to collect data. "Data analysis is the process of developing answers to questions that rose in the research paper through the examination and interpretation of data and it is also a process of bringing order, structure and meaning to the mass of collected data or information" (Lacey A. and Luff D. 2007:6). Therefore, this chapter presents the discussion of the data obtained through qualitative and quantitative research methods. The following section presents the data presentation, analysis and discussion.

4.2 Types of disability's covered in the program

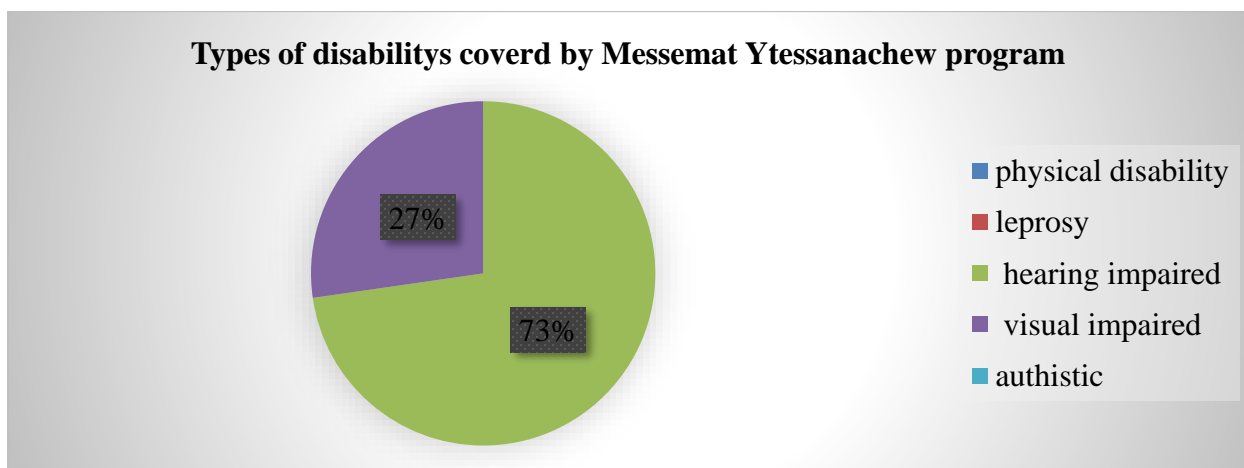
As stated earlier one of the specific objectives of the study is to identify the predominant forms of disabilities type that are covered by the programs. Five main types were found in the analyzed programs.

Figure 4.1, Data gathered from Ethiopia radio Biruh Tesefa program through coding



As figure 4.1 indicates that the highest proportion of types of disabilities stories in the analyzed Biruh Tesefa broadcasted program is physical disabilities and visual impaired. Each consisted respectively 39% and 38% of the total 12(100%) stories. Next to visual impaired and physical disabilities the second common theme of disabilities coverage is related to hearing impaired which is 18% of the total stories. The above figure also reveals that out of the total stories of the program 4% belongs to autistic types of disabilities. Unfortunately, leprosy and other types of disabilities is not an issue of a program. ILO (2010) and UN (1998) states that programs focusing on disability issues have a big responsibility to address all types of disability in their programs. However, this indicates that Biruh Tesefa programs focusing on disability issues did not cover all types of disabilities. Messmate Yetessanachew program is designed to address peoples with hearing impairments and the highest types of disabilities type covered by the program was hearing impairment.

Figure 4.2, Data gathered from ETV Messemat Ytessanachew program through coding

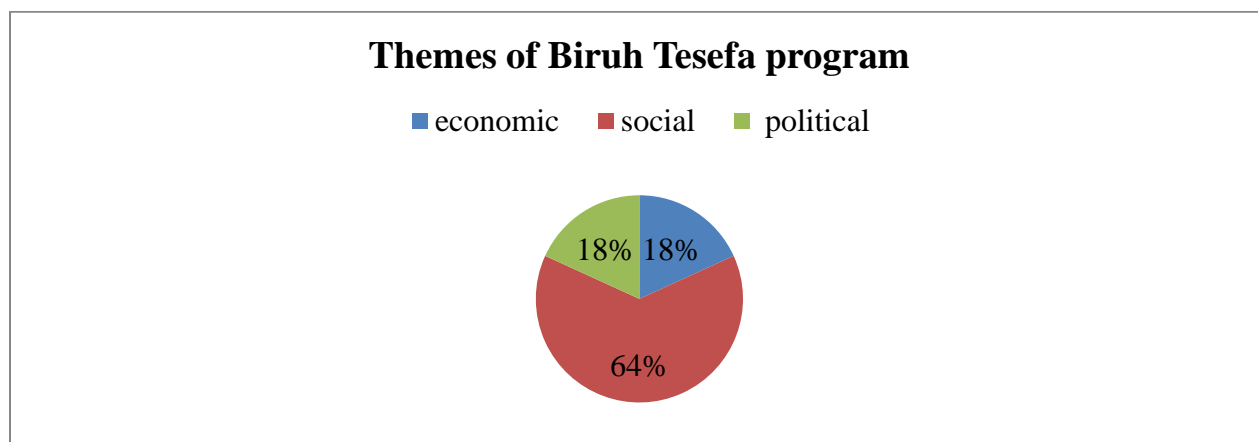


As it is shown in the above figure 4.2 majority types of the story that discussed by Messmate Yetessanachew broadcasted programs focuses on hearing impairment. It consists of 73% out of the total 12 (100%) broadcasted programs. Messmate Yetessanachew programs is designed for peoples with hearing impairment and it leads to program give high emphasis for hearing impairments people. However, visual impairment themes of the program are produced by Messmate Yetessanachew and it consists of 27%. Other types of disabilities are not a theme of Messmate Yetessanachew broadcasted program during the indicated period of time.

The media especially programs focusing on disability issues addresses all types of disabilities through news or program have so many advantages. On the one hand, non-disabled people can improve their knowledge and awareness about disability types and life of people with disabilities. On the other hand, people with disabilities can learn about their rights and benefits, services and activities carried out in certain organization from mass media (CRPD; 2006, 3). However, what we learned from the above two data's disabilities Such as leprosy, intellectual disability, multiple disability (e.g. Hearing and speaking disability) etc. is not covered in both programs.

4.3 Themes of the story

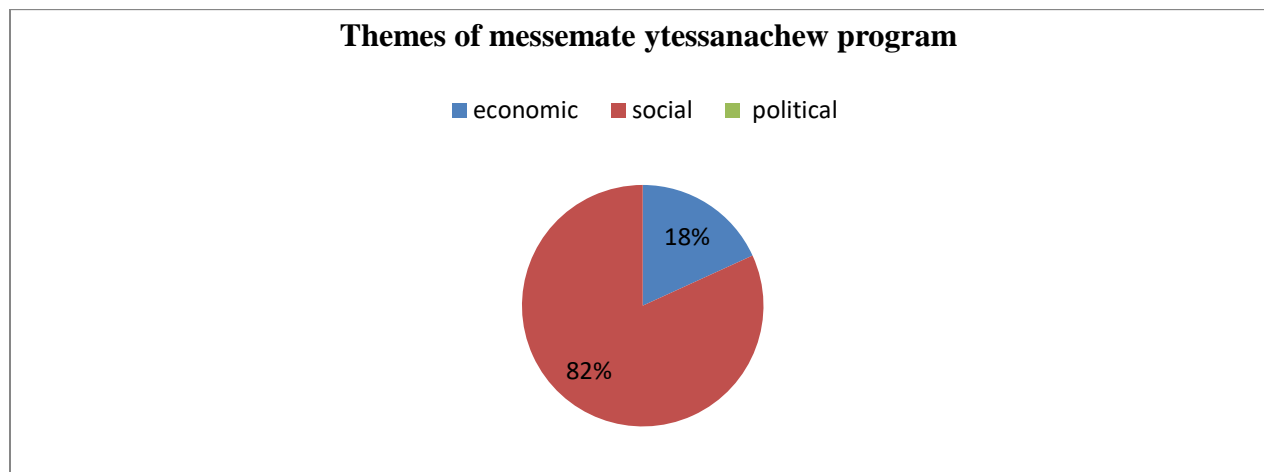
Figure 4.3, Data gathered from Ethiopia radio Biruh Tesefa program through coding



As it is shown in figure 4.3 social issues was the most common themes of story's in Ethiopia radio Biruh Tesefa programs focusing on disability issues during the selected period of this study. Out of the total 12 (100%) broadcasted programs, 63.6% were dominated by disability's social related issues like inter personal communication, education, healthy, prejudice and discrimination etc. 18.2% of Biruh Tesefa program focuses on disability's economic related issues. The program gave less emphasis for political issues of disabilities. It received 18.2% of the program that stories

monitored during the selected period of the study. From these data one can easily understand that a relatively high number of disabilities issue's is dealt with in social related issues compared to the other genres. This implies that Biruh Tesefa programs focusing on disability issues is highly focused on social issues of disabilities. Similar to Biruh Tesefa, Messmate Ytessanachew programs also give high emphasis to social issues.

Figure 4.4, Data gathered from ETV Messemat Ytessanachew program through coding



What we observed from figure 4.4, finding reveals that majority of Messmate Yetessanachew program stories focuses on social related issues. it consists of 82% of the total stories and 18% belongs to economic related issues. None of the story's is found related to political issues of disabilities.

From this we can understand that both programs focusing on disability issues highly focuses on social issues of story and it gives less coverage for economic and political issues of disabilities. As Sanchez (2010) states that media especially programs focusing on disability issues provide fair and balanced representation of disabilities social, political and economic issues. he added if the media focuses only one of these issues the society thinks other is not the issues of disability's and it excluded. No country can achieve any development goals without the active participation of disability (15% of its population) in political, social and economic issues of the country. So, programs focusing on disability issues have responsible to promote positive, inclusive images of disabilities and stimulate a climate of non-discrimination and equal opportunity for disabled persons at all levels of the political, economic and social issues of the country” (ibid). However, both programs focus on social issues of disabilities.

4.4 Consistency of the Broadcast time

Consistency of any programs broadcasting time and date is important for the effectiveness of a program and to address messages to the target audience. In supporting this concept, Rideout and Hamel (2006) said that Television or radio programs of a particular audience should be broadcasted on a regular time and date, so that it ensures consistency and help to keep the promise. He adds radio and television broadcasters may program a news program at rush hours every day or at least every week day. However, the broadcast time should be regularly scheduled. In the case of Biruh Tesefa and Messmate Yetessanachew the broadcast time and date are not on the regular bases. Not only that, the length of the program also showed a time discrepancy.

Ethiopia radio Biruh Tesefa programs started in 1990 E.C, running for 10 minutes to 1998 E.C and shifted to 20 minutes from 1999 E.C to 2005 E.C and currently, running for 30 minutes since 2006 E.C in different days and time. Even now Saturdays 8:30 am to 9:00 am program broadcasted after to the NEWS announcement and it delayed to 10 minutes according to Drese Tadesse producers of Biruh Tesefa programs since the program started 1990 E.C. He added: -

The scheduling Biruh Tesefa program is not consistent. The program started for 10 minutes every Monday night 8:50 pm to 9:00 pm in 1990 E.C. Then, the time shifted to 20 minute and 30 minutes. the broadcasting days also changing to Tuesday and after 6-month Thursday. After 3 years later, the day will turn to Monday night, from 8:30 am to 9:00 am. Before 1 year ago when Ethiopia radio changed its format the broadcasting days of Biruh Tesefa is also changed to Saturday morning 8:30 am to 9:00 pm. Currently, the program broadcasted on Saturdays from 8:30 am to 9:00 am. However, it depends on the length of the news announcement. Emme..... If the news hour is shorter, the program starts earlier. If it is longer, we start of late. Because of this we miss so many target audiences (personal interview, May 3/2011 E.C, Addis Ababa)

What we understand from the above interview the variation of broadcasting time and date affects the target audiences of the program. In relation to this Ato Demeke Kebede who worked as program producers of Messmate Yetessanachew for more than 10 years said that: -

The broadcasting time, date and even channel of Messmate Yetessanachew program has changed for several times. The program started for 25 minutes every Saturday 1:35 pm to 2:00 pm and again broadcasted in ETV on Sundays from 1:35 pm to 2:00 pm in 1990 E.C.

And in 2000 E.C the day changed to Monday from 2:05 pm to 2:30 pm in ETV. Currently, the program broadcasted Tuesday 9:30 am to 10:00 am and again Friday 9:30 am to 10:00 am in ETV language channel (ETV3). This inconsistency of broadcasting time, date and even channel affects the target audiences and qualities of the program. (personal interview, May 6/2011 E.C, Addis Ababa)

According to state ownership media theory government ownership media or state media is important to give enough coverage for less market issues like women, children and disabilities. In contrast to this, from the above two interview what we learned about is that, the programming is not delivering its program on consistent time, date and even medium to its targeted audiences. As program producer of Messmate Yetessanachew it is because when there are programs considered to be more important by section editors, programs focusing on disability issues will be pushed up or down in the schedule or cancelled (ibid). As it is criticized by Rideout and Hamel (2006), program time fluctuation leads the program to be unpredictable and finally get out of the heart of the target audience. Ethiopia radio and ETV has also its programming time from the afternoon broadcasting to the morning and from morning broadcasting to afternoon. Ato Drese said “the time and date of program broadcasting is changed for unknown reason, but I believe changing date and time of a program without any justification is not important. Moreover, the night prime time transmission was very appropriate for disabilities” (ibid). As program producer of Messmate Yetessanachew Ato Demeke “One of the aims of such programs focusing on disability issues is to create awareness about disabilities and to promote inclusive society. But the morning time especially Monday up to Friday is not convenient for peoples with disabilities particularly and the society in general.” He added “majority of peoples have class or different duties and transmitting on that time could lead the program loosing majority of its targeted audiences” (ibid). Both program producers confirmed that the schedule is changed without undertaking supportive survey. Rideout, and Hamel (2006) say, broadcasters should know or predict the times at which certain demographics will be listening to or watching their programs and they have to play it at that time.

4.5 Subject area knowledge of the program Producers and journalists

Good Radio and TV programs have a producer and journalists that fully aware about the subject areas of the program. Supporting to this concept Anderson et al. (2001) stated that the programming quality depends on the number and appropriateness of the program producers and

journalists. It is mainly because an appropriate number of producers and journalists are able to provide a broad array of programming that is designed to challenge negative attitudes, entertain and aware which crates inclusive society's.

As mentioned in the previous chapter Biruh Tesefa programs focusing on disability issues broadcasted in collaboration with FENAPD and Ethiopia radio. Ethiopia radio gives free air time but the content of the program is produced by FENAPD. According to program producer Ato Drese: -

Because of financial problems of FENAPD, the program has only one freelance journalist who are assigned with me (producer of the program) to cover Biruh Tesefa programs. We both do not have adequate educational qualification. Even I am public relations personnel at FENAPD that although I have better awareness on disability but I do not have qualifications in journalism and skills how to produce quality programs focusing on disability issues. Also, the girl who work with me didn't have adequate awareness regarding to disabilities when she joined the program. And even the number of journalists in the program is not to the satisfactory level to cover all round disabilities issues, and such practice compromises the quality of the program (personal interview, May 3/2011 E.C, Addis Ababa)

During the interview, the program producer and the journalist were asked about their subject area knowledge of programs focusing on disability issues. It is learned that; the program producer has a physical disability (Wheelchair users) even if he has better awareness regarding disability all of them have no any journalism background and special training or knowledge on programs focusing on disability issues or covering of the disabilities related issues. The programs coordinator of Ethiopia radio section W/ro Netsanet Feleke says: -

The program is effective to be managed and produced by experts as we believe, the program producer is living with disability that even if he has better awareness regarding disability, he lacks qualification in journalism that it is impossible to fully compete. However, the program is outsourced that we do not have the power to determine whether it is produced by professional or not except other than transmitting produced program directly and the station have not any programs to provide adequate training to the journalists work on the program (personal interview, May 5/2011 E.C, Addis Ababa)

What we learned from this, Biruh Tesefa programs focusing on disability issues is not produced by professionals. Other programs focusing on disability issues Messmate Yetesanachew broadcasted by EBC, ETV language channel (ETV 3) is also not produced by professionals according to producer of the program Ato Demeke. He added: -

There are two journalists (with me) to cover the program. We are graduates of special needs. I (program producer) am living with hearing impaired disability and we both are able to communicate with sign language that we easily understand challenges of the hearing-impaired people as well as I do not have a problem to communicate with them. However, we both have no qualification in journalism and skills to produce a program. Regarding this we do not receive trainings and we were employed to translate news in sign language only but we haven't program production knowledge that we are often challenged to produce programs (personal interview, May 6/2011 E.C, Addis Ababa).

In relation to this, the programs coordinator of Ethiopia television language channel (ETV 3) Tshaye Aklilu explained that “they were employed to address information through sign language and to work on translation only that the requirement was to be able to communicate in sign language but not qualification in journalism education. However, now they produce programs even the hearing-impaired program producers as part of the organization they are not provided with required trainings due to low attention given to the program” (personal interview, May 7/2011 E.C, Addis Ababa).

During the interview, the program producer and the journalist about the knowledges of the subject areas of the program, what we understand from the interview the presenters on program for Messmate Yetessanachew have not acquired a professional training of journalism and special training about how to cover disabilities issue rather they are simply sign language interpreters. However, what we learned from the interview in both programs after they work on the program, they have improved their knowledge of the subject matter through their constant readings, watching similar programs of other countries and interviews with experts of the field have also helped them to get substantial understanding about the issue and make them to be keen to the issue and cover the program. They also mentioned that the support given from FENAPD in providing different relevant documents and materials on programs focusing on disability issues has also helped them to acquire knowledge and execute its responsibilities.

4.6 Coverage

Libow (1992) defines media coverage as the way in which a particular piece of information is presented by media either as news, entertainment or as infotainment. It can affect the extent of information dissemination as well as influence the audience opinion while giving out the information. In relation to this, urban and rural coverage of media is also one of the areas that scholars have studied. Chan and McNeal (2006) are among those who suggest the geographical coverage of media to be balanced and fair among the urban and rural areas.

According to social responsibility theory the media have social responsibility to give enough coverage for less market issues like women, children, disabilities in their news and programs and to be a voice for the voiceless. Regarding to these programs focusing on disability issues in the media needs to promote all disabilities lived throughout the country. Both programs focusing on disability issues, as a national radio and television station aimed at covering all disabilities located across the nation. ILO (2010) indicated that in the developing countries, the percentage of media exposure peoples with disabilities is much greater comparing to the rural. Urban disabilities owned significantly more media than rural disabilities. In general, as ILO (2010) said, coverage of rural issues is expensive to cover, compared to urban. Thus, media houses are unable and/or unwilling to cover costs due to its respective reasons. Due to this fact, programs focusing on disability issues producers provide necessary attention for the coverage balance between urban and rural disabilities. Nevertheless, according to the content analysis of both programs the finding indicated that the coverage portion between urban and rural disabilities find to be imbalanced. Both programs mostly cover the activities of urban disabilities, particularly disabilities from Addis Ababa. W/ro Netsanet, said that: -

Programs like Biruh Tesefa was very interesting producers and journalists worked on the program to visit rural areas disabilities and make them part of the program or which covers all disabilities issue across the countries. Such programs help all disabilities of the nation to share experiences and know what is happening in other parts of the country. However, it is an inevitable fact that Biruh Tesefa has coverage bias against rural disabilities. Everyone who listens to the program can clearly see that. But as a station we are not decide the contents and coverage of the programs, because, Biruh Tesefa is an out source program (personal interview, May5/2011 E.C, Addis Ababa).

On the other hand, program producer of Biruh Tesefa Ato Drese said that “the imbalance coverage between urban and rural disabilities is a great challenge for the program. The program is funded by FENAPD and FENAPD revenue highly depends on different stockholders or NGOs. So, the revenue is not consistent.” He added due to this, there is weak structure of the program, financial problem, lack of professional journalists, lack of convenient infrastructure we are not to address rural disabilities as urban.” Such, radio programs focusing on disability issues is highly responsible for participating all types of PWD and promoting the awareness of the community towards PWD throughout the country. Whereas Biruh Tesefa programs cannot to do this, because of the above mention challenges. As programs coordinator of ETV 3 Tshaye, there is imbalance proportion of coverage between urban and rural peoples with disabilities especially hearing-impaired peoples in Messmate Yetessanachew programs. she added “there are enough budgets to cover rural disabilities activities if producers propose and willing to cover. However, they are not doing it as they are busy in other program engagements.” On the other hand, producers of Messmate Yetessanachew program Ato Demeke told to the researcher that, we give special emphasis on urban due to lack of materials, there is no enough and professional human power and time to arrive at rural disabilities.

Specially, PWD living in rural areas are hiding from the community as a result of discrimination and negative pressure of the society. Such, programs focusing on disability issues have a great role to play in promoting and enhancing the awareness of people with disability live in rural areas. However, what one learns from the above interview and the contents of the program, all peoples with disabilities who live all over the country especially in rural areas, disabilities were not included and participatory in both programs.

4.7 Feedback of the audience

Feedback in media tells the editors or producers whether they are on track or need to change course. Feedback also provides elements for improvement. After gaining feedback, the editors could realize that some programming is not in favor of a particular audience (Tucker and Friedman 1989). In supporting this idea David and Stephanie (2013) said feedback in any radio and television programs is most important, which is mostly positive. They said, in most cases listener provide feedback claiming that they understood the storyline clearly. Conversely, there are still disabilities who critically comment on a particular programming. In both Messmate Yetessanachew and Biruh

Tesefa programs do not consider audience feedback. Ato Demeke program producers of Messmate Yetessanachew told the researcher “feedback is important for the improvements of the programs. But due to a shortage of time and lack of human power to collect and analyze audience feedback” (personal interview, may 6/2011 E.C, Addis Ababa). However, the feedback can come through telephoning, letter to the editor, simple survey and the like that does not time consuming. So, the research understands there is lack of willingness to do it.

As program coordinators of both station Netsanet and Tshaye, it is the Research Department of EBC that collects feedback instead of the program producers. The feedback given to the program is determined by the other department of EBC which also collects feedback for every program under EBC. This in turn prevents the editors to know whether they are on track or need to change course. What we learn from this both programs recognize not collect audience feedback nor obtain institutional feedback to each program and used as inputs. It does not take into account audiences’ feedback to improve contents of the program to attract its audience.

4.8 Use of Language

Some words and/or phrases don't recognize the broad range of capabilities of people with disabilities. PWD don't need or want to be pitied nor should they be deemed “courageous” or “special” as they accomplish daily activities or work. ILO (2010) stated that media uses appropriate language towards peoples with disabilities. In the production of programs focusing on disability issues, as ILO (2010) media guidelines advising, one should give critical attention for use of language, particularly for length of line, complexity of sentence construction and meaning choice of vocabulary and negative connotation or inappropriate languages towards PWD. “there is nothing wrong with using the right word provided that if it's not one that disabilities are likely to know. however, you have to make sure that it is appropriate words for PWD or you might have another character ask what it means?” (ibid). In the case of language use in Biruh Tesefa programs, the finding reveals that there is a practice of language use that are believed to be inappropriate words and/or phrases towards PWDs. The following table shows words and phrases that are used in the Biruh Tesefa program.

Table 1: - Language uses of Biruh Tesefa program

Date of broadcast	Broadcasting minute	Inappropriate language uses in the program	Appropriate language
November 8/2011 E.C	20:19	አንድ እግሯ ያጠረ አንካሳ/ A slutty limbless cripple/	የእግር ጉዳት/የአካል ጉዳት /Persons with disability/
	26:56	የተቀመጡ ጥሽበት ጋሬ	ተሽከርካሪ ወንበር /wheelchair/
December 6/2011 E.C	3:00	የማየት እክል/ a blind eye	አይነሰውር /visual impaired/
January 18/2011 E.C	4:13 ጤነኛ የሆኑትን ጤነኛ ካልሆኑት /healthy and un healthy/	አካል ጉዳት እና ጉዳት አልባ /persons with disability and persons without disability/
January 4/2011 E.C	11:03	የአዕምሮ ዘገምተኛ /mental retarded/	የአዕምሮ እድገት ውሱንነት /Autistic/
	12:43	ምላሳቸውን የሚያወጡ፣ አፍንጫቸው የተደፈጠጡ፣ ልጎቻቸውን መቆጣጠር የማይችሉ አካል ጉዳተኞች /a sore tongue, their nose pounded, and a pimple that cannot contain shaving/	የአዕምሮ እድገት ውሱንነት /Autistic/
February 30/2011 E.C	6:03	መናግሮ የማትችል ዱዳ /speechless deaf/	መስማት የተሳናት /Hearing impairment/
	6:08	ህመምተኛ /Patient/	አካል ጉዳተኛ /persons with disability/

As one can see from the above table, these words and phrases seem to be against the advice of media guidelines of ILO (2010) and MOLSA (2009 E.C) which shows inappropriate use of language. These words create negative images about PWD in the society. Ato Derese provides reasoning that “such inappropriate usage of language seldom appears on presentation due to work

load and we attempt not to use such languages on our programs and teach others not to do the same” (personal interview, may 3/2011 E.C, Addis Ababa).

Table 2: - Language uses of Messmate Yetessanachew program

Disability type /የአካል ጉዳቱ አይነት/	Out-Dated Language	Appropriate Language that used in messmate yetessanachew programs
Deaf or Hearing Impaired /መስማት የተሳነው/	Deaf-and-Dumb, /የማይሰሙ፣ ደንቆሮ/	Person who is deaf or hard of hearing (መስማት የተሳናቸው)
Blind or Visually Impaired (አይነ ስውር)	Dumb, Invalid, Blind, Person with visual impairment (እውር፣ የማያይ፣ ማየት የተሳነው)	Person who is blind/ visually impaired (አይነ ስውር)
Mobility/Physical Disability (የእንቅስቃሴ የአካል ጉዳት)	Deformed, Wheelchair bound, /የተቆረጠ፣ በዊሊቸር የሚንቀሳቀስ.	Wheelchair user, Physically disabled, Person with a mobility or physical disability (ዊሊቸር ተጠቃሚ፣ የአካል ጉዳተኛ፣ የእንቅስቃሴ ችግር ያለባቸው አካል ጉዳተኞች)
People without disabilities (አካል ጉዳተኛ ያልሆኑ ሰዎች)	Normal, healthy, able-bodied, (ጤነኛ)	People without disabilities (አካል ጉዳተኛ ያልሆኑ ሰዎች)
Disability (አካል ጉጉተኛ)	Disabled person; the disabled (ጉዳተኛ ወይም የተጎዳ ሰው)	Person with a disability, people with disabilities (አካል ጉዳተኛ ሰው)
Autistic (የአዕምሮ ዕድገት ውሱንነት)	Retarded (የአዕምሮ ዘገምተኛ)	Peoples with Autistic (የአዕምሮ ዕድገት ውሱንነት ያለባቸው ሰዎች)

What we understand from table 2 “Messmate Yetessanachew” programs focusing on disability issues language usage is better compared to the previous one. Inappropriate language usage is avoided during expressions regarding people living with disabilities. “The station assumes legal

accountability of usage of in appropriate language during expression of people living with disabilities that after production of programs they are reviewed and inappropriate language used during production will be avoided and the production has better quality compared to other programs focusing on disability issues produced in Ethiopia.” said Ato Demeke producers of the program (personal interview, May 6/2011 E.C, Addis Ababa).

What we understand from this that words we use in the media related to persons with disabilities need a great attention, because the word we use shape the way that people with disabilities view themselves and the community perceives peoples with disabilities. Table 2 and interviews show that inappropriate language can be avoided if the program evaluated by the media. Some words and/or phrases are commonly used by many, including those with disabilities, usage is likely due to habit rather than intentional meaning. However, conscious thought about what we say and when we say it, may help to more positively reshape how we communicate about disability in society.

4.9 Code switching

In related to the uses of language in TV and radio programs, coding sheet another critical point. Which, means the practice of use of more than one language in speech and it is a common phenomenon worldwide. “This universal practice however used to be considered as sub-standard use of language” (Weinreich 1953:7). In Biruh Tesefa and Messmate Yetesanachew program, usage of code-switching from Amharic to English is a common practice. In media, code switching into English appears in a variety of genres for a variety of purposes. Androutsopoulos (1999) discusses such purposes as commercial slogans or even complete advertisements, quotations or headlines in newspapers, interviews and reviews in music magazines, openings and closings in computer-mediated communication and radio programs. In all these cases, the use of English can be said to reflect “Englishisation” i.e. the global dominance of English language in every aspect. In Biruh Tesefa and Messmate Yetesanachew program, as in many other radio and television programs of EBC, there exist numerous descriptions of English lexical items especially during the broadcast of programs that are related to interviews, music and medical issues. In Biruh Tesefa programs the following English words have been used during broadcasting the program: -

Table 3: - Code switching in Biruh Tesefa programs

Broadcasted day	English words use in Biruh Tesefa programs	Equivalent words in Amharic
December 20/2011 E.C	Victim	የጥቃት ሰለባ (Ytekatsileba)
	Physical disabilities	አካል ጉዳተኛ (Akalgudatgna)
January 4/2011 E.C	Autistics or atheism	የአዕምሮ ዕድገት ውሰንነት (Yamero'o ediget wusenenet)
	Project manager	የሥራ ኃላፊ (Yeserahalafi)
	Braille	የአይን ስውራን ሞግፊያ (Yaynseweran mtshafiya)
February 2/2011 E.	Follow up	ክትትል (Kitetl)
	Inclusive	አካታች (Akatach)
April 12/2011 E.C	Exhibition	አውደ ርዕይ (Awudreye)
	White cane	ነጭ በትር (Nchebter)

As Biruh Tesefa, Messmate Yetessanachew program also uses English words. For instance, Talent show (broadcasted on February 5/2011 E.C) equivalent to “yeteset’o wededere”, white can (broadcasted on February 26/2011 E.C) equivalent to “nech bter”, sign language (broadcasted on March 10/2011 E.C) equivalent to “ymilket kuwankuwa” and uses English music instead of Amharic music. Both program producers agreed that the use of such English words heard in the programs either intentionally and/or due to work load. However, Ato Dmeke said “we use English music for our program consciously. Because, there is no Amharic music accompanied with sign language. So that we use English music accompanied with sign language appropriate for peoples with hearing impairments” (personal interview, May 2011 E.C, Addis Ababa).

What we understand from this, both programs use mixing English language that is difficult for the target audience to fully understand the message during broadcast the program. Also, using the mixing language misguides the society to misunderstand the message and to minimize the visibility of persons with disabilities.

4.10 Program format

Biruh Tesefa and Messmate Yetessanachew programs focusing on disability issues are composed of program announcement, news, music, drama, storytelling and interviews. This seems to be a magazine format which allows the program to have variety of sections or segments with different contents. However, it is difficult to say all Biruh Tesefa programs have a magazine format, because it is unconsciously changed to other formats in many cases. For instance, some programs have only storytelling and interview (programs broadcasted in April 12/2011 E.C), some programs have only news, storytelling and interview (programs broadcasted in January 4/2011 E.C) and some programs have only interview and drama (programs broadcasted January 18/2011 and February 2/2011 E.C) etc.

According to O'Dell (1997), the TV or radio program changes its format as a result of habit changes in audiences and the producer's research. In the case of Biruh Tesefa and Messmate Yetessanachew programs, there is no producer's research that is conducted to revise the format. According to Ato Derese the program formats of Biruh Tesefa is not changed for the last several years. Like Biruh Tesefa, Messmate Yetessanachew programs also not changed its format. "currently the format that we apply for Messmate Yetessanachew is the same as that was used before 15 years" said Ato Demeke program producers of the program. On the other hand, the editorial policy of EBC placed in black and white that "each program in the EBC should be revised in every 6 month depending on their audience research or feedback" (Editorial Policy of ERTA; 2003 E.C, 6). However, both program coordinator and produce of the program have also confirmed that the programs focusing on disability issues never been revised for the last many years.

4.11 Music selection

Selection of music for the programs focusing on disability issues is one of the areas that need more attention. In the case of Biruh Tesefa and Messmate Yetessanachew, the music selection seems to be purposely placed. Because of the absence of Amharic music with sign language Messmate Yetessanachew programs select English music accompanied with sign language. However, Messmate Yetessanachew only in one program, that is aired on April 1/2011 E.C, a music by "Hayleyesus Feyssa" entitled "Ayneye (አይነይ)" got time missing around which is a song that is about love and specially produced for persons without hearing impairment. Due to this music is

not accompanied by sign language that difficult for peoples with hearing impairments to understand and entertain.

4.12 Gaps of the programs comparing to other standard programs focusing on disability issues

Good programs focusing on disability issues has powerful in shaping the public perception and directly influence the way people with disabilities are treated in the society. Most of programs focusing on disability issues is specifically designed to serve the educational and informational needs of disabilities. According to ILO report on disability guidelines for the media (2010) and MOLSA media guidelines towards people with disability (2009 E.C) good Radio and TV programs focusing on disability issues were its own characteristics. Some of them, talk of rights and not tragedies or focus on the person rather than impairment or emphasize ability not disability, portraying people with disabilities as active members of society and not as passive and dependent helps to break down barriers and opens up opportunities and don't over emphasize disabled heroes. Even though the public may admire "superheroes", portraying people with disabilities as superstars raises unrealistic expectations that all people with disabilities should achieve this level.

However, Biruh Tesefa programs focusing on disability issues has broadcasted programs and themes that are to the contrary of the ILO (2010) and MOLSA (2009) media guidelines. Almost all broadcast programs of Biruh Tesefa focuses on disability not ability and portraying disability's as a passive or dependent member of a society. Most of programs including their lessons illustrate pity of stories of disabilities instead of showing the ability of people living with disabilities. The programs often produce and transmit programs which disabilities seems to fail always and they are unable to move for work unless they are supported or assisted and labels them as unable to express their feelings. For instance, the program transmitted on December 20/2011 E.C regarding gender-based violence the journalist said "she lives with disabilities and does not even know that it is a harassment being touched by another person. Unless otherwise another person assisted her, she doesn't even speak even after being raped" (Edlame Kassahun, 00:07:00 to 00:07:49). From this we can understand two major problems. First of all, due to the cultural effects to be able to report rape abuse it is not only the problems of women with disabilities, secondly it is denial of existence of disabilities who have prevented themselves from gender-based violence and portray

PWDs as dependent. On the other program transmitted on January 4/2011 E.C an interview was conducted with a person living with disability named Meron Tesfa. She said: -

My disability is related to neural. Due to this I was refused to attend school and I have struggled to get educated ...she is crying.... I can't be able to be employed because of my disability.... she is crying Due understand me all these challenges I faced resulted from my disability ... this is the identities of all people living with disabilities. Therefore, PWD in order to become a successful government is required to provide us special assistance (Meron Tesfa; 00:12:00 to 00:13:49).

What we recognize from this story she is exposed to frequent challenges and become unable to achieve success only due to her disability. This story transmits a message which indicates that people living with disabilities are viewed as persons who often required assistance among the society and assumes people living with disabilities such as Yetnebersh Nigussie have been provided with government support to achieve such kind of success.

The researcher asked Ato Derese about such problems of the program and he said “because of lack of journalism skills we don't know the equilibrium points of qualities of disability programs. some programs focus on illustrating challenges of people living with disabilities. The challenges of people living with disabilities with multifaceted and our airtime is limited. so, that we focus on challenges to produce our programs which is the reason of the nature of the programs become tragic. And sometimes we produce programs depending on a great achievement of disabilities. However, we believe that there are people living with disabilities who are lesson teaching to PWD and the societies at equilibrium level” (personal interview, may 3/2011 E.C, Addis Ababa).

The other critical problems of the program are a program does not give appropriate opportunities to people living with disabilities to express themselves even the producers have physical disabled. Based on the expression of Ato Derese this is due to two reasons. The first is the people living in disabilities are not interested to express their feeling through radio and television programs. The other is that due to various challenges we are not able to approach people living with disabilities. On the other hand, Messmate Yetessanachew program other than giving coverage for all types of disabilities based on the specific criteria it is find to be a better program. Regarding this the program producer Ato Demeke said “before production works we submit plan and undertake review by ETV3 program department and they give us their comments on it that to make the programs to create motivation and to become a lesson teaching one as much as possible producing

the programs under such specific procedures has helped us”(personal interview; May 2011 E.C, Addis Ababa). As he said the reason program does not include other types of disabilities because the program is produced only specifically for hearing impaired disability.

What we learned from the above review that Messmate Yetessanachew programs focusing on disability issues is produced by the institute and the planning have been reviewed on ongoing basis that it has helped the program to fulfill acceptable quality standards at international level. Opposed to this Biruh Tesfa program is an outsourced program that feedback and comment are not provided upon planning and submission of review on program production as well as journalists only assume to cover airtime and their presentation on different disability challenges and do not give emphasis for quality of production.

4.13 Challenges facing both programs focusing on disability issues

According to ILO (2010) the general challenges of programs focusing on disability issues in Africa are more or less similar. Among those the most known are weak internal structure, insufficient working space, lack of professionals, high staff turnover, lack of sponsorship etc. Biruh tesefa and Messmate Yetessanachew programs focusing on disability issues was also cannot be free from those challenges facing programs focusing on disability issues in Africa. However, both programs focusing on disability issues were trying their best to serving PWD through various programs, it was also facing challenges. During the interviews with Messmate Yetessanachew and Biruh Tesefa programs producers and journalists raised challenges that affect contents of those programs. These challenges can be categorized into two, internal and external challenges.

4.13.1 Internal Challenges

A. Weak Structure of the program

The program is not structured as to address the all-round disabilities complex issues. According to Ato Demeke the station (EBC) is not dedicated to expand its programs focusing on disability issues in material and human resources. Working journalists on the programs are very limited in number (only two journalists), and all of them have no journalism education backgrounds or training in covering on disabilities issues. For instance, the two-journalists work on Messmate Yetessanachew program were simply it is a sign language interpreter. The programs are not operating in a more structured way. social responsibility theory states that state media transmit or cover programs that are less important to the mass market. Because, it is a national asset which outlets whose primary

mission is public service, which is controlled and/or funded by the state government and/or public. However, in contrast to this theory Ethiopian state media especially Ethiopia radio is not giving appropriate coverage for PWDS. According to Ato Derese Ethiopia radio has the potential to reach many disabilities. However, it has not any interests to produce programs focusing on disability issues by itself as a station. Because of the station gives less attention for programs focusing on disability issues even journalist who are working on the programs continue to be handicapped by the lack of professional support of their works. One of the central questions to individual interviewees was about why programs focusing on disability issues receive little attention by media? Edelam Kassahun who has worked in Biruh Tesefa programs said “that programs focusing on disability issues in the media is still polarized due to lack of budget to travel; time consuming in nature, lack of self-commitment and less dedicated of the stations. The station sees programs focusing on disability issues as a charity not a responsibility.” She added “Surprisingly, one of the national broadcaster Ethiopia radio, but it has not a program’s focusing on disability issues produced by itself. The station assumes programs focusing on disability issues have not attracted sponsorship that leads to give less attention” (personal interview, may 3/2011 E.C, Addis Ababa). In supporting to this idea, EBC brochure (2018) clearly indicates that both programs focusing on disability issues, “Biruh Tesefa and Messmate Yetessanachew”, is not structured as the main program in the station. It has been put in the lower part of Ethiopia radio and Ethiopia television program structured. It is a sub program under other many programs. This obviously indicates that the program has not been given due attention by the station. As Eskdar yikunuamilak who has worked in Messmate Yetessanachew programs told that “Messmate Yetessanachew program is suffering from lack of resources and trained journalists on the field. working journalists under the program are small in number; including producer, the program has only two staff members” (personal interview, may 6/2011 E.C, Addis Ababa). The less attention given by the station for the programs is a real problem for both programs.

B. Shortage of In-job Training

One of the major challenges of it is lack of regular training opportunities on part of journalists. All journalists working on both programs focusing on disability issues are not specialized enough. According to Edelam Kassahun they have no formal journalism education and training experience on the field as well as they do not much know about how to produce and cover quality programs focusing on disability issues. Messmate Yetessanachew program producer and journalists have

been hired straight after completing their special need undergraduate programs, often untrained to be serious in the coverage of vital disabilities issues. During personal interview with program producer and journalists of both programs yielded similar results that all of them haven't got regular training opportunities on how to cover disabilities issue in general and hearing impairments issue in particular. They reflected that unavailability of capacity building/training/ opportunities imposed a significant challenge on their regular basis. Shortage of in job training poses challenges to journalists, generally, seeking authoritative interventions to curb it.

C. Operational Challenges

Producing disabilities related issues take a different perspective when it is carried out from actual places. Journalists are confronting with challenges in many aspects. It has indicated in the previous topics that coverage challenges for out programs focusing on disability issues producers, none of which easily covered. During the researcher has interview with journalists about the challenges on the field of their endeavor.

First challenge: **language barrier**, as much as journalists have understood the need for an interpreter, they may need for their task. But many found it difficult when they are assigned to report on different types of disabilities and issues. In Ethiopia there are more than 10 types of disabilities, most of the time journalists found it difficult to report there. "knowing what is appropriate language or not for that types of disability are a great challenge. Even some times am assigned to cover issues related to hearing impairments and to communicate in sign language is another problems", said the Edelam Kassahun journalists work on Biruh Teseffa. (personal interview, may 3/2011 E.C, Addis Ababa).

The second challenge: **information unobtainable**. The station's library is not well equipped with national disabilities information including Internet. Journalists who work on both programs explain that when journalists want to learn more about disabilities issues, nothing on station's library, internet and books; it is not easy for them to report and produce programs anything on disabilities issues.

4.13.2 External Challenges

A. Lack of advertisement

Among external challenges that hold back the station's disabilities related development activities, lack of advertisement organizations and partners is mentioned here. According to state ownership

media theory state or public media does not depend on advertising as a source of revenue to the same degree as commercial media, or at all and it is not profit centered. This allows state media to transmit or cover programs that are less important to the mass market like disabilities issues. in contrast to this theory, EBC is not interested to engage in more vigorous coverage of disabilities issue and giving necessary support. According to the program producer of Biruh Tesefa Ato Derese we have a great financial problem to cover all round disabilities issue. the station and the program are committed to partnering with cooperating organizations and media partners to do in areas of disabilities all round issues. However, institutions/organizations forget its social responsibilities and don't seek to support the programs focusing on disability issues. They are not always interested to advertise their organizations and products in programs focusing on disability issues as choosing health, sport and other entertainment programs. Calabrese (1980) notes that context of mass media messages is one of the four essential aspects of satisfactory mass media communication systems, but disability areas in the developing countries are ill-informed which means lack of adequate or proper knowledge in this aspect. He reasons out that disabilities are not a profitable market for media that depend heavily on commercial advertising. In case of the programs, money matters are often at the root of low profitability. The program producer of Biruh Tesefa said on the interview that government Agencies such as the Ministry of labour and social affairs, ministry of education, ministry of health etc. who ideally have the responsibility for supporting programs focusing on disability issues and activities are reluctant to cooperate with disability programs focusing on disability issues in finance and knowledge. Currently, Messmate Yetessanachew programs are produced independently by ETV and Biruh Tesefa programs produced collaboration with FENAPD and Ethiopia radio. Due to lack of advertisement both programs face a great financial problem to produce quality programs and even it survives.

B. Lack of access to information

Information inaccessibility is another challenge, too. Government officials and other stockholders disclose information related to PWD due to different reasons. According to Eskdar Journalist of Messmate Yetessanachew program, government officials lack political will to disclose information related to peoples with disability's, because they associate this to expose the failure of government to wards programs focusing on disability issues and policies. They are only willing to tell success stories. However, according to Article 6(3) of the 1995 (E.C) Ethiopia's Media Law,

hiding public important information or distort the facts is forbidden. As program producers of Biruh Tesefa Ato Derese, “In some aspects, disabilities are also reluctant to tell information due to a number of aspects such as lack of literacy and awareness, the fear of negative pressure of the society and putting their personal views and opinions” (personal interview, may 3/2011 E.C, Addis Ababa). Other reasons were also raised by producers and journalists during interviews were media coverage challenges of disabilities issues.

C. Poor accessibilities of infrastructures

Infrastructure is often the root cause of disabilities media coverage challenges in Africa especially in Ethiopia. accessibility of infrastructures to disability has restricted media’s work in the field accordingly. It is a particular evident in the matter of transportation. Transportation infrastructure for disabilities is really bad. When a journalist moves to any place to produce programs focusing on disability issues, she/he is not available in appointed time and day. The journalists are under pressure to finish off her/his job fast enough to get back to the station. As Edelam Journalist of Biruh Tesefa program, because of infrastructural and other challenges, disability program journalists and producers are rushing to cover disabilities issues in a short period of time. She added Biruh Tesefa is an out source program and due to its financial problems, there is no transportation rather than using taxi or bus that is not suitable for disabilities.

4.14 The Need for Addressing Challenges

Today governments and NGO have recognized that disabilities and media need to work in parallel to be achieved the all-round and inclusive developments. The function of media in the nations development serves as a catalyst agent; media practitioners should be oriented on the development programs, policies and strategies and its inclusiveness (European Union/2007). Hence, the media strategies have to first create generally awareness amongst the journalists about what is challenging in their activities to cover issues like disabilities. In accordance with the attention given by government to all-round development as well as the number of people who may benefit directly from the coverage of disabilities issues (estimated 17% of the total population). “EBC takes some measures like providing in job training, give a special attention and take some affirmative action’s on programs to improve programs focusing on disability issues and its coverage” according to W/ro Netsant. She suggested that, disabilities issue in the media should not be less preferred media beats than government’s desire in the all-round social development sector. In an interview with

W/ro Netsant it was noted that despite there are vast challenges, the programs are useful with regard to creating awareness about PWD and to create a conducive environment about disabilities. She further went on to add attention should, therefore, be paid to the role of media specifically radio in challenging negative attitudes towards PWD through raising awareness in the community on disability issues, and giving a voice to persons with disabilities. This would require courage on the part of disability policy makers to consider media on the use of it as the basis of disabilities socio-economic development. To use different approaches and methods to attract sponsors. Program producers of Messmate Yetessanachew Ato Demeke says, "I believe the EBC has a special obligation to give more attention about disabilities issue that is broadcasted to the vast majority of the population." He added "PWD needs cannot be assumed to be the same as those of persons without disabilities. For disabilities, information options are more limited, and thus residents rely heavily upon the national state radio and television broadcasters. disabilities issues should have received proportional coverage to government's desire" (personal interview, may 6/2011 E.C, Addis Ababa).

As program coordinators of ETV 3 Tshaye, "EBC must be able to provide different methods to solve so many problems of programs focusing on disability issues that broadcasted in the station through providing appropriate trainings and resources, improve structures of the program, employed trained journalists etc." (personal interview, may 7/2011 E.C, Addis Ababa). Moreover, programs focusing on disability issues producer and journalists have a special responsibility in covering rural issues even different challenges they face. This responsibility is inherent in journalist's role as watchdogs, holding the powerful accountable and giving voice to the voiceless.

CHAPTER FIVE

SUMMARY OF FINDING, CONCLUSION AND RECOMMENDATIONS

This chapter contains three parts namely summary of findings, conclusion and recommendation. The first part presents the summary of the findings of the study. The second part deals with the conclusion and the last one attempts to come up with workable recommendations that are assumed to be useful for future programs focusing on disability issues.

5.1 Summary of findings

The main purpose of the study is to investigate content of programs focusing on disability issues in Ethiopian state media with focus on Ethiopia radio “Biruh Tesefa” and ETV “Messmate Yetessanachew” programs focusing on disability issues. To this end next, I will present the summary of the findings.

- Visual impaired and physical disabilities was predominant forms of disabilities type that are covered by Ethiopia radio Biruh Tesefa programs focusing on disability issues. And hearing impairments was predominant forms of disabilities types that are covered by Messmate Yetessanachew program.
- In relation to programs type the findings of the research have indicated that both programs highly focus on social issues of disabilities and give less emphasis to economic and political issues of disabilities.
- Both programs lacked disseminating its program at fixed and consistent time and date.
- Both programs do not take into account audiences’ feedback to improve contents of the program and there is no producer’s research conducted to revise the format of both programs focusing on disability issues for the last more than 17 years.
- All peoples with disabilities which lived all over the country especially rural disabilities were not inclusive and participatory in both programs. The schedule is changed without undertaking supportive survey.
- Working journalists on both programs focusing on disability issues are very limited in numbers. each program has only two journalists (including producers) and they have no any special training or knowledge on journalism and covering of the disability’s related issues.

- Regarding uses of language, Biruh Tesefa programs use some inappropriate words to wards PWDs, against the advice of media guidelines of ILO (2010) and MOLSA (2009 E.C). Whereas, Messmate Yetessanachew programs focusing on disability issues uses appropriate language. Other critical point related to using language both programs has use mixing English language that difficult to fully understand the message during broadcast the program.
- In the case of Biruh Tesefa and Messmate Yetessanachew, the music selection seems to be purposely presented.
- Regarding to comparing both programs to other standard programs focusing on disability issues, Messmate Yetessanachew program has fulfill some acceptable quality standards of programs focusing on disability issues at international level while Biruh Tesfa program is not.
- There are so-many challenges that affect contents of both programs focusing on disability issues of EBC. This challenge can be categorized internal and external challenges. Internal challenges include weak structure of the program, shortage of in-job training, operational challenges like language barrier, information unobtainable. And lack of advertisement, lack of access to information, poor accessibilities of infrastructures are external challenges that affects contents of both programs focusing on disability issues.

5.2 Conclusion

Radio and TV programs focusing on disability issues have so many advantages. On the one hand, non-disabled people can improve their knowledge and awareness about disability and life of people with disabilities. On the other hand, people with disabilities can learn about their rights and benefits, services and activities. Having this theoretical light, this study was examined the contents of programs focusing on disability issues in Ethiopian state media: - A Focus on Ethiopia Radio and ETV Biruh Tesefa and Messmate Yetessanachew programs. So as to address this research problem sufficiently the following four objectives have been formulated. Specifically: a), to find out the dominant types of disability that covered in both programs. b), to find out the dominant program theme. c), to identify the gap, if any, between Ethiopia radio and ETV programs focusing on disability issues to other standard of good programs focusing on disability issues. d), to identify

challenges of designing quality Ethiopia radio and ETV programs focusing on disability issues. e), to suggest some corrective measures in order to improve those programs.

To address the above-mentioned objectives, the study sets the following five research questions:

- What is the predominant type of disability that is frequently covered by the programs?
- What themes of program or issues of disabilities covered in both program?
- What are the gaps, if any, between the program and the standard of good radio and television programs focusing on disability issues?
- What are the factors that affect the content of the program?
- How can to enhance Media contributions to produce quality programs focusing on disability issues?

In this part of the paper, study will analyze the answers for these questions raised in chapter one based on the findings obtained from the research.

The answer for the first research questions, the findings revealed that physical disabilities 39% and visual impaired 38% was predominant forms of disabilities type that are covered by Ethiopia radio Biruh Tesefa programs focusing on disability issues. Next to visual impaired and physical disabilities the third common types of disabilities coverage are hearing impaired which is consists of 19% from the total stories and 4% belongs to autistic types of disabilities. Whereas, hearing impairments was predominant forms of disabilities types that are covered by Messmate Yetessanachew program and it consists of 73% and visual impairment 27%. Moreover, both programs have working to promote disabilities related issues in the community. According to state ownership media theory state media has far greater reach and advantageous to address all issues of poorer strata of the population and it is free from or less coverage biased. However, in contrast to this theory there is a coverage biased between different types of disabilities. disabilities Such as leprosy, intellectual disability, multiple disability (e.g. Hearing and speaking disability) and etc. is not covered in both programs.

In relation to second question that was programs theme, the findings of the research have indicated that both programs highly focus on social issues of disabilities and give less emphasis to economic and political issues of disabilities. In Biruh Tesefa 63.6% were dominated by disability's social related issues, disability's economic and political related issues each consists of 18.2% of the total stories. In Messmate Yetessanachew none of the story's is found related to political issues of disabilities. Social related issues get 82% of the total stories and 18% belongs to economic related

issues. As Sanchez (2010) states that media especially programs focusing on disability issues provide fair and balanced representation of disabilities social, political and economic issues. So, programs focusing on disability issues have responsible to promote disabilities economic, social and political issues equally. According to social responsibility theory media have responsibility to provide fair and balanced representation of all issues. So, disability programs have responsible to promote disabilities economic, social and political issues equally. However, both programs have a problem to cover all issues of disabilities.

Regarding to the third research question comparing both programs to other standard programs focusing on disability issues based on ILO (2010) and MOLSA (2009 E.C) media gridlines, Biruh Tesefa programs focusing on disability issues has broadcasted programs and themes that are to the contrary of these media guidelines. Almost all broadcast programs of Biruh Tesefa focuses on disability not ability, portraying disability's as a passive or dependent member of a society, it does not give appropriate opportunities to people living with disabilities to express themselves in the program and there are inappropriate uses of language towards PWDs. In addition, the program not collect audience feedback and used as inputs, uses mixed language which is difficult to understand, coverage biased against all types of disability's and peoples with disabilities lived in rural areas and over emphasize disabled 'heroes. On the other hand, comparing to Biruh Tesefa, Messmate Yetessanachew program except giving coverage for all types of disabilities and collect audience feedback based on media guidelines specific criteria it is find to be a better program. program is produced by the station and the planning have been reviewed on ongoing basis that it has helped the program to fulfill acceptable quality standards at international level whereas due to lack of resources outsourced program that feedback and comment are not provided upon planning and submission of review on program production as well as journalists only assume to cover airtime and their presentation on different disability challenges and do not give emphasis for quality of production. According to state own media ownership theory government ownership media or state media is important to produce quality programs on less market issues like women, children and disabilities. In contrast to this, as we have seen in the above, the finding shows that, the programming is not getting enough attention by the station and it leads to compromise the qualities of the program.

In regarding to the fourth research question that was the factors that affect the content of the program, the general challenges of programs focusing on disability issues in Africa are more or

less similar. Among those the most known are weak structure, insufficient working space, lack of professionals, high staff turnover, lack of advertisement etc. ILO (2010). Biruh tesefa and Messmate Yetessanachew programs focusing on disability issues was also related challenges. Even, both programs focusing on disability issues were trying their best to serving PWD through various programs, both programs currently face internal and external challenges that affect contents of the programs. Weak Structure of the program, Shortage of in-job training, operational challenges like language barrier, information unobtainable are internal challenges that affect contents of the programs. Due to less attention given by the station to the programs, both programs are not structured as the main program in the station and producer and journalists of both programs haven't got regular training opportunities on how to cover disabilities issue. Similarly, both programs have faced the financial related problem. In this reason, the programs have currently working with only two journalists and it is not covering all types of disabilities and PWDs lived in rural areas. Information hiding, poor accessibilities of infrastructures are also another external challenges that affects contents of both programs focusing on disability issues. in contrast to social responsibility theory the station is not give attention to solve these problems and such challenges compromise the quality of the programs.

In regarding to final research question that was how can to enhance media contributions to produce quality programs focusing on disability issues? social responsibility theory states that state media transmit or cover programs that are less important to the mass market. Because, it is a national asset which outlets whose primary mission is public service, which is controlled and/or funded by the state government and/or public. However, in contrast to this theory Ethiopian state media especially Ethiopia radio and ETV is not giving enough coverage for PWD. So, EBC takes some measures like providing in job training, give a special attention, to use different approaches and methods to attract advertisements and take some affirmative action's on programs to improve programs focusing on disability issues and its coverage. disability policy makers also consider media on the use of it as the basis of disabilities socioeconomic development. Different stockholders towards PWDs must be able to provide different methods to solve so many problems of programs focusing on disability issues that broadcasted in the station through providing appropriate trainings and resources, improve structures of the program, employed trained journalists etc. Moreover, programs focusing on disability issues producer and journalists have a

special responsibility in covering rural issues even different challenges they face and giving voice to the voiceless.

5.3 Recommendation

Media have social responsibilities to be voice for the voiceless and to promote positive, inclusive images of disabled peoples and stimulate media environment with non-discrimination and equal opportunity for PWDs at all levels of the economy and society. Portraying disabled peoples with dignity and respect in the media can help promote more inclusive societies. To ensure adequate and quality programs focusing on disability issues, the following specific points as a recommendation for future consideration, based on the research findings are made.

- Both programs focusing on disability issues need to give more attention for specific instances of disability themes like that of leprosy, intellectual disability, multiple disability (e.g. Hearing and speaking disability) and etc. both programs should move all its resources at its disposal in giving coverage all types of disabilities and issues.
- Program producer's and journalists avoid using mixed language that are not easily understood by the target audience.
- As Anderson et al. (2001) stated, the programming quality depends on the number and appropriateness of the program producers. Therefore, EBC needs to assign appropriate number of producers who are capable enough to produce disability program so as they provide quality programs focusing on disability issues.
- One problem should be mention by Biruh Tesefa is that because of the program is out sourced there is a shortage of resources to address all types of disability and its issue. Therefore, it is most advisable to produce programs focusing on disability issues by EBC.
- It is recommended that the program producers have to fix the broadcasting time and date.
- In order to make show more accessible to all segments of audiences, both programs need to revise its older version program formats that have repeatable, exportable templates which can also generate multiple episodes. But, in order to determine the appropriate format, the show needs to carry out research.
- The researcher would recommend that the EBC should promote quality and quantity coverage of disability programs by giving necessary support and assistance.

- To give an assignment to the EBC correspondents to cover disabilities issues inclusively at major rural areas of all regions.
- If EBC to contribute to creating any meaningful public awareness on the disabilities issue, it will have to design broader and comprehensive projects so as to engage in more vigorous coverage of all-round disabilities issue.
- In EBC, there are only two programs focusing on disability issues, one in radio (outsourced) and one in TV. This is not adequate in terms of the magnitude of disability issue in the country. Therefore, EBC should give attention on the number.
- Allotted time for programs focusing on disability issues is insufficient, there by the need for more time allocation.
- Journalists and producers should get persistent trainings and workshops in order to enhancing their awareness about the disability's issues of the country and the globe.
- Broadcast the program in the prime time. The program which is broadcasted in a prime time has a great impact in catching the attention of PWD in particular and the society in general.
- Journalism schools and departments should have to include the course how to produce and report the issues of disabilities in their curriculum.

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Appendix A

Coding Sheet A

Name of coder _____

Name of media: - Ethiopia radio

Date of transmission: - every two weeks Saturday 8:30 am up to 9:00 am

Title of the program: - Biruh Tessefa

1. Theme of the program

- Physical disability _____

- Leprosy _____

- Hearing impairment _____

- Visual impairment _____

- Autistic _____

- If other please specify _____

2. Types of programs

- Economy _____

- Political _____

- Social _____

- If other please specify _____

Coding Sheet B

Name of coder _____

Name of media: - Ethiopia Television

Date of transmission: - every Tuesday and Friday 3:00 am up to 3:30 am

Title of the program: - Messmate Yetessanachew

1. Theme of the program

- Physical disability _____

- Leprosy _____

- Hearing impairment _____

- Visual impairment _____

- Autistic _____

- If other please specify _____

2. Types of programs

- Economy _____

- Political _____

- Social _____

- If other please specify _____

Appendix B

Questions for the in-depth interview with informants

A. Questions for journalists of both programs

1. What relevant skills about disabilities program coverage has your degree /diploma/ training subject provided you with?
2. What are the challenges available in your organization related to programs focusing on disability issues?
3. Do you allocate resource, such as money, time and other motivations for programs focusing on disability issues?
4. What are the major challenges you encounter in dealing with the programs focusing on disability issues?
5. What are your efforts to resist the challenges?

B. Questions for producers of both programs

1. What are/is the main purpose(s) of the programs focusing on disability issues?
2. How long has the program been broadcasted?
3. When (day and time) do you broadcast the program? Why?
4. How do you select the content of the program? What diverse the program is?
5. How would you evaluate the appropriate uses of language in the program?
6. Which types of disabilities get more attention in the program? Why?
7. Is the program giving the chance to participate all disabilities lived throughout the country?
8. How would you receive feedback on the programs receive feedbacks and apply?
9. What do the programs lack to meet its aims?
10. Do you change/revisit the format of the program If so: how often have the formats of the program been revised or changed?
11. What are the major challenges you encounter as a program producer of programs focusing on disability issues?
12. Do you think all types of disabilities and its issues receive enough coverage in the program?
13. What relevant skills for rural development coverage has your degree/diploma/training subject provided you with?

C. Questions for program coordinators of both stations

1. What are the roles and challenges of EBC (Ethiopian Radio and Ethiopia Television) in covering disabilities issue based on the current practice?
2. What should be improved in the current program production on programs focusing on disability issues?
3. What facilities should be fulfilled by station to advocate of programs focusing on disability issues?
4. How would you evaluate the contents of the program?

Appendix C

Biruh Tesefa broadcasted program lists

No.	Date	Topic	Theme	Type
1	November 8/2011 E.C	Challenges of autistic children's	Social	Autistic
2	November 22/2011 E.C	Disability day		Physical disability and visual impairment
3	December 6/2011 E.C	Disability and human right	Political	Physical disability and visual impairment
4	December 20/2011 E.C	Disability and sexual harassment	Social	Physical disability and visual impairment
5	January 4/2011 E.C	Disability and healthy	Social	Physical disability and visual impairment
6	January 18/2011	Disability and education	Social	Hearing impaired, Physical disability and visual impairment
7	February 2/2011 E.C	General overview of disability		Hearing impaired, Physical disability and visual impairment
8	February 16/2011 E.C	population census and its economic impact on disability	Economy	Hearing impaired, Physical disability and visual impairment
9	February 30/2011 E.C	The role of disability in the next election	Political	Hearing impaired, Physical disability and visual impairment
10	March 14/2011 E.C	One-year anniversary of prim ministry Abiy Ahemed	----- ---	-----
11	March 28/2011 E.C	Disability and ester	Social	Hearing impaired, Physical disability and visual impairment
12	April 12/2011 E.C	Disability Expo	Economy	Physical disability and visual impairment

Appendix D

Messmate Ytessanachew broadcasted program lists

Number	Date	Topic	Theme	Type
1	February 5&8/2011 E.C	Person who is hard of hearing and poem	social	Hearing impairment
2	February 12&15/ 2011 E.C	Talent shows of Person who is hard of hearing	Social	Hearing impairment
3	February 19&22/ 2011 E.C	visual impaired persons and its success focuses on Ytneberesh Niguse	social	Visual impairment
4	February 26 &29/ 2011 E.C	Importance of white cane	Social	Visual impairment
5	March 3&6/ 2011 E.C	Person who is hard of hearing and small enterprise	economy	Hearing impairment
6	March 10&13/ 2011 E.C	Sign language	social	Hearing impairment
7	March 17&20/ 2011 E.C	Person who is hard of hearing and education	social	Hearing impairment
8	March 24&27/ 2011 E.C	Person who is hard of hearing and economy plans of the country	economy	Hearing impairment
9	April 1&4/ 2011 E.C	Sebeta visual impaired school	social	Visual impairment
10	April 8&11/2011 E.C	Special need education	social	Hearing impairment
11	April 15&18/2011 E.C	Person who is hard of hearing and Easter	social	Hearing impairment
12	April 22&25	Healthy professionals and prime minister Abiy Ahmed discussion	-----	-----

Appendix E

List of informants

No	Name of the Informant	Position
Informant 1	Netsanet feleke	The programs coordinator of Ethiopia radio section
Informant 2	Tshaye Aklilu	The programs coordinator of Ethiopia television language channel (ETV 3) section
Informant 3	Derese Tadesse	Producer of biruh tesefa program
Informant 4	Demeke Kebede	Producer of messmate ytessanachew program
Informant 5	Edelam Kassahun	Journalists work on biruh tesefa program
Informant 6	Eskdar yikunuamilak	Journalists work on messmate ytessanachew program