

**ETV's Framing of Agricultural Transformation: The case of
"weraynna" Tigrigna program**

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ABSTRACT

ETV's Framing of Agricultural Transformation: The Case of *Weraynna* Tigrigna Program

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The aim of this thesis was to examine the framing of agricultural transformation in ETV's Tigrigna program known as *werrayna*. To this end, this study employed a qualitative method. The data was collected from the documented programs and in-depth interviews were conducted with the staff that produced the program. The study was informed by framing theory, and frame analysis was used as a strategy. On the basis of Entman's framing conceptualization, textual message, visual effects and metaphors were examined and analyzed.

The finding of the study revealed that the *werraynna* program defined the problem as the persistent practice of traditional farming method; it attributed the problem to illiteracy, poor administration and poverty. The program presented irrigation and other simple farming methods as a mechanism to transforming the agriculture. Moreover, the *werraynna* program suggested educating the farmers to conserve natural resources, improve the fertility of the land, and heed the advice of agricultural professionals so as alleviate poverty.

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I never thought I would reach up to this if it weren't being with the help of my God, that I praise and worship in Jesus name.

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List of Acronyms

- ADLI – development-Led Industrialization
- AEST- Agricultural Extension Study Taskforce
- ATA- Agricultural Transformation Agency
- EIAR- Ethiopian institute of Agriculture research
- ETV- Ethiopian Television
- FERE- Federal Democratic Republic of Ethiopia
- FFS –Food security strategy
- GDP – Gross domestic product
- GTP – Growth and Transformation Plan
- IF- Investment framework
- MOA – Ministry of Agriculture
- MOARD- Ministry of Agriculture and Rural Development
- MOFED- Ministry of Finance and Economic Development
- NBE- National Bank of Ethiopia
- PRP – poverty reduction Paper

Chapter One

Introduction

1. Background of the Study

There is a longtime relationship between human beings and agriculture. Agriculture is the mainstay of Ethiopian economy. The sector provides livelihood for about 85% of the country's population and contributes about 50% of the gross domestic product and 85% exports (AEST, 1994:9; MOA, 1996:1;FDRE,2006:4;Kassu,2000).The government has set development policy of the country as Agriculture Development-Led Industrialization (ADLI), which is also the base of the food security strategy (FSS) and the poverty reduction paper (PRP).

Ethiopia's development strategy and policy have resulted in double digit economic growth for the past seven years (MOA, 1996). Last year it also launched the Growth and Transformation plan (GTP) to sustain the momentum of this growth through the next five years. The major plan is agriculture and agro-processing. Agriculture remains the mainstay of the economy and the main source of employment as well as foreign exchange and the government have committed itself to promoting and attracting investors to this sector (MOA, mar 04, 2011).

A significant portion of land is used by the pastoralist and other, but there is plenty of unused or underused land, only less than a quarter of the potential suitable land is currently farmed (Matebu tadesse, 2006).

However, agriculture development in Ethiopia is sluggish and in some years it even fails to feed the producers themselves. The dependability of the farmers hand on the natural

rain and poor usage of agricultural technology has been one of the problems for agriculture development and high productivity. Such recurrent crises have damaged the image of the country and have seriously challenged its self-confidence for long.

To overcome such humiliations, the government takes upon itself the responsibility of making policies towards promoting development in all sectors, including agriculture. Media is one of the great actors in improving the lifestyle and in shaping the attitude of the society. The continued growth of the agriculture sector is essential for the country to realize mutually dependent goals of food security, poverty reduction, human and economic development. The Ethiopian government aims to establish Ethiopian Agricultural Transformation agency to support growth.

The expected goal of the Agency will be to promote the agricultural sector transformation by supporting existing structure of government, private-sector and other non-governmental partners to address major bottlenecks in the system. This will provide a priority to national agenda to achieve growth and food security.

As the Ethiopian television is the area to be researched, I would like to give background information about the institution (ETV).

The Ethiopian television, state owned television in Ethiopia, came in to existence on Nov2, 1964. The establishment of the Ethiopian television has had a considerable influence on the political, economic and social life of the Ethiopian society over the last several decades. It began its service with the support of Thomson Television International, a British firm. ETV has contributed a lot in providing a platform for the government and to promote as well as mediate the government and the public. It also

played an important role in covering various national and international issues. It began its service in two languages (Amharic and English). Currently, ETV broadcasts in several local and foreign languages: Amharic, Tigrigna, Afan Oromo, Somalia, Afar, English, French and Arabic languages. Most of its services are also being aired through Arab sat to its audience residing outside the country. It is also working on expanding the channels so as to entertain various issues in its news and other programs. It is undeniable that ETV can play an important role in framing different issues of national import. The information it delivers will have an impact with respect to the public's understanding of national plans for development. In regard to *weraynna* program, it is a Tigrigna agricultural program transmitted via ETV twice a week. It has been running for the last two years. The overall aim of the program is to provide the farmers with agricultural information, including agricultural policy of the incumbent government.

According to Vaughan (2010), we are amidst a transformative period in human history experiencing dramatic paradigm shifts and leaps in the evolution of human consciousness itself. Our world itself may fundamentally be the same, yet our perspectives are expanding and changing.

Transformation means a change in the way you see the world and a shift in how you see yourself. It is not simply a change in your point of view, but rather a whole different perception of what is possible. It is the capacity to expand your worldview so that you can appreciate different perspectives, so that you can hold multiple perspectives simultaneously. You are not just moving around from one point of view to another, you are really expanding your awareness to encompass more possibilities. Transformation implies a change in the sense of self (Ibid).

Agricultural transformation is the process by which individual farms shift from highly diversified, subsistence-oriented production towards more specialized production-oriented towards the market or other systems of exchange (e.g., long-term contracts). The process involves a greater reliance on input and output delivery systems and increased integration of agriculture with other sectors of the domestic and international economies. Agricultural transformation is a necessary part of the broader process of **structural transformation**, in which an increasing proportion of economic output and employment are generated by sectors other than agriculture (M.stazze, 1998). To achieve the overall structural change the government has established an Ethiopian Agricultural Transformation agency, in which its goal is to promote agricultural sector transformation by supporting existing structures of government, private sector and other non-governmental partners to achieve growth and food security.

1.2 Statement of the Problem

For hundreds of years Ethiopian farmers have used the traditional way of farming. This has been one of the reasons for the country's lagging behind.

Ethiopian agriculture is also characterized by low productivity of land, labor ,inputs and technology to the extent that the sector produce is inadequate even to feed the country's population(Belay,2003),which is growing at 2.6% per year (FDRE2006:3). Despite its rich endowment of agricultural land, work force, and untapped water and energy resource, which add up to a huge potential for surplus agricultural production, the country become one of the largest food aid recipients in the continent (Habtemariam, 1996:162).

According to (Belay,2003:24 Getinet etal1996:94) agriculture research institutions have been developing and adopting lots of technologies since late 1940s, However farmers knowledge about these technologies seem to have little.

The effort of transforming the traditional agriculture is not only the administrative responsibility, but the responsibility of everyone including media as a public institution which can accelerate any national issue including Agriculture for development. The responsibility of media is to inform and educate the public and also motivate the public towards development. Media don't only set agenda, but frame these issues which help the public to understand that particular issue.

Framing is based on the assumption that how an issue is characterized in news reports can have an influence on how it is understood by audience (pan &kosicki, 1993).Therefore, to enhance sustainable agriculture development; media can play an important role in becoming bridge between the farmers and other beneficiaries from the agricultural output. It can also promote the countries natural endowments for investment.

As it is stated by Eyob Nega,(2011) media is role have a great impact to one's economic development regarding adoption of socially beneficial policy to be a dominant strategy. Including agriculture sector, health, education, trade, industry and economy are amongst emphasis given by the government in the Growth and Transformation Plan.

Moreover, as it is stated above media as a public institution promotes the reform of the society. Therefore this research examined how the agriculture transformation was framed by "*weraynna*" program.

1.3 Research Objectives

➤ General Objective

The goal of this research was to examine the framing of the agriculture transformation on a particular ETV program known as “*weraaynna*”, in light of the GTP.

➤ Specific Objectives

- This research would examine and analyze how the program (*weraaynna*) presented its issues.
- It would also explore the strengths and weakness of the program in framing the agriculture transformation and suggest a recommendation for improving “*weraaynna*” program.

1.4 Research Questions

- How did the “*weraaynna*” program define the problem in the Ethiopian agriculture sector?
- What causal explanations did “*wraynna*” program give with respect to those identified problems?
- What were the treatments recommended by the “*weraaynna*” program to achieve sustainable development in the agriculture sector?

1.5 Research Methodology

The methodological approach designed for this research is qualitative. According to Walcott (1994), qualitative approach is interpretation of developed descriptions of setting and analyzing the data for themes and finally making interpretations for conclusion. To achieve the planned goals of this research, the researcher selected a Tigrigna agricultural program (*weraynna*) which is produced in Mekelle (Tigray) and transmitted via ETV. Since there is no specific agricultural program but current agriculture issues, *werrayna* program is selected for the purpose examining the framing of agricultural transformation. Documented data was collected from the programs and was analyzed with framing analysis approach on the bases of Entman's framing theory.

1.6 Application of the Result

Though agriculture is the base for Ethiopia's economy, transforming the traditional agriculture has been ignored. I hope the result of this research would bring change in the presentation of agricultural transformation issues in the Ethiopian Television (ETV) program.

Since ETV is the only national television in the country, it entertains issues such as political, economic, social and cultural of local and national nature. I hope that the study is of value to this organization with respect to the way it deals with agriculture transformation issues, particularly with shaping the attitude of the society towards adopting new agricultural technologies. The suggestions of this research would be of importance in that it might give insight as to what improvement might be needed in the way ETV frames agriculture transformation.

The result of this research would also enrich the framing strategies of the agriculture agency towards promoting transformation in the agricultural sector. Therefore, the result of this study would first be important to “*weraynna*” program since the research focused on that program; secondly, the agriculture sector, and finally it would be of use for other researchers.

1.7 Delimitation of the Research

To keep the scope of the research within a manageable limit, this research focused on ETV’s “*wraynna*” agricultural program. The constraint of resources and finance did not allow the research to incorporate other Media in Ethiopia for this study. Since ETV is the national TV, it has a role in influencing the citizens and even they would be foreign investors to invest in this sector. Therefore, it is logical that the study focuses on ETV.

1.8 Thesis Organization

This thesis consists of five chapters. The first chapter deals with the background, statement of the problem, the research objectives, and the research question, the research methods, delimitations and application of the findings of the study. The second chapter reviews the literature related to the study. The third chapter is where the methodology of the study is discussed in detail. The fourth chapter includes the findings and discussions. And finally, the fifth chapter concludes the thesis and suggests recommendations.

Chapter Two

Review of Related Literature

Introduction

This chapter contains review of related literature, which includes theories and views of different scholars relevant to this research. It is organized into four big sections: a description of the Ethiopian agriculture status and the ADLI versus GTP plans of the government, brief definition of transformation and explanation of agricultural transformation, media and agricultural development, and finally about framing theory in the media. In each of these sections arguments have been made in relation to the study.

2.1 Overview of Ethiopian Agriculture

Ethiopia is a country of fertile land and about 85% of the population depends on agriculture. This country possesses a wide range of agro-ecological diversity and therefore produces a wide array of crops and animals. Major crops include cereals, roots and tubers, pluses, oilseeds, vegetables, fruits and cash crops such as black pepper, ginger, cardamom, cumin and fenugreek could be grown, but this potential has not been fully utilized. This country ranks among other highest in Africa in its livestock resource. Cattle, sheep, goats, chickens, camels and honeybees are the major livestock species (MOA, 2008). The country also has rich water bodies and huge aquatic resource associated with them. Close to 3million of the total area of Ethiopia (1.12 million km²) is agricultural land but an average of approximately 10 million of this potential agricultural area is cultivated annually. Agriculture is the most important enterprise, providing

employment for more than 83.5 percent of the total GDP and 90 percent of export earnings (MOA, 2006).

The ministry of agriculture and rural development (MOARD) through its various institution, agencies and departments, is the primary government body responsible for directing structuring and regulating the agricultural sector at federal level in Ethiopia. However, at the level of regional government, the bureau of agriculture and rural development, in each region is responsible to direct and support the sector (Abebe kirub, 2008).

In accordance with the UN millennium development goals the government of Ethiopia is committed to achieve food security and reducing poverty by 50 percent by the year 2015(Ibid, 2008). The Ethiopia institute of agricultural research (EIAR), is the national body responsible for coordinating agricultural research in Ethiopia, it is also charged with the responsibility of providing improved agricultural technologies, that would enhance productivity and quality of crops, livestock, forestry and natural resources(Abebe kirub,2008).

The government has clearly emphasized that for agriculture to continue serving as an engine of growth in the coming year through the domestic economy and international trade, it has to progress in terms of marketable surplus providing raw materials for industries.

According to Tadsse, (2003) when the factors on the ground are seen closely, the agricultural sector performance as well as private sector participation remained weak. The poor performance of the sector over the past three decades, coupled with periodic

drought problems put lives of millions of rural households under critical food shortage, depicting of capital and assets and increasing dependency on food aid.

Given the forgoing in Ethiopia, ensuring food security and transformation of agriculture are intimately linked. Food insecurity is ultimately a manifestation of poverty (ibid 2003). The transformation from subsistence agriculture to more commercialized system based on specialization and exchange, calls for active participation of private commercial farmers through adopting more attractive and flexible policy environment.

Currently the government has demonstrated strong commitment to agriculture and rural development through allocations of more than 10 percent of the total budget. To enhance the delivery of improved production technologies and support services, the government has been giving emphasis in building roads and infrastructures, with strong support from development partners (MOARD, 2010). If we see the agricultural policy of the government of Ethiopia since 1991, the government has been implementing its strategy of Agriculture Led Industrialization(ADLI) that see agriculture as the engine of growth, this is discussed below.

Generally, with the entire past and current situation, Ethiopian agriculture is transforming towards more advanced way of farming and market exchange, since after the implementation of the five- year plan of growth and transformation. The plan gave even more emphasis to agriculture, which in reality is the backbone of the country. In fact, the rural area is connected to the cities with new infrastructures, which in deed is part of the plan. Without those infrastructures nothing can be done, that's why the extension service is changing from input supplier to knowledge broker and facilitator and market oriented.

In fact, Berhanu gebremedhin(2006) explains that the rate of agricultural growth in Ethiopia in turn depends on the speed with which the current subsistence oriented production system is transformed, the agricultural extension service plays a critical role in contributing for the development of skill and knowledge of the farmers to adopt new improved technology. On the other hand, Moris(1991) sees agricultural extension as the mechanism for information and technology delivery to farmers.

Ethiopia is also working on improving the life of smallholder farmers. The governmental and non-governmental institutions are supporting these smallholders, who are related to the source of agricultural problems directly a (Samuel 2006). He also agrees that by any measure Ethiopia is well endowed with natural resources; however, farmers have been practicing essentially the same methods with very little technical and management improvement for so long. According to Brhane nega(2003) what remains to be done for Ethiopian farmers with low productivity is widely diffusing the technology to those areas.

Moreover, the government of Ethiopia has taken a position on agricultural matter. It has committed to rapid growth of agriculture as a means of accelerating the economic transformation of the country (Mellor and Lele, 1972); at present the economy is dominated by low productivity agriculture on potentially high productive resources; the bulk of the people live in rural areas and many are isolated from not only the requisites for high level of agricultural productivity but from the resources for education and health (Mellor, et al, 2010). Ethiopian government has taken measures to improve agricultural system.

2.1.1 Agriculture Development Led Industrialization Policy (ADLI)

Ethiopia's government has been following agriculture development led industrialization policy since 1993. So far, this strategy has not brought about the anticipated food security and sustainable economic growth. The main government tools to address the ADLI strategy is allocating targeted public resources for agricultural sector that constitute 42% of GDP. The spending to agriculture is in terms of agricultural extension programs and rural infrastructure developments.

Many scholars agree that agriculture's share declines as structural transformation transfer capital and labor from agriculture to fuel growth in industry and service sectors of developing economies (Chenrey and Syriquin 1997; Johnston and Mellor, 1961). In relation to this, Hirschman (1958), with his pro-industrial stand argues, agriculture has feeble production linkage with the rest of the economy, hence have fewer stimuli effects to overall growth.

The government's goal is to alleviate poverty via fast economic growth. ADLI was put forward in 1993, and has the objective of ADLI is to strengthen the linkages between agriculture and industry by increasing the productivity of small scale farmers, expanding large scale private commercial farms, and by reconstructing the manufacturing sector in such a way that it can use the country's human and natural resources.

Agricultural development led industrialization strategy of Ethiopia states that the growth in agriculture will induce overall economic growth, through structural transformation by stimulating demand and supply. On the demand side, expansion in agricultural activities will increase demand for industrial products (both agricultural inputs and consumer

goods) to domestic market, raw materials to industries and export products(both agricultural inputs and consumer goods) produced by domestic industries. On supply side, the agriculture sector can supply food to domestic market, raw material to industries and export products (Diao et al, 2007). In the ADLI framework the, “key assertion is that primary driver of demand for industrial output will be domestic, rather than foreign demand, based on first initiating growth agriculture” (Decon and Zeitlin, 2009).This reflects that the progress of industrialization should build on domestic inputs.

The ADLI policy is composed of sub- components aimed at improving agricultural productivity and promoting food security. These sub components are

- Agricultural extension and research
- Design and operationalization of growth corridors
- Agricultural export promotion
- Productivity safety net program and
- Voluntary resettlement program

Rural development is one of the determinants of success of the ADLI policy strategy. Accordingly, the government has been and is under taking important road construction and rehabilitation programs as well as other infrastructure projects such as electrification, expansion of irrigation and water harvesting structure. This investment is aimed at addressing various constraints to the development of the agricultural sector including market assessment and commercialization and vulnerability to climate condition (Lulit, 2010).

The Ethiopian economy has been growing rapidly in recent years. The fiscal year ending June 2008 marked the fifth consecutive year of double digit GDP growth rate. Real GDP has grown by 11.9% in 2003/04, 10.5% in 2004/05, and 9.6% in 2005/06, 11.4% in 2006/07, and 11.6 % in 2007/08. The agricultural sector contributes 44.6% of the GDP and 82% of export (MOFED and NBE).

One of the core objectives of ADLI is to stimulate the industrial sector through increased demand from the agricultural sector for industrial products; used either as inputs for agricultural production or consumer goods. However, evidence shows that agricultural equipment is mainly imported. ADLI assumes that the agricultural sector will provide raw materials to the industrial sector. Yet, most domestic industries depend on imported barely; food processing industries (flour millers past, biscuits) still depends on imported wheat, although the agricultural sector has shown considerable improvement, it is still vulnerable to external due to factors to import- dependence.(Ibid,2010).

From the food insecurity perspective, regardless of substantial allocation of public resources to the agricultural sector, the country remains highly food insecure. Although significant progress has been made to expand and intensify agriculture, agricultural productivity has not significantly improved as a result of ADLI and production is still heavily dependent on weather conditions and subsistence mode of production.

In conclusion, unlike ADLI, the GTP, as a new policy is modified by learning from past experiences, as mentioned above, though through ADLI progress was made, yet agriculture productivity was not improved. Currently with the GTP strategy, the government is working on eradicating basic problems related to poverty, thus one of the

aim of GTP is enhancing productivity and production of smallholder farmers and pastoralist. It is also improving the agricultural linkage to market(by improving market system), improve participation of private sector and even establish a new agency(Ethiopian agricultural transformation) to provide agricultural material(technologies) to increase productivity and economic growth by the end of 2015(MOFED,2010).

2.1.2 GTP in a Light of Agricultural Development

Growth and transformation plan is a document describing Ethiopia's GTP, a medium term strategic framework for five years period (2010-2015). As the GTP is in the preparation process, it has been passing through an extensive process of consultation with citizens, the private sector, and civil society including women and youth organization, religious institutions, the academia including professional associations both at regional and federal level.

The basis for the Growth and Transformation Plan (GTP) policy matrix is the benchmark placed in the government's existing welfare Monitoring and Evaluation (M&E) system which has been placed since 1996. The M&E system takes progress of key indicators in several sectors of the economy taken at the unit of observation that is consistent with structure of intergovernmental responsibility (MOFED, 2010). The system provides the government with reliable mechanism to measure efficiency of those government actions and the effectiveness of public policies in achieving the objectives stated in the GTP. Moreover , the M&E system ensure ensures that the nature incidence, depth and severity of poverty as well as enables to monitor the implementation of the action contained in the GTP and identify challenges as they emerge.

The Growth and Transformation plan (GTP) has the following aims

Enhance productivity and production of smallholder farmers and pastoralists.

Strengthen marketing system.

Improve participation and engagement of the private sector.

Expand the amount of land under irrigation.

Reduce the number of chronologically food insecure households.

The overall target is at least to gain 8.1% of annual growth over the five- year period. Sub-sectorial targets include tripling the farms receiving relevant extension service reducing safety net beneficiaries from 7.8 to 1.8 million households, and more than doubling the production of key crops from 18.1 million metric tons to 39.5 million metric tons (ATA, 2002). In the previous five years since 1997 the major crops which were planted on 9.8 hectares developed to 11.25 million hectares in 2002, also the output production from this land grew from 119.1 million to 191 million quintals. To achieve the products 830 thousand tons of fertilizers were planned, but 830 thousand tons of fertilizers was provided. As it is mentioned above, the GTP's main goal is to ensure food security and support the food industry through increasing food production. It is planned to have an output increasing in major food crops from 19, 130.1 tons to 26,774.0 (MOA, 2009). Fruit and vegetable crops will make an increment of 1,737.2 -3,307.2 also stimulant and industrial crops are expected to grow by 1,174.7 (MOARD, 2009).

Agriculture has been the dominant engine in providing domestic and export products, concerning this government makes agriculture the first strategic pillar in the GTP, as a

pillar of economic development supporting, agriculture is stated as the source of sustained development in the GTP.

The GTP was established by the government of Ethiopia as a strategic framework for the agricultural sector from 2011-2015. In the plan different bodies are responsible to accomplish the planned objectives to achieve the expected development. One of these bodies is the Ethiopian Agricultural Transformation Agency. Its programs are designed to help the farmers meet the targets. The agency will measure its contribution to this effort through the metrics established as GTP as well as in other national strategies corresponding policy and investment framework (IF). The agency is working to support the GTP in contributing to Ethiopia's goal of achieving middle income status by 2015.

Generally, agriculture is given more emphasis in the GTP, since it is the base for Ethiopia's economy. The agriculture sector in 1997 had a share of 47.4 percent and in 2002 - 41.55 percent, when it is compared with industrial sector it was 13.6 percent declined to 12.87 percent. That is why the government gave more emphasis to the sector, which has a large input to the industrial and other related sectors.

2.2 Agricultural Transformation

As it is mentioned above the goal of GTP is to transform the agriculture sector which is in the other side transforming the national economy. There are two words when we say agricultural transformation, of course these words may have different literally meaning but together there is a meaning they. However before I explain agricultural transformation let us see what transformation means.

2.2.1 Transformation

What really does Transformation mean?

Transformation has become a popular, overused and misunderstood word in the twenty-first century. Different scholars defined transformation in different ways; however the holy bible says that “be transformed by the renewing of your mind” which implies to the attitudinal change first before other kind of changes. For Marcia Dezko et al(2006), transformation is understood by few people why there is imperative for transformation, which is not merely incremental or transitional change, often people confuse transformation with any kind of change technology break through, innovation, process improvement or transition however few changes are truly transformational.

Transformation is the creation and change of a whole new form, function or structure. To transform is to create something new that has never existed before and could not be predicted from the past. Transformation is “change” in mind set, it is based on learning on system of profound knowledge(it is a system of thinking, understanding variations ,theory of psychology, theory of knowledge) and taking actions based on leading with knowledge and courage (Ibid, 2006). Arthur K.cebrowski,(2009) a director in the office of force transformation in USA defines transformation as a continuing process that does not have end point, which is meant to create or anticipate the future. Transformation is meant to deal with the co-evolution of concepts, process, organizations and technology change. In all the previous definitions we can see words related to newness, creation, future, and change which seem related to each other. For Deming, (1993) the first step is transformation of individual, this transformation is discontinuous. It comes from

understanding the system of profound knowledge. The individual transformed, will perceive new meaning to his/ her life, to event, to numbers, to interactions between people. Once the individual understand the system of profound knowledge, he will apply its principles in every kind of relationship with people and have basis for judgment of his own decisions for the transformation of the organization that he belongs. Deming further translates the Greek word “mentanoia”, which literally means “beyond the mind”, it’s an idea of stretching or pushing beyond the boundaries with which we normally think and feel. It means a profound change in mind, a radical revision, a transformation of our whole mental process, a paradigm shift.

Deszko,(2005) relates transformation with the transformation of leaders, which occurs when leaders create a vision for transformation assumptions, patterns, habits and paradigms with an aim of continually developing and applying management theory, through the lens of the system focuses on creating new future that has never existed before, and based on continual learning and new mindset, take different action than they would have taken in the past.

According to Heifitz and Linsky(2002), transformation is what happens when people see the world through a new lens of knowledge and are able to create an infrastructure, never before envisioned, to the future. Transformation is motivated by survival, by the realization that everything needs to change a significant breakthrough in mindset in order to pursue new opportunities. Rodin (1999) relates transformation with ongoing process of change which is essential for an organization’s transformation for there is no such thing as a transformed organization.

On the other hand in theory of transformation, Desezko(2005) mentioned that transformation means there will be a deep change in structure that creates something new. The system of profound knowledge provides the method for transformation. Transformation occurs through a system of continual questioning, challenging exploration, discovery, evaluation, testing and creation of the realization or revelation that the organization's current thinking is incomplete, limiting, flawed or even worse-destructive. In transformation there is no known destination and the journey has never been travelled before. It is uncertain and unpredictable. It embraces now learning and taking actions based on the new discoveries (Ibid, 2005).

Transformation implies that something has undergo on or is undergoing a significant change of state, as in a caterpillar becoming butterfly or liquid becoming as gas. The change occurs to the appearance, character and disposition of the object undergoing the transformation. In other words, the change appears revolutionary rather than evolutionary (Behnam, 2007). These all previously mentioned definitions of transformation bring us in to a conclusion that transformation is a process, a change in structure or in appearance and individual attitude or we can say a change in a system.

2.2.2 Agricultural Transformation

Ethiopia is a country where most of its population, more than 85% of it depends on agriculture directly and the rest indirectly. Though Ethiopia is famous for not been colonized by any European power, but it is also known for its poverty famine and drought. For Ethiopia agriculture is the input for national economy and foreign exchange. Though Agriculture is this much important for the country, but its development has been

stagnant. Many countries in the world even those who are Industrial take an advantage to transfer their Economy by transforming the agricultural sector, but what is agricultural transformation will be discussed below. But before let us see what studies pointing out about the constraint of adopting technology.

In the normal process of economic growth, non-agricultural sectors grow more rapidly than the agricultural sector. The slower of agriculture, its relative decline, concern about the difficulty change in agricultural and pessimism about potential for technological productivity is possible & that agriculture growth plays a key role in economic growth, particularly in low income countries (Mellor, 1976). Many Africa countries tried to apply the group transformation technologies from Latin America & Asia. However, African differs from Latin America and Asia in several ways, including its agro- ecologically, specific environmental and lack of a long research tradition. These suggest that returns to African agricultural research may not be high as found in other parts of the world as (James, 1992) explained. Numerous studied have noted the poor quality of African market structure as a constraint to adoption of improved techniques, It would be no surprise if the lack of markets decrease the returns to agricultural research in Africa and retard agricultural transformation (Ibid, 1973).

Similarly civil war and differed agricultural systems are other challenges for the transformation to come. According to (John M, 1998) Chronic hunger drives from low real incomes every major country that has substantially, improve real incomes has done so through a structural transformation of its economy involves net resource transform agriculture to other sectors of its economy, over a long term. According to Kuzents, (1996) agricultural transformation said to occur, when the share of agricultural

contribution in the countries labor force and total output declines in both cross-section and time serious samples as income per capita increase.

Transformation of agriculture occurs when substantial number of rural house income exceeding the poverty level, produce for market beyond subsistence, specialize in production at farm level invest more on their farms, use purchased inputs including hired labor in significant quantities, and adopt improved technologies on regular basis. However, this requires full functioning market and supportive role of the state (Tadesse, 2003).

Most agricultural professionals believe that the transformation of agriculture should come from small house holders. If we see China's experience in agricultural transformation, small agriculture drove China's agricultural revolution, which provided the basis for china's dramatic economic change. For china's agricultural transformation came from the state and the market spurred on china's agricultural revolution. Public policies increased incentive for family, beginning with a programmatic reform of land tenure arrangements. Rural industries and off-farm jobs were generated through special schemes for rural enterprises and employment creation.(WWW.oecd.org/dackdsg). On the other hand knowledge supported China's agricultural strategies and progressive diversification. Decision making was evidence based. China sought and absorbed agricultural know how from other countries, this is a failure that we see in Africa countries which is a hindrance to agricultural transformation. (Agricultural conference, Banakok, 2010).

Johnston and Mellor, 1961 also agree on that the economic development transforms an economy from one that is largely agricultural to one that is largely manufacturing and services oriented. Ideally, that transformation brings with increase per capita income

more equitable income distribution urbanization of the population & from the latter, immense cultural advantage (Jacobs, 1969). Generally, agricultural transformation has set of components which involve gradual shifts in production concept, economic growth mode, and employment structure in rural areas, with an ultimate goal of supporting sustainable socio-economic development, which suggests that free factor mobility is the key to agricultural transformation and it will result in transformation subsistence oriented monoculture system into a diversified and market oriented production system (Pingalil,1997; Zhai and Liu,2009). According to (Nelson, 2001, Martha etal, 2006), the peasant behavior in regard to the allocation of production factor, and agricultural specialization caused by such behavior hence can be used as important indicator to examine agricultural transformation. On the other hand theses imply that transformation comes through attitudes change.

During the past 30 years, rural areas in China have experienced drastic changes in rural labor movement, agricultural land use conversion, rural industrialization and technology , popularization, which make agriculture in China enter a critical transformation and upgrade stage (Xu and tan, 2002, yang,2007, Liu etal,2009, longetal,2009).

Currently, agricultural transformation development will play a quite positive role in new countryside construction, as well as in strengthening food security, boosting rural incomes, increasing rural development, increases rural experiments of agricultural transformation (Liu, 2007).

We can also see the green and white (milk) revolution in India which brought an expected transformation in agricultural production and productivity .It had more than doubled and the intensity of hunger and poverty had halved. The white revolution,

currently producing over 100 million tons of milk is the larger in the world, greatly contributing to the nutritional adequacy. These revolution are largely attributing to the synergy of technology, policies, services, farmers enthusiasm and strong political will.(India, org/2012). However, the major impediments to Ethiopia agricultural development are the predominance of subsistence agriculture and lack or absence of more business/market oriented agriculture, adverse climatic changes, and failure to use agricultural land according to appropriate land use management plan and resources base, limitation in information base, lack of provision of supply and dissemination of appropriate technology, failure to integrate relevant activities, and lack of adequate implementation capacity(MOFFD,2006). According to MOFED to resolve the above mentioned problems and bring about tenable changes and sustainable development in agricultural calls for the development of appropriate human resources, provision of an expanded and improved supply of agricultural inputs; adoption/ application of appropriate technologies; and improvement or expansion of economic infrastructure. As it is planned by the government, this will happen through the transformation of the subsistence agriculture to market oriented development which will also guarantee the sectors contribution to the attainment of the millennium development goals. Further, the plan envisaged the transformation of small holder production system from subsistence to commercial with increasing diversification in to high value products, as a means to rural poverty reduction. The objectives of the plan will have to be achieved within the context of mounting demographic pressure set against diminishing natural recourse base-both quantitatively and qualitatively (World Bank, 2005). Yet all is not as such gloom and

doom. Indeed, modern science and technology are opening up new opportunities that would facilitate smallholder agricultural development even in marginal areas.

2.2.3 Agricultural Growth as a Driver of Development

A high rate of agricultural growth has far-reaching positive implications for economic development of low-income countries in terms of increasing employment and accelerating poverty reduction. High agricultural growth help avoid the creation of megacities with large slum populations. In order to achieve this rapid agricultural growth with positive economy-wide linkage, however, it's necessary to engage "middle farmers", large enough to adopt new technologies and produce significant market surpluses, but small and numerous enough to have spending patterns that drive a vibrant rural non-farm sector. Finally public and private investment in road, electricity and telecommunications are also needed to reduce marketing costs and enable growth in rural market towns and secondary cities. These four points are expanded below in relation to agricultural growth. First and most important, rapid agricultural growth dominate employment growth and poverty reduction (Mellor and Desai; 1985; Bezemer and ready; Christiansen, 2006; Diaoeetal, 2007, 2008; Thirtel, 2003). In a low income country rapid agriculture growth also provide a large share of GDP growth. However, agriculture dominances in employment growth continue in to middle income status even as its share of GDP growth decline substantially (Mellor and Gavian 1999). Thus, achieving rapid agricultural growth in a low income country sets the stage for a broadly. Participatory growth structure when it reaches middle income status. Elevating employment growth to a higher status alongside GDP growth is a first and easy step to the broader concern with

measuring of growth that permeate the recent Stiglitz commission report (Stiglitz, 2009).

Second, agricultural growth fosters a diffused pattern of urbanization (Hardoy and Salterthwaite, 1986; Tacoli and Satterthwaite, 2003). Population is less concentrated in a single mega city. In contrast, scale economies of urban centers for export led industrialization lead to a concentration of urban growth, usually in one mega city. This is because large rural- urban income disparities, particularly with stagnant rural income, increased urban concentration and urban poverty as poverty drives rural people to queue for high paying urban jobs, swelling the ranks of the urban unemployed as they wait for those jobs(Harris and Todro, 1970).

Because agricultural growth has its employment effect through multiplier effects to the rural non-form sector (which include small market towns), it provides a diffused spatial pattern of non-agricultural growth (Renkow, 2007). That diffused urban growth is rapid because of the high marginal propensity of rural and small town people to consumption is for important goods and goods produced in large cities, as well). As income growth, the expansions of non-form activities in the small towns lead to their own scale economies, but for product and small town market. Eventually these small town activities gain a life of their own serving metropolitan centers and eventually exports. The diffused pattern of urbanization gets its start from the agricultural stimulus to the rural non-form sector (Mellor, 2010).

Third, the objectives of poverty reduction are best met by focusing growth on the “middle farmer” and on areas with high potential to respond to improved agricultural technology (Jayne and Mather, 2010). Focus on the poorest rapid agricultural growth Raising form

income is essential to drive employment increases, poverty reduction and diffused urbanization. Thus the focus of agricultural growth must be on maximizing the growth in income from development expenditure. That impact will be greatest by concentrating on geographic areas that respond best to improved technology and move insensitive cropping patterns, and on farmers who produce the bulk of output.

Population in poor resource areas where it is not feasible to significantly raise farm incomes will benefit because the rapid employment growth in the more agronomical-favored areas will open employment opportunities in the small towns in these areas, less immigration from these agronomical-favored areas will then leave more big city urban jobs far from poor resource areas (Mellor, 2010).

Likewise, the substantial proportion of households with small land holdings who cannot survive without rural non-farm sources of income are unlikely to be drivers of growth, though they can benefit from the growth linkages. Such households tend to respond poorly to opportunities for increasing agricultural production because they lack sufficient land and capital. For this household non-farm employment is a major source of income.

Very large, often absentee landowners, e.g. on Latin American haciendas, are also generally less efficient drivers of economic growth because they have consumption patterns that are import and capital intensive. As a result, their spending generates few growths multiplies and does little to reduce poverty (Timmer, 1997).

Fourth, rapid rural non-farm (including small market town) growth requires sufficient infrastructure (Ahmed et al.; 2007; Haggblade, Hazell and Dorosh, 2007). Rural road network linking these areas to surplus agricultural producers and inter-regional roads linking small market towns to major urban centers are crucial to enable efficient

marketing of products. Likewise, electrification enhances production efficiency for producers of non-farm goods and services (as in the case of hand-loom in Ethiopia, Hang et al, 2009), as well as improving quality of life (there by reducing incentives for migration to large cities) communications networking, (either mobile phone access or land-lines), also improves market efficiency by facilitating contacts between buyers and sellers and increased communications with in vertically integrated marketing chains.

In conclusion, agriculture transformation comes through process and undeniable effort to put the policies in to ground. Scholars related agricultural transformation to behavioral changes of the farmer (Nelson, 2001; Martha, 2006), overall transformation of the countries which is from subsistence to more commercialized and market oriented (Mellor, 2010) and supporting small hold formers to make a progress in there live and the country as whole (Dug, 1986; Tadesse, 2003). The experience that was discussed previously about china and Indian agricultural development is essential for developing countries, such as Ethiopia. Including Ethiopia most sub-Sahara countries have been known for their poverty and famine. These push administrative bodies to take a charge in developing and transforming the back bone of the economy which is agriculture. More than 85% of the Ethiopia population depends on agricultural, also agricultural make 95% of the national GDP. Putting this in mind the government of Ethiopia has been supporting the farmers by initiating them to follow governmental policies and strategy (MOARD, 2006). In its efforts to promote economic development the government is making large investment in roads, education, health and agriculture (Mellor, 1992). One of the supporting agencies which are initiated by the government is the Ethiopia Agriculture Transformation Agency (ATA). This agency was established last year (2003). The first

aim of the agency is to promote agricultural sector transformation by supporting existing structures of government, private- sector and other non-governmental partners to address systematic bottle necks and deliver on a priority national agenda to achieve growth and food security ([www. Ethiopian –ata.org](http://www.Ethiopian-ata.org)). Sustainable agricultural developments which lead Ethiopia into economic transformation is expected and is already planned in the GTP, in which Ethiopia is expected to be one of the middle income countries by year 2015-2020.

2.3 Media and Agricultural Development

In the history of human being media have been playing an appreciative role in development of every sector. The power that media have is changing the life of the public; such effects are which are manifested in the life of the society. Development never comes by itself; rather media and communication support the change and development of every country. The media has brought about crucial changes and is still changing the world. The development of a country has to do with the growth or development of its mass communication.

Bn.Auja (1992) related the relationship that exists between the socio-political, economic developments of a country and the degree to which it's mass communication system has advanced. Mass media have a particular importance at this point in history. They are great multipliers, just as the machines of industrial revolution are able to multiply human power with other kinds of energy. So the communicating machines of the communication revolution are able to multiply human messages to a degree previously unheard of (Ibid, 1992). Through the dynamic changes in media usage and technology diffusion, changes

are occurring in the agricultural sector. The effectiveness of agricultural growth has implications for industrial growth.

In the past decade, solid empirical evidence has merged that agricultural growth is not only effective in alleviating rural poverty, but it is more effective than industrial growth in reducing urban poverty. The economic development of a country is basically affected by the growth of agricultural sector (Roger, 2004).

The agricultural development in Ethiopia is quite young. Formal agricultural research started only about 50 years ago. Unlike many African countries, Ethiopia has not been colonized by any European power and subsequently did not benefit from the research infrastructures left behind when these powers left Africa. Whatever achievement made so far is solely accomplished through the national efforts. Accordingly, the national agriculture system has evolved through the three different systems- a feudal system, a totalitarian socialist military junta, and now going through an ethnic based federal form of government. All systems restructured the system to fit their specific ideologies (Efreem, 2006). These have created a significant level of instability in the agricultural research system and have created disenchantment in terms of the outcome expected from investment on agricultural research with respect to policy or strategy. Rogers (2004) believe that reforms are some times more effective if they are designed and implemented jointly as a part of an integral package, or strategy, for the sector. As it was explained above, the Ethiopia agriculture faced different policies and strategies or systems have disconnected the chain of agricultural development in the country. So as the non-effective way of communication with the farmers also has its impact on the development of agriculture.

According to Rogers (2004), there are five basic principles for making an agricultural system sustainable over the long run. Economic sustainability, social sustainability, fiscal sustainability, institutional stability, environmental sustainability, even rapid turnovers of ministers of agriculture and principal staff members can greatly hinder the process of developing and implementing consistent policies. On the other hand, government needs to play a leading role in mobilizing consensus about appropriate development policies and translate them into concrete action (Briggs, 1989).

For this reason, using mass media as a communication way for improving agriculture is very important. Even though it is obvious that media can bring change. There are concrete reasons as to why the media is not enthusiastic about reporting on agriculture issues. Susanne (2009) believes that the media is an essential partner in agricultural development but they are constraints in this role. She explains that media, especially in Africa, is challenged with poor infrastructure, low salaries, lack of equipment, lack of specialization and poor understanding of development issues.

Most African countries are still using the traditional tool of farming. In developing the agriculture sector, Radio as one of the media has been used, to reach the rural areas of most African countries. A multi-medium communication company, based in the UK forecasting mainly on agricultural development, witnessed that media especially, radio as the effective way in participating in the agricultural development in Kenya (www.wrenmedia.co.uk). Mohammad (2011) in his research entitled as “the role of television in the enhancement of farmer’s agricultural knowledge” finds out that educational intervention through TV program resulted in a significant knowledge enhancement from 3.13-6.26, which means TV was effective in offering agricultural

messages. Broadcast media have the ability to disseminate information to large audiences efficiently and television can be a particularly important channel (Movius et al, 2007). Similarly AL-Namalah (1998) and Kim (2010) report the positive effect of television in spreading to farmer's knowledge in all farming processes. The success of agricultural development programs in developing countries largely depends on the nature and extent of use of mass media in the mobilization of people for development. The planners in developing countries realize that the development of agriculture could be hastened with the effective use of mass media (Salleh, 2110). In this regard, TV and radio are significant, as they transfer modern agricultural technology to literate and illiterate farmers alike, even in interior areas, within a short time (Nazari and Hasbulah, 2008).

Therefore, media as a tool for communication can play an effective role in development, especially agriculture. Because transferring new research findings and technology to rural farmers remain a promising strategy for increasing agricultural productivity and amongst the effective way to reach this idea and technology to the farmer is media (Namlah, 1989).

Media also accelerate the changing of society by adopting new a technology Williams (1983) argues that a new technology, a printing press or a communication satellite 'emerges' from technology study and experiment. Technologies have an autonomous power to create new societies or new human conditions. If media can then be implemented for agricultural development, agriculture is obviously, an input to the national economy (Bautisa, 1990). He emphatically examined agricultural growth linkages with the rest of the economy among 34 food deficit developing countries.

Generally, media can facilitate the exchange on information of different issues including agricultural issues, to farmers and stakeholders.

2.3.1. Diffusion of Innovation

Across many literatures technologies are described as having trajectories, stages, cycles and growth curves; they diffuse, transfer, are “pushed and “pulled” and evolve. Many current observers agree that technology include not only the built devices themselves, but also the practices and knowledge related to them and social arrangements that form around those devices, practices and knowledge (Dierkes et al, 1992).

Diffusion is the process by which an innovation is communicated through certain channels over time among the members of social system. Diffusion is a special type of communication concerned with the spread of messages that are perceived as new ideas (Roger 1995). Martha (2002) defines diffusion of innovation as the spread of abstract ideas and concepts, technical information, and actual practices within social system, where the spread denotes how or movement from sources to adopter, typically via communication and influence. Such communication and influences alter an adopter is (an actor's) probability of adopting an innovation, where an actor may be any societal entity, including individuals, group, organization or national politics. In the broader sense, studies of diffusion have provided an empirical and quantitative basis for developing more rigorous approaches to theories of social change (Degleur 1966).

According to Rogers, there are four elements in the diffusion of new idea. These are:

- The innovation
- Communication
- Time
- The social system

Some innovations spread quickly than others, and these are because of some determination such as relative advantage, compatibility, trial ability, absorbability to those people within the social system. For Rogers (1995) communication channel, the mass media channels are more effective in creating knowledge of innovations, whereas interpersonal channels are more effective in informing and changing attitudes towards new idea. And there is a time, which has the process of knowledge, persuasion, decision, implementation and confirmation done by the individual after a new idea has introduced. The social system is another determination. In the social system, the how norms affect diffusion, how the general social system is, the opinion leaders and the degree to which individual are able to influence informally other individuals are the issues which determine the diffusion of an innovation. On the other hand, Robinson (2009) defines diffusion of innovation as something that seeks to explain how innovations are taken up in population. An innovation is an idea, behavior or an object that is perceived as new by its audience. As Robinson diffusion of innovations offers three valuable insights into the process of social change:

- What qualities make an innovation spread successfully?

- The important of peer to peer conversation and peer network.
- Understanding the needs of different user segments.

These determinates are still blocking the adoption of the innovation in different counters, it makes it even complicated in the 3rd world in adopting technologies in terms of affording the cost, the culture, the market and the political situation. The cost of the product (idea) is valuable among some public rather than the benefit of innovation (Marta 2002).

In this respect Hauschildt(1999), is close to Rogers, who defines innovations as follow;

“An innovation is an idea, practice or object that is perceived as new by an individual or other unit of adoption. It matters little so far as human behaviors are concerned whether or not an idea is objectively new (.....). The perceived newsletters give individual an idea to determine his or her reaction to it. If an idea seems new to the individual, it is an innovation”.

On the other hand, media plays an important role in disseminating the idea of new technology. Diffusion of new technology goes through a predictable sequence of stages. First, we gain knowledge about the new idea from the media and from people we know (Larrose, 2006:49). This makes the audience to have potential knowledge about the innovation.

Thinking about potential audience of innovation, it is worthwhile to take a closer look at the characteristics of different types of adopters. Following Rogers (1995) we can identify five ideal types of adopters; innovators, early adopters, early majority, late

majority and laggards. As their names already indicate, Rogers arranged the five ideal types on a time scale beginning with the earliest adopters and ending with complete deniers of innovations.

2.3.2 The Role of Media in Diffusing an Innovation

The process of diffusing the innovation has different channels. One of the channels is media. Rogers' definition comprises four central elements: the innovation, communication channel, time and social system. But it is important to see through which channels innovations diffuse and which role mass media and media specialist in particular play.

Mass media are the quickest way to make people aware of the existence of the diffusion process. They create awareness and transfer information about the innovation. (kruger, 2006). These include information about the combination of means and ends an innovation offers as well as about its potential uses. When it comes to persuasion and decision, however, interpersonal communication is far more powerful (Rogers, 1995). Innovators and early adopters act as links between mass communications and personal communication. They are active readers of innovation journalism and experts in their social group. According Kruger (2006), innovators and early adopters seek information more actively and have a greater tolerance towards uncertainty. This allows them to deal with information, which is not necessarily consistent with their Knowledge and attitudes. In other words, they are open to innovation. He also suggests that innovators not only seek information in the media, they also trust the Media's advice when it comes to adopting an innovation. The audience also seeks information to make decision on which

innovation to adopt. "The innovation decision process" is described by Roger(1981) as the process, through which an individual person or other unit of decision making learns about an innovation, develops an attitude towards it, decides for or against it and confirms or revises his decision at a later point of time. In contrast, individual actors adopt innovations with mainly private personal, individual consequences. Such innovations depend on interactions through strong ties, such as the community ties and face to face interactions (Rogers and Kincaid 1981).

2.3.3 The Concept of Development Journalism and Communication for Development

If development is needed, including agricultural development to look at the concept of development journalism and communication for development would be important. The discussions about development communication also represent the starting point for development in journalism (Ogan, 1982).

Development journalism follows the previous discussion about development politics and fundamentally presumes the following;

1 development is a central social objective.

2 The mass media play a decisive role in this process (Domatob and Hall, 1983)

The assumptions of development communication concerning modernization and dependency do not seem to be applicable any more in a global world (Jeffrey, 2005). More recent approaches do not act on the assumption of an (easily influenced) linear path of development any more, but track down differentiated social processes of globalization

and fragmentation, which apply to the countries of the southern hemisphere as well as the northern ones. Since the focus of development journalism is set on journalism education and practice on the southern hemisphere and therefore constantly faces difficulties, it remains outward up to date. Development journalism comprises the reporting on ideas, programmes, activities and events, which are related to an improvement of the living standard, mainly in the rural regions (Ibid, 2005). Basically, it is assumed that journalism is able to influence the development process by reporting on development programs and activities. Accordingly, it is journalist's duty to critically examine and evaluate the relevance of a development project to national and local needs, the difference between a plan scheme and its actual implementation, and the difference between its impact on people as claimed by government officials and as it actually is (Aggarwala 1997: 181). The reporting on national and international events is only desirable if they constrictively contribute to the development and improvement of living standard (Kunczik, 1990).

Jeffers (1995) defines development news in a broader sense. "Development news should examine critically, evaluate and interpret the relevant of development plans, projects, policies, problems and issues. It should indicate the disparities between plans and actual accomplishments and include comparisons with how development is progressing in other countries and regions. It also should provide textual and background information about the development process, discuss the impact of plans, projects, policies, problems and issues on people, which may vary from country to country or from region to region. But generally include primary needs, such as food, housing, employment; secondary needs such as transportation, every source and electricity and territory needs such as cultural diversity, recognition and dignity".

On the other hand Servaes, (2002) notes that communication media are in the context of development generally used to support development initiatives by the dissemination of messages that encourage the public to support development – oriented projects. Although development strategies in developing countries diverge widely, the usual pattern for broadcasting and the press has been predominantly the same information the population need about projects, illustrating the advantage of the project and recommending that they be supported. In other words, communication is used as a means for development in agriculture and other sectors. FAO's communication for development group has arguably been one of the foremost practitioners of applied communication for improving agricultural and related sectors in the developing counties, since its establishment in 1969. During these three decades, the role of communication has undertaken a dramatic shift from a one way, top-down transfer of message by agricultural technicians to farmers.

Colin and Sonia (1998) sum it all up by saying that the successes and failures of most development projects are often determined by two crucial factors, i.e. communication and people's environment. Even though communication for development came into being in the 1960s, and has clearly shown its usefulness and impact in change and development actions, its role is still not understood and appreciated to the point that it is routinely included in development planning (Ibid , 1998).Therefore, either journalism or the communication approach, or both are essential for development, especially agriculture. As Morris (2000) said, development communication refers to the application or use of communication to achieve development objectives.

Many scholars even emphasize that development is an imperative without which concrete social and economic developments are difficult to achieve (Burke,1998; FAO, 2005: 13; Kunczik, 1992: 25; Moemeka, 1994; Nwosu, 1995). Finally Matebu, (2006) indicated that development communication has a crucial role in creating awareness about new technologies, popularizing technologies, stimulating adoption of technologies, by farmers and, if the communication is two-way, in enabling future extension efforts meet farmers need.

2.4 Media as a Catalyst for Social Change

In the last five years, decades or so, media influence on societies has grown exponentially with the advance of technology; first there was the telegraph and the post office, then radio, the newspaper, magazines, television and, now the internet and the new media, including palmtops, cellphones, etc. Many mass media reveals that, which witness the mass media have been the source of positive or negative influence on the society. According to Raja (2011), media has three main functions; these are information, education, and entertainment. Society is dependent on the media either for one of the above mentioned functions or all and the dependency and influence goes simultaneously, which is negative or positive.

Research made in Egypt in 1999 on the influence of media in social change, that modern mass media, especially television, and was found to be firmly embedded in these women's traditional, oral culture. Since most women in the study reported watching television with the rest of their families gave them opportunities to be engaged in discussion with them about the televised themes and programs (Sahra, 1995). On the

other hand Mitchell(2002) discusses the effect of the media in which a society that never change their way of life in more than six thousand years are forced to adjust modernity in less than a decade. The mass media generally help the society embrace changes be it political, economic and cultural. The great powers of the world used the media to share or impose their agenda to the world. The civil war in Ruanda is another manifestation for the negative impact of the media, especially radio in the public at that time (Meewis, 1993).

The media has a huge impact on society in shaping the public opinion of the mass. They can form or modify the public opinion in different ways depending on what the objective is. For example, Pakistani media influenced the public opinion against the Taliban in Swat by repeated telecast of a video clip showing whipping of a woman by a Taliban. Before that the public opinion over the military action against the Taliban in Swat was divided, but after repeated telecast of the clip change the public opinion changed overnight in favor of the government to take action (Mughal, 2011).

Media as a catalyst for social change especially in developing countries is playing important role in economic development. Most developing countries implemented entertainment- education strategy to promote rural and national development (Musa, 1997). In doing so, the developing countries accept development media theory to promote economic development. The primary goal of media, according to development media theory is to promote economic development, social change and nation building (Edeani1993; Kunczik 1988). The use of electronic media particularly radio and television programs, has gained more attention as media system and media have expanded in developing nations.

With the coming of new technologies it even becomes easier to reach everywhere and bring about the needed social change. The new media and social media are the outcomes of the late 21st century technological development. The social media which is web based services allow users- ordinary people to create, share, rate and search for content and information (Susan, 2009). These technologies strongly affect the society in every aspect of its life. According to William (1972:89) there is probably nothing which social scientists agree more completely than upon the thesis that, to a very great extent, social change is tied up with technology change. The political revival of the Arab world is a recent history of technology brought to the life of these countries which unexpectedly affected the political ideology of the Arabs.

The cultural domination of the western countries is another reality of the result of media in social change. Over the past years, there has been an increasing use of social media not only to react to or cover an event, but as a means to create or promote an event. Even more interestingly social media communications seem to have the effect of creating a virtuous circle where social media organizes data and then feeds information back out to the community, intensifying the experience both online and offline, building awareness, engagement and impact.

In relation to reshaping Niel postman (2007) argues that television promotes triviality by speaking in only one voice of entertainment. Thus, he maintains that television is transforming American culture in to show business, to the detriment of rational public discourse.

In addition to the cultural influences on content and the broader social influences (described earlier), media giants have developed considerable political influence. Like other corporations, the media industry relies on lobbying effort and campaign contributions to promote its agenda. Every segment of the media industry has its own lobbying arm such as the national Association of Broadcasters. In addition to direct lobbying campaign, the media holds fundraisers for friendly politicians especially during election (<http://www.openscrets.org>).

As it is mentioned above the social change in the Egyptian women, influenced by the media (TV) brought attitudinal change of the women. The new forms of media had a counter effect on women's willingness to seek literacy since they provide them with alternative means of communication such as relying on cell phones, instead of writing letters (Sahar, 1999).

In conclusion, as the media played an important role in promoting development in education, health and other sectors, generally economic development, it is also blamed for the social problem that are reflected in the society as outcome of media in changing the society undeniable either positively or negatively.

2.5 Framing as a Theoretical Construct

Framing is one of the media effect theories which came as an idea in 1970s. The ideas outlined in the memo were hardly new, of course, and drew on decades of existing research in Sociology (Goffman, 1974), Economics (Kahn man & Tversk, 1979), psychology (Kahn man & Tverty, 1984), Cognitive linguistics (Lakoff, 2004), and Communication (Entman, 1991, Yeager, 1991). But Frank Luntz was the first

Professional pollster to Systematically use the concept of framing as a campaign tool .The democratic party soon followed and George Lakoff published do not think of an Elephant (Lakoff, 2004), a short manual for liberals on how to successfully frame their own messages. With the emergence of framing as a combination tool for modern campaigns has come a resurgence of academic research on other cognitive campaign effects, such as agenda Setting and priming, many of which are thought to be related or at least based on similar premises (McCombs, 2004).The emerging body of research on framing, agenda Setting, and priming has signaled at least paradigm shift in political-communication research. Scholars of mass communication often suggest that the field passed through a series of paradigms in the 20th century (Mcquail, 2005). Generally, framing has a long history in the social science. We could identify strands of thought starting from Goffman's (1974) concept of frames that define social situations. This theoretical idea shifted the media into a new way of reaching its audience, which exactly had an effect on the social change. The idea of framing is implemented in farming political issues at first, but later on, it included other issue like marketing, development (of different sectors), psychology and other related network of the society as a whole.

2.5.1 What is Framing?

Different scholars defined framing from different view point. One of the famous researchers in framing Robert Eutman (1993) define framing as “to select some aspects of a perceived reality and make them more salient in communication text, in such a way as to promote a particular problem defamation, causal interpretation, moral evaluation and treatment recommendation for the item described”. On the other hand, one of the leading writers on mass communication theory James Tankard(1977) defines framing

“The central organizing idea for news content that Supplies a context and suggest what the issues is through the use of selection, emphasis, exclusion and elaboration”. The media not only set the agenda for what issue vents, or candidates are most important but also transfer the salience of specific attributes belonging to those potential objects of interest (Griffin 2006). Giltin (1980) describe framing as a principle of selection, emphasis and presentation, composed of little tacit theories about what exists, what happens and what matters. For Macomb’s (2004) framing is simply a more defined version of agenda setting. Framing from that perspective, means making aspects of an issue more salient through different modes of presentation and therefore shifting peoples altitude .He labels this phenomenal “Second level agenda setting”. But for Gamson & modiglian (1987) framing is greater than traditional agenda setting is about shaping the public discourse by establishing predominant labels by forces and groups in society. Most of the time, People understand that agenda setting and framing are the same. Tewsbury (2000) summarize the distinction as agenda setting looks on story selection as a determinant of public perception of issue importance and, in directly through priming, evaluations of political leaders. Framing focuses not on which topics or issues are selected for coverage by the news media, but instead on the particular ways those issues are presented

Heppler,(2009) defines framing as the way news is packaged, the extent of its exposure, the placement with the newspaper, (Font page, lead story), the tone of writing (sympathetic or critical), visual effects (read lines photographs) and vocabulary. As it is explained above most key words are about news presentation, news package, making sense of relevant issues, presenting, selecting reality and promoting.

We like to think of reality as fixed, as something we all agree on, we trust the news media may make mistakes, but largely present reality “the way it is” the news media may make every effort to promote this view by trying to appear neutral and objective. They construct a subjective picture of reality, selecting and organizing a confusing flood of information in a way that makes sense to themselves and their audience, this is called framing.

Out of myriad possibilities the media siphons out a limited number of stories and present them for consumption in familiar packages, or media frames. For Gitlin (2003; 7) “media frames are persistent patterns of cognition, interpretation, and presentation of selection, emphasis, and exclusion, by which symbol handlers routinely organized discourse, whether verbal or visual”. In essence, media frames are constrict reality, influencing the way their audiences know the world by highlighting certain bits of information as (Mcquail 1994; Rans 1979; Entman 2004). These frames are exceedingly important because of the sheer amount of people they reach and their power to influence (Gitlin, 2003).

By deciding whose voice gets heard, what images are shown, and the context in which an issue is presented the media legitimate certain points of view while marginalizing others (Gans, 1979). In information dealing with specific issues available to the public exclusively through the news media, the public’s knowledge of that issues will necessary through the provide frame (Gamson and Modigliun; 1989). Coupled with the fact that most “mainstream” news organizations are owned by a very few transnational corporations, the media and “news” have great potential for agenda setting and manipulation by interested parties (Entman 2002).

Gitlin(2003) in his discussion of social movements notes that the media has the power to turn the extraordinary in to “commonsense”.

Media frames are also unavoidable, if for no other reason than logistics, “news” must necessarily be new, or risk irrelevance. Gitlin(2003) notes that media frames are useful because they allow “journalist to process large amounts of information quickly and routinely to recognize information, to assign it to cognitive categories, and to package it for efficient reality to their audiences”. Truly media frames tell the audience a story and tell them how they should feel about it .This ability to reach and influence a large audience leads to contention, and makes the media" In a site on which various social groups, institutions, and ideologies struggle over the definition and construction of social reality " (Gurevitch etal 1985; 19). Importantly, once media frame is embedded, it's difficult to remove or supplant. (Grassland Modigliani 1989 , Schon and Rein 1994 ; Gamson and Modigliani (1989) highlight the stubborn nature of frames in their research on nuclear energy .According to the Authors before the Three mile Island accident, the media used a " progress” frame in discussions of nuclear energy .After the accident, the media typically adopted “devils bargain” or “runaway technology” frames that highlighted a loss of control over technology, yet the progress frame remained implicitly contained within these new frames.

Finally, it is important to note that the members of the media audience are active agents, not merely passive receptors who unquestioningly accept every premise shown to them. Schenfele (1999:105) notes that peoples information processing and interpretation are influenced preexisting meaning structures or schemas. “This notion echoes Goffmans (1974) conception of societal frameworks and is supported by Gamson (1992:4) who

explains “people negotiate with media messages in complicated ways that vary from issue to issue. “ In addition, these negotiations vary from person to person, with three types of news processors identified by Kosicki and McLeod (1990). According to these authors the active processor is an individual that seeks multiple source of information which in general is complete, slanted, or in other ways colored by the intentions of the communicator (Scheufele 1999:105). The reflective processor ponder and discuss with others what they have gathered from the news media, while selective scanners skim the mass media in their search for a very limited personally relevant information. In sum, for numerous scholars, media frames are an important factor in influencing public opinion, but vary from person to person and from issue to issue. Finally, the theory of framing brought a media movement towards creating packaged information.

Chapter Three

Research Methodology

3.1 The Research Design

The goal of this research was to examine how the agricultural transformation was framed by a particular Tigrigna TV program called *waraynna*. The designed approach for this research is qualitative. The term qualitative has been and is being used in the field of social science and humanities (Wimmer and Dominick, 2006). To study the framing which is one of the media effects theories, it is being found appropriate to use the qualitative approach. According to Henn et al (2006), the main objective of qualitative research design is to take detail description of people's behavior and thoughts. Words are used most of the time rather than numbers in qualitative approach.

As Enteman(1993), there are two dimensions in media framing research: media versus audience frames. The terminological and conceptual distinction follows the Kinder and Sander (1990), suggestion that framing serves both as “**devices embedded in political discourse**”, which is equivalent to concept of media frames, and as “**internal structure of the mind**”, which is equivalent to the individual frames. The study attempts to analyze the framing of the *wraynna* program which is media frames, in addition to this individual in-depth interview helped to develop contextual themes which finally contributed to the overall analytical process.

3.2 Data Collection

Data in qualitative research come in a variety of forms. In addition the information that a researcher can obtain from field notes, individual and focus group interview transcripts, documents and journals, it allows him/her to accumulate a great deal of data during the course of study (Henn,2006). In this study data are collected in two ways.

1. Documented program: the program has being transmitted via ETV for almost two years. The program is a weekly aired, every Wednesday for 20 and 40 minutes. *Werraynna* program sometimes is produced in documentary format that is why it takes 40. The main source of data for this study is the documented video of the program the program selected 12 episodes based on random sampling technics. The programs are randomly selected because the programs were basically emphasizing single agricultural issue.
2. In depth individual interview: most social researchers emphasize searching for meaning, among other methods, they use in-depth interview to gather information (yates2009:156). Interview is the best way to find information on perspectives and experiences of people. For the purpose of this study the producers of the program and the editor were interviewed. Generally the staff members who produced and edited the program were interviewed.

3.3 Data Analysis

As Enteman's(2009) seminal paper, frame analysis examines the selection and salience of certain aspects of an issue by exploring images, stereotypes, metamorphose, actors and messages. Following D.Annglo(2005), framing is more of a research program than a

unified program. As such combines “strange bedfellows that differ in important philosophical assumptions.” The diversity of theoretical perspectives- cognitive, constructivist, and critical has been beneficial in enabling a comprehensive understanding of all facets of the framing process.

This study attempts to observe the framing of agricultural transformation in *weraynna* program, it also goes beyond offering observation but also the ideas of as journalists is included. Some studies focuses on content analysis of frames but at least discuss how frames involves or what effects they might have. Other studies combine analysis of frames with other data sources as interviews with journalists or other content producers factual data, or public opinion surveys (Matthes, 2005). In framing analysis, it is crucial to know (a) whether the analysis is text- based or number-based,(b)whether frames are determined inductively or deductively,(c)whether coding is manual or computer assisted, and (d)whether data- reduction techniques are used to reveal frames or whole frames are coded as such. These methodological features can overlap and results in different approaches. Since this research is qualitative, it is suitable to use text based analysis, because qualitative approach is about analyzing in words (ibid, 2005).

This study analyzed twelve (12) discourse units of the *weraynna* program. One program per month is selected in analyzing the data. For several units of analysis, scholars have identified single or multiple frames. For instance, carpenter (2007); kerbel (200); Aplee (2002) and Reese (2009) used the news article as discourse unit, but identified multiple frames per unit. Thus, for each story, researchers code “whether each of the frames was present or absent and, if present, the degree to which it was featured in the story.” Others extract one frame per unit.

Frames have been conceptualized at various levels of obstructions, e.g., as issue- specific or generic. Issue specific frames means every issue can have different issues specific frames. While generic transcend thematic limitations as they can be identified across different issues.

The data analysis was conducted according to the Enteman's conceptualization of framing because Mattes (2009) argues, providing definitions of framing as criterion for analyzing framing, in this study text- based analytical approach was adopted. The use of frame definition is therefore, central to frame validity i.e. whether scholars really do measure what they intend to measure. The analysis of the data aimed at finding out

- ✦ How it is Identified the problem seen in agriculture.
- ✦ Identifying the cause for the problem.
- ✦ And what were the recommended treatments for the problems.

In addition to this the visual effects and usage of words metaphors were taken in consideration. As mentioned visual elements are more effective in influencing farmers. As to Reese (2009), we can distinguish at least three roles for visual elements. First, text is coded and visual are ignored. Second, visual are directly coded as a constituent of frame (as discourse unit). Third, visual elements are not the main constituent of a frame but are discussed when interpreting the frame. In this research the third option was used.

Chapter Four

Data Analysis and Interpretation

Introduction

In this chapter data gathered from the documented *weraymma* TV program and in-depth interview with producers of the program including the journalists are analyzed and interpreted by referring to the theory of framing analysis. In framing analysis as it was mentioned in chapter three, basically the data was analyzed and discussed on the bases of the Entman's definition. In addition to visual effect (note that the visual effects are the selected pictures of program, which are believed to have effects on the farmers) and metaphoric usage of words were included observed by the researcher which are mentioned as parts of data analysis (Reese, 2009).

As it was mentioned in chapter three twelve programs were analyzed. How each program was framed is presented textually. The framing of each program is different as the episodes were produced in different parts of the region. Each episode has its own way of framing which is basically related to different reasons mentioned by the peasants and the producers. Therefore the causes and their problems are discussed and interpreted below. Finally the recommendations given suggested by the media and government administration were presented.

4.1 Illiteracy Frames

For so many years, farmers in Ethiopia didn't have the chance to get decent education. Education started in Ethiopia through religious institutions. The religious institutions were teaching only traditions and services of the church. Secular education mainly started during the reign of Menelik the 2nd. Secular education started first at the urban places. Until recent, rural areas were not recognized in the education system of the governments of Ethiopia.

Farmers in Ethiopia have often used the same farming methods. The illiteracy of the farmers made them to depend only on traditional way of farming. In fact, every farmer inherits traditional way of farming. For that reason, the past generations of farmers in Ethiopia were not successful in improving the agricultural production and productivity.

Developed countries improved agriculture through educating the farmers in adopting new technologies. Adopting new technologies for agricultural production saves time and increase the production of the farmers. Thus, the lacks of knowledge in adopting these technologies and usage of inputs have made the agricultural development to be stagnant. The producer of the program Awet says:

Poverty destroyed many aspects of the farmers. Because of illiteracy the farmers can't use technology and produce more at a short period of time. That is why, most of our programs focus on educating the farmers to improve the traditional farming.

Illiteracy becomes an obstacle not for the transformation of agriculture, but also for the attitudinal transformation of the farmer. The traditional and religious beliefs of the

society negatively affected the development of agriculture. Problems related to agriculture have been associated with lack of awareness or illiteracy on the parts of the farmers. Irrigation, for example, was not considered as an effective way of farming because the farmers believe that through annual rain fall, their productivity could increase. A priest farmer Ato Nalawi says:

I used to think that with irrigation, I can't irrigate huge farm land. Because with small underground water I thought it is ineffective to produce more.

Priest Nalawi is a farmer who designed a traditional water pumping process that links the ground water to the field. Not only Nalawi but also many other farmers were dependent on the annual rainfall because of the problem they have in accepting new agricultural methods. Irrigations are considered to be modern farming system so; the packaging of the media has pushed the farmers to use irrigation and to gain awareness of irrigation systems. Some farmers do not accept the suggestions of the media, but the media presents successful farmers to influence the attitude of the farmers towards irrigation. A journalist of that program says that:

When I produced, this program, I had to search for a model farmer everywhere, then, it was easy for us to show a changed farmer who can influence other farmers to do the same. There is always an experience sharing of the model farmers on how they benefited by using different inputs to the land. Some of the farmers don't accept what we say but if we show them successful neighbor they accept us.

Illiteracy was another problem in terms of treating women just as a house wife. Most of the Ethiopian women especially in Tigray, women are house wives. It is believed that a

woman can't do farming, which is the domain of men. For that reason, women have been forced to depend on their husbands. When the husband dies, the women with her children are forced to get into begging or rent the land. They are afraid of social isolation if they don't adhere to the norms. A widow who was interviewed in the program said:

After my husband passed away, there was no one to take care of me and my children. Because of the rumor, I became idol for 2 years. After that, I faced a serious financial problem, because of that; I couldn't send my children to school.

A successful woman farmer who has 6 million birr was also despised by her own husband at first. Haregu, at the starting of her farming life, was often discouraged by her husband. Because of that, she had a fight with her husband, and she refused to stop working on the farm. Her husband's says:

I was the first to rebuke my wife, because I thought women couldn't bring any change. Because of this I was working as a police man. My wife is supposed to work in the house, but she refused to stop and worked day and night. She is worthy of earning all the success to day. Now, I am amazed with the change she has brought to our house.

Such traditional belief of the farmers is mainly attributable to illiteracy. The religious belief of the farmers is the source of laziness, and it contributes to the decrease in working habit of the farmers. In Tigray, holidays are respected strongly. During the holidays working in the field is forbidden, for that reason the farmers spent the holiday drinking Tela(traditional drink). This gradually erodes the work habit of the farmers. The religious beliefs are also the cause for the loss of the economical wealth of the farmers.

There is a religious ceremony for the dead called “tezcar” (a remembrance of the dead). During such a ceremony unplanned expenses are incurred by the farmer, bringing him or her financial problems.

The work habit of the farmers is influenced not only by the religious beliefs, but also by the excuses the farmers often make. Some of the excuses are shortage of water, shortage of money to buy water pumper, fuel cost, etc. There was a comparison of two farmers in the program; one was a hard worker and the other was lazy. During the interview the lazy farmer said:

This is my land, I know it is empty but the problem is that the government didn't support us with water. The government should build us water dams. If the government didn't help me what could I do? So, I left the land.

The attitudinal problems related to the traditional and religious beliefs are attributed to illiteracy. On the other hand, the change in weather and drought was the result of poor knowledge in conserving natural resources. As it was mentioned in the program more than 40% of Tigray was green before 70 years. The farmers highly depended on the land without preserving its fertility. Now most of the land is dry and empty. The farmers used it for fire wood and animal food. The emptiness of the mountains let the erosion to come straight from the hill down to the field and eroded the fertile soil of that place. *Saharti samre* is a place known for its dryness. A 70 year old man who was participant in the land recovering field program says:

Since the regime of Haileselassie, we farmers were considered as ignorant .we didn't have knowledge as to how to protect our land, because of illiteracy, we lost the fertility of the land and the responsible bodies have failed to train us.

Illiteracy also becomes a cause for the problem seen in wealthy farmers. For example the farmers in werda *humera*, are not aware of how to plant cotton and what kind of technology to use in plugging the land. Because of the low knowledge the quality and quantity of the cotton decreased. The project shows the trainee a new technological system of farming, which is valuable in producing quality cotton. One of the trainees said:

It is good opportunity for me to see such new technologies. The machines are digging the soil in a different way that we know. This will help us to improve the quality and quantity of our cotton. I wish to know this system before. We have learned the way we should handle until it is sold to the cotton company.

The trainers of that program said that the farmers have money that can buy the machines, but they don't have the knowledge how to use it. Our company was selling few machines but because of knowledge these machines were not sold. Now, our market will grow at the same time the quality of the cotton will be good for our sisterly company.

The textile factory manager says:

Hiwot campany supplies 65% of Almeda textile factory. These past years because of decrease in cotton production, we were forced to import cotton; therefore this train was given for the right purpose and time. Now the quantity and quality we export will increase and this increases the income of the country.

Finally the illiteracy related problems such as traditional methods of farming, traditional beliefs, poor awareness in using technology and other problems were mentioned. It's been discussed that the life of the farmers was destroyed because of illiteracy. Because of knowledge the monotonous way of farming highly degraded the land which was the cause for infertility and draught of the land. These and other mistakes brought poverty to the life of the peasants.

4.2 Administrative Frames

The change of governments in the country has an influence in the development of agriculture and the farmer. Each government has its own agricultural policy. The sustainability of the policy has affected the agricultural transformation. The political instability broke the growth of the agriculture in to different pieces. The political system of *Derg* was framed as the cause for the drought that has happened in 1977. During that time the *Derg* regime was in a fight with the TPLF (Tigrian Liberation Front). Beside the natural crisis *Derg* didn't answer the call for help. During that time over 1500 people died in deserts of Sudan. The president of Tigray region says

Derg deliberately didn't answer for help because it has the strategy of hearting our family. But the government didn't have any responsibility to save lives during drought rather *Derg* hid the drought not to be known to the rest of the world. It was through the BBC journalist that came to be known that there is drought in Northern Ethiopia.

In the program of the band aid, which was produced during the visit of Bob *Geldof*, a famous singer and producer explained:

The drought was serious and cost the life of thousands. But now we visit parts of *Raya* which is very fertile and large farming. We understand that Tigray is fighting poverty and securing its food production.

For many years the Ethiopian farmers were defeated in the fight for drought. Starting from the ground the same mistakes are repeated by other governments too. This is a problem in preparing the farmers to conserve natural resources which is the cause to the drought. The regional president Ato Tesgaye bereh say:

There was no suitable infrastructure built by Derg for the farmers. The policy initiates working people, rather than farmers. Farmers were neglected specially Tigray farmers. The government could have been protecting the drought before it happens. But we know the administration and the political system wasn't right.

The political instability also put the life of the farmers to depend on the governmental and non- governmental organizations. Besides the government of Ethiopia fail to educate the engine of the economy the farmer. Farmers have been envisioned not as the economic supporters but as ignorant and food producers. This general vision put the country into serious problem. Ethiopia has not only known as a political system but also as aid recipient country. This has its own influence in the attitude of the farmers. Most farmers believe if drought happened there would be aid. A friend of mine, media researcher at Mekelle University told me that every summer the farmers are given sibilings to plant in order to protect desertification, but the farmers cut the root and plant it, so that it wouldn't grow. They do this because the government to give the farmers 50 quintal weight and small amount of birr every summer. It's clear that they have dependent mind

which is a burden to the working habit of farmers. Therefore administration is important to educate, initiate and the farmers. Without doing so the agriculture couldn't develop. A producer of the program titled drought and derg says:

The program is working in awareness making on how to destroy the basic problems (such as a teaching program). The program is meant to educate farmers at least to step into poverty from under poverty.

The performance of the sector is mainly dependent on the government policy. That's why at the first I mentioned that the sustainability of the policy is affected by the sustainability of the government. According to Tadess(2003):

Despite all the efforts, when the factors on the ground are seen closely the agricultural sector performance as well as private sector participation remained weak. The poor performance of the sector over the past three decades, coupled with periodic drought problem put the lives of millions of rural households under critical food shortage, depicting of capital and assets and increasing dependency on food aid.

For Ethiopia ensuring food security has been a serious issue for long period of time. The government and the people are humiliated by the weakness in ensuring the food security.

The program further frames the political depression in people of Tigray brought a moral and poverty burden. One of the producers of the program says:

In the past, the governments were only seeking their pride and nationalism in a sense of dictatorship. Nationalism is when they change the country in socio

economic, and political status , but the then administration didn't give chance to the farmers to learn, to be wealthy and hardworking, rather during the Derg aid was given to the farmers every time.

The failure in building infrastructures also affected the modern life style and marketing system of the farmers. It also destroyed many aspects of the farmers for example schools, health center, electricity and telecommunications these were the results of Administrational problems among many. The poor administration was affecting the development every farmer in Ethiopia, until now some of the episodes mention this weakness of the government. For example after the GTP was announced, it has being all most two years but the in some area of Tigray the administration was late to apply it into action.

4.3 Poverty Frames

Ethiopia is one of the poorest countries in the world. It is obvious that more than 85% of its population depends on agriculture, which means the development of the sector is important for the farmer's to economic development. Poverty is one of the causes for problems seen education, health, modern life style. Above all it has been an obstacle for the farmer to develop the agricultural system. Poverty is related to illiteracy and laziness of the farmers. Most farmers in the program accept that their laziness brought them poverty. A training which was given to the farmers in *michew* reveals this truth. One of the trainees says:

I personally understand that, it was our laziness that we were in so many problems. But now, I learn from these successful farmers that, if I work hard I can

overcome my poverty. I was hopeless considering my poverty but now, I know I can work with my own hands.

Poverty is framed in the program mostly with the poor mind of the farmers. In the program titled by "*only poor mind but not poor land*" poverty is framed with the poor guts of the farmers. The moral decline was the target in defining economic poverty in the program. The producers of that program Fana said:

All the farmers were at the same level of economic status but because of the guts they have some farmers are exceeding the under poverty line. Therefore the poverty starts from the mind.

Of course if the mind is not educated to work, nothing can be done. In the program fana interviewed two farmers a hardworking and a lazy, they are neighbors. They have the same water the same soil and the same water dam, but the lazy farmer's land is empty and unproductive. His excuses were:

There is always shortage of water in our village and I don't have money to buy motors for water pumping therefore I couldn't do anything. And my land is not giving me that much fruit because of some inputs needed to be added, I also need money for that.

The poverty of the farmers is related to illiteracy, traditional beliefs and administrative problem. The program advocates usage of simple agricultural inputs to survive and flee the poverty step by step. Some farmers because of the interest they have to defeat their poverty dig underground water up to 8-21 meters deep. One of the producers Awet said

The poverty we saw with our own eyes is unbelievable. Thus why, most of our programs depend on awareness making to deny their poverty. Some of the farmers accept the poverty as a grace.

Fana, also added that, the attitude of the farmers depending on government and aid organizations made their mind to be idol and unconfident. During the interview a respondent say:

Because of poverty young men and women where migrated to urban places. There was no school to send the children and because of poverty it was difficult even to feed them. Some farmers' children are working as house servants; this is the outcome of poverty.

Relating to young farmers, an initiating program was made title "weradi mera". Weradi mera is a large group of young mostly from the groom side visit the bride home at the eve of the wedding .This was to show their readiness for the ceremony to happen next day. It is an explanation that shows the readiness of the farmers to fight poverty and disappointment of the past. A young farmer said:

After I finished 10th grade, I study agriculture in a collage. After I finished my school, I came back to help my mom in the fight against poverty. My mother was the one who paid my college fees. She was working alone to support her children. I don't want to work as an officer in the city; I came back to apply the modern farming that I learned. This will help my brother's school fee.

There was a disagreement between the young framers and their parents. The young farmers demanded the land for themselves to work and change themselves, but their

parents were unwilling, even though they have enough land. For that reason most of the youth migrate to urban in finding a job. A program which was made on these, initiate farmers to give their children land in order to keep them from migrating to urban cities or abroad. A mother of 3(widow) says:

For so long I used to farm this area. After my first son gets married, I know I had to give him a piece of land because I don't want my son to go far away from me. Now he is leading his own family and feels happy. I also give another piece of land to my other son and he is featuring his life on his own way. It's only my youngest son that is left with me.

Therefore, poverty also made families to be apart, migrate and go as far as Middle East. Some migrate because they didn't have the chance to learn and some have the attitude of being a farmer is living in poverty. Therefore they migrate to Middle East to be reached.

I was born and live in this place for so many years, when the land decrease its fertility so does our productivity and we become poor. Because of that I withdrew from school and went to Middle East illegally. After some time I was deported and came back to my home land. The thing that I learn from the Middle East people is that their place was desert but they manage to change it and their country; I then understand that I can do that in my land.

There is a strongly rooted poverty inside the life of the farmer that reaches many aspects of living. However as I have tried to discussed and interpreted it the grate pillars that result this outcomes are illiteracy, poor administration in the past and now and also poverty. Poverty made the farmers' to be dependent and unconfident through different

angles. Mainly the poor administration and related causes made the poverty to continue this far.

4.4 Recommendations Frames

According to Entamns(1993) definition, Media recommends or give treatments to the identified problems and their causes. In *weraynna* program, recommendations were given from the view point of opinion leaders and the media itself. Most of the problems mentioned have a root cause of illiteracy, political instability (government administration) and poverty. Other such as natural crises, traditional and religious beliefs, laziness mainly attitudinal problem, conserving natural resources, problems adopting technology are the problems related to the above causes of the general framing of the program.

The angle to which recommendation create is towards two Generic frames. One is the farmers and the other is related to administration and natural crises. The recommendations given to the farmers are such as hardworking, implementing professional counseling in conserving natural resources and using inputs. The hard working treatment which mainly focuses on the farmer is related to the attitudinal problems seen the farmer. The traditional beliefs and religious holidays made the farmers to be lazy and dependent. The poverty in mind was another focus that made the farmer to be idol; above all illiteracy can be the umbrella to which all this problems are under.

The suggested recommendation for illiteracy was short term trainings, experience sharing meetings and also professional guidance during farming. In the past history farmers

didn't get available by the administrative bodies. Until now the administration bodies are recommended by the media. To educate the media have its methods

Before this program started concerning education and awareness making it was not easy for the agriculture development workers to do the job alone, but with the corporation of the media and the administrative body this program become helpful. There is always a program held for the farmers at a station called TV Park in the village, which every farmer gather and watch the program and discuss their weak and strong side of themselves. This was a way to educate the farmers.

In educating the farmers there is a term that the media uses "development force". This term implies to the government (which is the policy maker), the professionals who are responsible to execute the policy and the farmers as the doers. The farmers were considered as ignorant and didn't contribute for the development of the country generally and the development of agriculture specifically. The program uses such terms (development force) to initiate the farmers to participate in the development of the country.

Most of the recommendations are given the farmers to implement the policies and suggestions given by professionals. For example prime minster Meles zenawi spoke to the youth:

Now the government has put opportunities to everyone who is interested to participate in the fight for poverty. Especially, youth are encouraged to develop the agriculture sector. The policies including GTP give a great emphasis to

agricultural development. Therefore, the farmer should increase their working habit.

Some non-governmental organization like FAO fore example recommended every farmers to plant and produce siblings. It is been recommended that, it is only the farmer which is close to the land to preserve the fertility of the land. In preserving the land professionals give training how to prevent erosion and every summer there is a field work for the farmer to build erosion protection methods and plantation. The media presents the issue, but the way it recommends is from the angle of improper usage of natural resources, which is also taken us in to illiteracy or poor knowledge.

The government every farmer have at least one water pumper. Irrigation is recommended as a modern way of farming. So the program doesn't initiate the farmers to buy new technologies, because it is believed that the farmers are poor in average. One of the respondents (binyam):

We can't focus on initiating the farmers to use technology; this is the time first to make awareness how to work. Since technology needs knowledge and money, I think priority should be given to simple agriculture methods.

Related to GTP the administrative bodies recommend the farmers what they should do to accomplish the plan. Of course there is in detail teaching of the GTP to the farmer but the media quotes regional and national leaders to give recommendation in relation to GTP. The only thing the farmers mention is that they have to double their product. But to double the production needs to the complexity of the farmers very close.

4.5 Visual Effects and Usage of Words Metaphors

Many media research concluded that visual effects have a contribution in changing the attitude or thinking of individual group or society. The video that a person watch on a TV has a visual message would give the person what the theme of the message is. In this research more focus is given to the textual analysis of the framing of the programs. But it is important to see the visual effects. More than 90% of the program uses the pictures that explain the irrigation system and its outcomes. The word metaphors and the visual messages are reflected parallel in the program. For example “*weradi mera*” which was explained in program 4, on the first start of the video you see the young men jumping and dancing, which is done similarly in wedding ceremony of the society. The word *weradi mera* is a metamorphic explanation of the force of the youth on the development of the country which was pictured as a wedding. I asked a journalist, what the uses of these metaphoric words were. He explained to me that, culture; languages are part of the development of a society. He added that it is for anyone to send a message in which the receiver can understand whether by using metaphor or action. On another program 10 “there is only dry mind but not dry land” which I directly translate it in to English. This word was powerful in pushing the dry attitude of the farmers. The journalist (Fana) was interviewing and comparing two farmers. These farmers are neighbors, both of them have the same type of soil, eventually the other farmer is lazy and poor. so she was explaining that it is the mind that should be treated first rather than the land. The visual effects were used by the media considering the influential power it has to educate the farmers. For example, showing a rocky place which was later changed by a hardworking farmer.

Awet is a journalist and he was a language teacher. He uses metaphoric poems in his programs. I have seen one of his poems in the program, the theme of the poem is that everyone should have a contribution in the growth and transformation of the country. Every citizen in that poem is pictured as a driver and the car as the development of the country. Such metamorphic and visual effects have been changing the farmer according to Awet:

We are purposefully using this words and visual effects. It is a way of explaining the message to the target audience. Our audiences are farmers, who are deeply linked to the language and culture of our country, so it is helpful to educate them through what they accept is true or acceptable.

Other programs were explained similarly for example

- Bershua- the hero women fighter
- Fight against drought
- Derg and drought

Such metaphors titles are mentioned in the program for the purpose of educating the farmers. The respondents suggested that it is an effective way of changing the attitude of the farmers to fight poverty.

4.6. Conclusion

This chapter discusses and interpreted the data collected from the video of the *weraymma* program and the in depth interview with the producers and editor of that program. Basically the interpretation and discussion of the study paved the way to conclude the framing of the program. Mostly as it was discussed in detail, it is explained in the program that, the problems were related to perceptual(attitudinal) problems of the farmers in conserving the natural resources, working habits, political depression, technology and traditional beliefs. These can be seen as the general frames of the media in identifying the most problem seen in the farmers.

The causes for such problems were related to the farmer's illiteracy, political system (poor administration) and natural problems. The farmers are centered as the causes for the problems related to nature; for poor conserving of natural resources. Beside illiteracy, the poor administration is also another burden to the farmers. The governments were poor in educating and changing the farmer in a long period of time. Also poor infrastructure developments were the cause for the agricultural transformation. Poverty is mentioned as a reason for the farmers not to use technology but, however the model farmers were explaining that they have enough money to purchase new agricultural technologies.

Recommendations were given from the view point of opinion leaders, agricultural professionals and the media itself. Especially the media was recommending agricultural from the angle of the agricultural policies and past histories.

Generally, the media frames the program in the angle of educating and awareness making towards irrigation. Therefore, the media initiates the farmers to irrigate, dig underground

water, and conserve natural resources and use inputs (fertilizer). The media framed or packaged the information in a single angle relating to awareness making (educating) the farmers. One of the producers explained that, this is a time for the media to focus only on initiating the farmer to work in the line of fighting poverty.

According to Mathes (2005), many scholars identify the single generic frames within a discourse or multiple of discourse in a discourse unit. In the research based on the findings, the episodes have on generic frame which is education, but there are different framing in every the episodes. The conclusion and recommendation is discussed in chapter five.

Chapter Five

Conclusion of the Findings

5.1 Conclusions

The chief aim of this research was to examine the framing of agricultural transformation at a particular Tigrigna program called *werrayna*. In order to meet the research objectives qualitative data collection and framing analysis method was employed. The intent of this research is to understand the program's framing with regard to the GTP policy. Putting this into account; this research examined how the program framed the agricultural problems, the cause for the problems identified and recommendations given by the media.

Based on subsequent analysis, the farmer's attitude or understanding towards developing the agricultural system was at the lower grade. The modern agriculture systems suggested by the program was irrigation system. The program focuses mainly on how to improve traditional farming. The reason for the producers to focus on such issues is that the economic and knowledge ability of the farmers is back warded. Therefore, the program mainly aims at transmitting experience sharing meetings, trainings and interviewing model farmers in implementing the policies, protecting natural crisis such as drought, heavy rain erosion (which is the cause for the land's infertility.)

In addition to this historical problems regarding political instability and inequality were mentioned as part of the problem that made the agriculture system to be stagnant. Following the feudal system, Derg was unable to eliminate natural agricultural problems

especially for the people of Tigray. The program sees such political problems as purposive damages of the governors. Beside this influenced the work habit of the farmers due to such psychological and economical humiliations.

The program explained the problems in detail, but the causes were explained shallowly. Most of the problems mentioned in the program are related to the weakness of the farmers in conserving natural resources, implementing the advice of agriculture professionals, religious and traditional beliefs. Above all, illiteracy and poverty are root causes for today's stagnant agricultural development. The core purpose of the media is to educate the farmers how to use simple agricultural systems such as irrigation. Therefore the treatment given for the identified problems is related to irrigation and simple irrigation methods. Thus the program doesn't initiate the farmers to go beyond irrigation such as using agricultural machines that facilitate their work. In addition the program mainly focuses at the weakness of the farmers without considering the contribution that is expected from government or concerned bodies.

As it was explained by the respondents the farmers of Tigray especially were not benefited from the research findings of higher education institutions. Most of the farmers are helped by agriculture extension workers and non-governmental voluntaries. Universities have the duty of introducing modern agricultural tools that can transform the agricultural system in our country. But most of the time machineries are not introduced rather new seeds and simple irrigation system. For that reason the farmers are dependent on traditional way of farming. These can be cause for the problems seen in agricultural development.

Regarding GTP, most of the programs were made on creating awareness. It educates the farmers what they should do to achieve the ultimate plan of the government. Since the GTP is newly introduced most of the programs depend on educating what the government is intending to achieve through the plan. According to (MOFED, 2010) the aim of GTP is enhancing the basic problems related to poverty. Most of the farmers are on the under poverty status therefore, the program is initiating the farmers to fight poverty and reach the middle income status by the end of 2015 as planned on the GTP.

The program recommend from the professionals view point and administrative bodies. It is believed that this people can influence the attitude of the farmers. Of Corse, it is appropriate to recommend the farmers through influential people (opinion leaders). There is also an experience sharing meetings among the farmers themselves. This was considered as an effective job in educating and guiding the farmers. Based on the analysis, the program doesn't share other country's experience in agriculture transformation which relates with the agricultural policies.

The overall target of the program in using metaphors and visual effect has been found to influential by the media. According to the findings the metaphors words and visual effects were targeting more at the farmer. The metaphor words have strong message for the farmers. For example, the women fighter *bershua* was as a symbol to the women and the words used by the journalists were strong that initiate the farmer to work hard, to fight poverty. Other stockholders should be included in the metaphors and poem being used by the program.

Agricultural transformation reveal, when there is appropriate human resources, provision of an expanded and improved supply of agriculture inputs and adoption of appropriate technologies and improvement or expansion of income infrastructure (MODEF, 2010). However, most the programs recommend hard working and usage of inputs, but regarding to adoption of appropriate technology there was no recommendations given by the media.

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Appendix I

School of journalism and communication

Addis Ababa University

Table for selected episodes

Episodes	Title of the episode	Time taken	Producer	Editor
Episode one	Fight for drought	20 min	Awet	Abrahm
Episode two	Fight for drought	20 min	Awet	Abrahm
Episode three	Endless patience	30 min	Fana	Abrahm
Episode four	I. Weradi mera	20 min	Awet/Fana	Awet
Episode five	II. Weradi mera	20 min	Awet/fana	Fana
Episode six	Band aid	30 min	Binyam	Abrahm
Episode seven	Bershua	30 min	Awet	Awet
Episode eight	For tremendous change	20 min	Fana	Abrahm
Episode nine	Interest hardworking=change	20 min	Fana/Awet	Fana
Episode ten	Only poor mind but not poor land	30 min	Fana/Awet	Abrahm
Episode eleven	Draught and Derg	20 min	Binyam	Binyam
Episode twelve	Fight against poverty	20 min	Solomon	Solomon

Appendix II

Interviewee profile

Name	Sex	Profession
Awet Wedaju	Male	Producer/Editor
Abrahm G/medhin	Male	Editor
Binyam tadesse	Male	producer
Fana yohannes	Female	Produce
Solomon keflay	Male	producer

Appendix III

Interview Questions for Journalist and Editor

1. What is the program all about?
2. What are the messages you want to send to your viewers?
3. Do you think you can reach your viewers via TV? Is TV effective relating to radio?
4. What is growth and transformation and how is agricultural transformation defined in the GTP?
5. Do you know what framing theory is?
6. How do you package your information to your target audience?
7. Do you think it is effective to bring agricultural transformation with the way you package your information?
8. Did you receive feed backs from your viewers? What were these feedbacks?
9. How do you identify a problem in your program?
10. What are the problems of the farmers most you mention in your program?
11. What do you think is the cause for these problems?
12. Do you recommend your viewers? If so do you think these recommendations will eradicate the problems?
13. Are there progresses you see after the recommendation?

14. Do you initiate the farmers to use agricultural technologies?
15. What is the problem of the farmers in using technologies?
16. What does the agriculture administration do incorporation with the media to transform the agriculture?
17. Do you think the way you present your information will influence the farmers?
18. What are the metaphors and visual effects that you use in your program? Do you think it has an effect in the farmers?

Declaration

I, declare that this thesis is my original work and all sources used for this study have been appropriately acknowledged.

Kahsay

on: June 2012

on: Addis Ababa University