

**Addis Ababa University, Graduate School of
Journalism and Communications**

**Acceptability and Implementation of
Development Journalism**

A Case of Radio Ethiopia

By

Abdulaziz Dino

June 2010

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Abdulaziz Dino Gidreta

**A Thesis Submitted to School of Graduate Studies of Addis Ababa University
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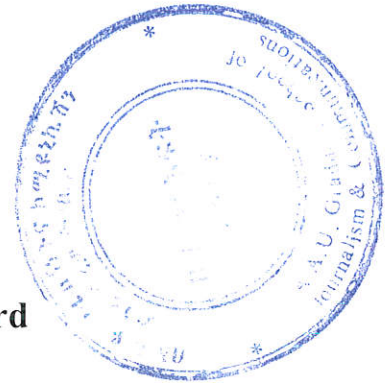
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Acceptability and implementation of Development Journalism: the case of radio Ethiopia.

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ACRONYMS AND ABBREVIATIONS

AGLI -	Agriculture Led Industrialization
BPR -	Business Processing Reengineering
ENA -	Ethiopian News Agency
EPA -	Ethiopian Press Agency
EPRDF -	Ethiopian Peoples Revolutionary and Democratic Front
ERTA -	Ethiopian Radio and Television Agency
ETV -	Ethiopian Television
FGD -	Focused Group Discussion
FM -	Frequency Modulation
GDP -	Gross Domestic Product
GNP -	Gross National Product
MCB -	Ministry of Capacity Building
MOI -	Ministry of Information
NGO -	Non-Governmental Organization
NWICO -	New World Information and Communication Order
PMC -	Population Media Center
PO -	Personal Observation
PSP -	Public Service Broadcasting
RE -	Radio Ethiopia
REJ -	Radio Ethiopian Journalist
UNDP -	United Nations Development Program
UNESCO -	United Nations Educational Scientific and Cultural Organization

ABSTRACT

This research attempts to assess the level of acceptability as well as the level of implementation of development journalism by Radio Ethiopia in general and development journalists in particular. It mainly examines the views, perceptions and experiences of development journalists by using in-depth interviews, focused group discussions, personal observation and document review.

In the in-depth interviews and focused group discussions deliberately selected development journalists were made to reflect their genuine views and perceptions concerning development and development journalism, and the relevance of practicing development journalism in the media. They were also made to reflect their role perceptions and their practical roles as a development journalist. As for the emphasis given to rural development reporting in the Ethiopian government media, Radio Ethiopian journalists also reflected much about the level of emphasis the media and journalists have given to rural development reporting in particular. In this regard, intensity of their inspiration and the media's tendencies in assigning journalists to rural have been analyzed. The research also attempted to examine the major challenges throughout the practice of development journalism.

The findings show that development journalism is well-accepted as relevant and essential to the media, and hence, to Ethiopia. Yet it is misrepresented by deconstructing and then reconstructing it in a way it loses its widely accepted versions which allow significant amount of criticality. Moreover, development journalism is mistreated and the quality of the practice has not been adequately valued by potential stakeholders: the government, the media, journalists, and journalism education schools in Ethiopia. At the end, the research suggests possible points of action as to secure the acceptability and the quality of the practice of development journalism in Ethiopia.

CHAPTER ONE

Introduction

1.1. Introduction

This chapter contains brief explanations on the research background, research problem, methods, significance, scope and limitations of the research, as well as the way the research paper is structured. The background part provides initial reviews on the concept of development, and attempts to show the conceptual and functional relationship between development communication and development journalism. In the problem statement part a preliminary episode, detailed account of the problem, the research objectives and questions are briefly discussed.

1.2. Research Background

1.2.1. Development

The concept 'development' has not been such undemanding for instant definition. As variously perceived, it has been differently valued and, then, described by individuals from different areas of expertise, experience, intellect and different levels of 'development' itself. As for the value of latest arguments, it sounds logical to emphasize more on recent scholarly views. Moemeka (1994:11) argues that development is not only what many view it as a change in the economic, technological or a mere material aspect. It is also a change in the people's mental, emotional, physical, and spiritual intelligences.

...Therefore, though seen from different perspectives, development means one basic thing in all perspectives and to all people - a change for the better in the human, cultural, socio-economic, and political conditions of the individual and consequently of the society. It is not solely a matter of technology or of gross national product; more importantly, it is a matter of increased knowledge and skills, growth of new consciousness, expansion of the human mind, the uplifting of the human spirit, and the fusion of human confidence (Moemeka 1994:11).

Dejene et al. (2007:25) shows that the UNDP also values the human development aspect of advancement through the attainment of long lasting political freedom, literacy and health.

Hence, there is a considerably shared contemporary understanding that development is an attainment of a relatively comfortable socio-economic, political and cultural state by people in particular and their country in the broader circumstance. Distinctively, it is about improvements in the social matters including health (physical and spiritual), and literacy and media consumption; the economic basis, essentially something far beyond the basic necessities; the political context including stability, democracy, and tolerance; the cultural entities such as arts and literature; and scientific and technological advancements and the level of consumption of that. And so, Servaes (2002:77) notes that these changes become genuine when individuals and social groups within the system moves away from a condition of life widely perceived as "unsatisfactory" towards a situation or condition of life regarded as materially and spiritually "better".

1.2.2. Development Communication Instigated Development Journalism

The world is in a dynamic pace of socio-economic, political, and cultural transformation. The media industry has fundamentally contributed for this swift change. However, it has not been as such undemanding for third world nations to connect to this dynamic rate of global transformation. In the third world, the effects of colonization, lack of good governance, series of civil wars and natural disasters are often raised as the foremost features that have blocked successful national cooperation for sustainable development, and hence, caused underdevelopment.

Noticeably as well, Tomaseilli et al. (2009) notes that poor communication and lack of opportunity for feedback have also delayed the creation of good relationship among governments, NGO's and local communities in third world nations which in fact remained highly essential for their sustainable development. Clearly then, pragmatic advancements in communication sectors have been contemplated to ease the realization

of sustainable development in the developing world. The absence of which would mean, otherwise, a delay in development or even an impediment in the projected outcomes.

Development of the communication aspect hence has become uncompromising sort of preliminary gateway for long run solutions of developing countries. Communication in the context of development is the application of effective communication strategies in the practice of development (Chandra R. 2004:214, Moemeka 1994:12 & Negussie T. 2008:6). So, development communication has been exceedingly distinguished as fundamental element in the campaign for sustainable development. The view of participation has also potentially remained at the center of effective development. It is also proved that communication is an indispensable tool for participation. Thus, communication for development has been broadly recognized as to achieve the maximum possible nationwide participation in development (Dejene et al., 2007:25).

Development communication has its origin in post war international aid programs to countries in Latin America, Asia and Africa which were struggling against poverty, illiteracy, poor health and lack of economic, political and social infrastructures (Chandra, 2004: 214). Hence, development communication comes into view to apply communication strategies particularly in the developing world.

A Series of discussions and actions on development communication, later, instigated the view of 'development journalism' as an anticipated tool to catalyze development efforts of developing nations (Susanne, 2005). Negussie Teffera (2008:7) also emphasizes that in most developing countries the media become the most powerful instrument to educate, to inform and to encourage people to build a nation in which spiritual richness and material comfort can exist in equilibrium. Hence, the major criteria by which the general public evaluates the media outputs become the extent of their influence on society, or in other words, their educational value.

So the journalistic concept dealing with development through communication has been the so called 'development journalism' (Susanne, 2005). It is a newly introduced concept and practice to the world of journalism, and hence, to the world of

development. The rise of the concept is highly attached to the development of theories of development communication (Banda, 2007:154). In effect, development journalism emerged in the early 1960's with a primary aim of enhancing development for the developing world (Dejene et al, 2007:24).

In Asia and Africa development journalism is carried out with a primary purpose of exhaustively reporting on series of development efforts and achievements as per the government policies and strategies. Ramaprasad & Kelly (2003:312) explain that the role of development journalism from the point of view of developing world is characterized by:

- Giving priority to the coverage of development policies and projects.
- Discussing development issues regularly.
- Ensuring coverage of rural issues.
- Using the media to advance the social development of the country.
- Using the media to be spokesperson for the deprived classes of the citizen.
- Carefully examining government national development policy.
- Objectively reporting on national development programs and projects.
- Critically evaluating development projects and efforts.
- Using news as a social good.

In view of that, the developing countries' outlook of development journalism prioritizes the coverage of government development intentions, efforts and achievements. It also gives principal emphasis to the achievement of a national consensus. Then, it goes to inspire citizens for developmental collaboration essentially by addressing the national, regional and local development project tactics, progresses, and achievements. Hence, Banda (2007:165) notes that effective broadcastings are believed to catalyze national growth through implementation of rational development journalism.

Development journalism largely aspires to pull nations out of poverty and backwardness (Dejene et al., 2007:24). In particular, it aims to enable people achieve behavioral

change and psychosocial consciousness so that they can analyze the genuine context they are presently living in, as well as, the future of their fate. For that reason, development journalism does not only feed people with the information; it points how to resolve problems as well as the sustainability of the resolutions. By facilitating free flow of public opinions, it attempts to secure the human dignity, the right to equal participation in development efforts, as well as equal consumption in development outcomes. Again, development journalism intends to create communication based public-to-public and public-to-government bond for a coordinated development endeavor; harmonizing the publics' and the government's hands in development efforts.

Certainly, it is the notion of development journalism that journalists share a fundamental portion of responsibility in a country's substantial development. Thus, the practice of quality development journalism required development journalists' deliberate version of optimistic attitude, prolonged passion, and practical engagement. In fact, these all could be affected by the sum of values given to development journalism and development journalists.

1.3. Research Problem

1.3.1. Preliminary Episode

During the course 'Media Management', in the second semester of our first postgraduate year (March 2009), local media managers had been invited to share their views and experiences as guest lecturers (not more than three hours each). The classes were too sensible that they remained unforgettable to many.

The managers (in the order of their invitation) were Mesfin Negash (executive managing editor of the then Amharic weekly 'Addis Neger', 16/03/09), Tamirat Gebregiorgis (executive managing editor of the English weekly 'Fortune', 17/03/09), Dejene Tessema (15th editing manager of the English daily 'The Ethiopian Herald' and our classmate, 19/03/09), Mimi Sibhatu (Zami Public Connection FM 90.70, 19/03/09), and Seyfe Seyoum (the then head of the Ethiopian Radio and Television Agency(ERTA), 20/03/09).

These managers are well-known to acquire broad journalistic and managerial experiences in media houses. So their inclusive lectures (managerial and journalistic) were found to be most realistic.

The session the head of ERTA, Mr. Seyfe Seyoum, presented his views and experiences was extremely interesting and argumentative. Yet, attendants (almost all were six-batch postgraduate students) revealed their potential patience to keep their argumentative inquiries and reflections until the end of the short opening lecture (discussion took more time). At the third and fourth quarters (my guess) of the session, however, the debate got hot and hot on variety of issues (but based on the points touched by the head). Some 16 different questions (my note book) were forwarded by students. The foremost points raised in the session were: the absence of alternative broadcast(television)media, the practice of development journalism, editorial independence, program contents and the issues of balance and fairness, the new employees and question of specialization, the 2005 national election coverage, the human resource chaos, and the BPR.

The most exhaustive point of argument at that session was the prospects of development journalism in ERTA, as the manager declared it the principal philosophy that his media is very much implementing. In fact, I do not think it was new information for the attendants that the agency emphasizes the principle of development journalism. The arguments were rather on the appropriateness of the implementation of the principles of development journalism in ERTA.

The students (we) have challenged the manager that his company is only distorting the real versions of development journalism, and rather it is doing a 'public relations' not a 'journalism' by allowing the media to serve as 'the mouth-piece of the government' (SBGSMC: 20/03/09). Even journalists who have been working long for ERTA and now students sponsored by the agency itself (our classmates that time) criticized the practice of development journalism in the agency overwhelmingly (SBGSAT, SBGSKK, SBGSDT: 20/03/09). This, in particular, raised (to my side) the question of acceptability of the

philosophy of development journalism even by journalists who are working for the agency.

On the whole, that session has been unforgettable for me, and so, left series of queries to my mind concerning how development journalism is perceived and accepted by journalists in government media, and how appropriate is its implementation. The desires on these major questions initiated higher curiosity, and subsequently become a preliminary base for all my actions to this research.

1.3.2. Detailed Account of the Problem

The Ethiopian state-owned broadcast media have been highly emphasizing the notion of development journalism on the basis of the country's development demands, and the government's development policies and strategies. Accordingly, there are extensive efforts by the state-owned broadcast media to cover multi-phase development activities throughout the country. Development journalists are thus oriented with an expectation to exert the highest possible commitment in the practice.

In spite of the media's functional emphasis to development journalism, the acceptability and the ways of implementation of the principles of development journalism by the media as a whole and by development journalists in particular remained argumentative. Development journalists have been considered to be deficient in the reflective understanding of the concepts of 'development' and 'development journalism'. This, in turn, is believed to affect their optimistic perception of development journalism as an essential principle.

Also, there have been series of interrelated arguments concerning development journalists' own professional role perception, their functional inspiration, as well as their competence in the practice of development journalism. As a central aspect of development journalism in Ethiopia, rural development reporting has been often noticed as the primary sufferer of all these conceptual and practical deficiencies. Dejene

(2007:35) also argues that the current practice of development journalism in Ethiopia does not reflect the true phases of the principles.

Specifically, development journalists are believed to lack creative efforts in making their works more attractive and inspiring; despite inspiring is one of the fundamental notions of development journalism. Birhanu (2009:44) criticizes, "...they start by what is said by whom and quote paragraph after paragraph from the speech by using the golden link of 'says'." News reports and other programs lack variety in terms of their content and style of presentation- sameism. In addition to redundancy in language and approach, interviews get already responded by journalists themselves -intervening. Lack of visual concept, visual illiteracy, is another insufficiency among several broadcast journalists. Other problems, according to Birhanu, include topic redundancy and mixtures, absence of need assessment, lack of productivity evaluation, lack of skill in the application of archive materials, and absence of team spirit.

These all conceptual and practical controversies call for some kind of systematic investigation in state-owned broadcast media in particular. Inspired by these points, this research plans to assess Radio Ethiopian journalists' overall understanding of the concepts of development and development journalism, their professional role perceptions, their practical roles and functions, their views on the relevance of the practice, the level of their emphasis to rural development reporting, as well as the challenges they face in practicing development journalism.

The research relies on the analysis of the views and experiences of development journalists mainly through series of in-depth interviews and focused group discussions with selected development reporters, editors and managing editors. A deliberate observation of the practices of the media and that of development journalists in particular is also used as potential source of information. Also, the editorial policy of Radio Ethiopia is reviewed to understand the emphasis the media has given to the practice of development journalism, and development journalists in particular. Radio Ethiopia is selected for the case study as much for its extensive coverage of the entire

rural and urban population, and for its editorial intentions and efforts in implementing development journalism.

1.3.3. Research Objectives

The main purpose of the research is to examine the acceptability and the ways of implementation of development journalism by Radio Ethiopia in general and by development journalists in particular. It also aspires to examine the challenges throughout the practice of development journalism.

Specifically, the research intends to:

- Analyze the way the concepts of development and development journalism are perceived by journalists.
- Examine the views of journalists on the relevance of practicing development journalism.
- Examine the role perceptions and roles of development journalists.
- Assess the tendencies of rural development reporting in radio Ethiopia.
- Identify the challenges throughout the practice of development journalism in Radio Ethiopia.

1.3.4. Research Questions

The following are questions that the research attempted to answer:

1. How is development journalism accepted and practiced?
2. How are the concepts of 'development' and 'development journalism' perceived by development journalists?
3. How much relevant is practicing development journalism in Ethiopia?
4. What are the role perceptions and roles of development journalists?
5. How are rural and agricultural development affairs reported?
6. What are the challenges throughout the practice of development journalism?

1.4. Research Methods

Qualitative research methods are broadly applied in the attempt to win the objectives of the research. Data is collected mainly by using interviews and focused group discussions. In-depth interviews with selected reporters, editors, and managing editors are used to understand their professional and managerial views and experiences concerning the topic. A focused group discussion among selected journalists also helped to scrutinize their group reflections and arguments. To some extent, the research is also informed by review of editorial policy as to know the emphasis given to development journalism. Moreover, series of notes are taken from frequent observation of activities of the media. Then the data is thematically presented and analyzed along with variety of literatures in support of arguments. Thus, it is hoped that the application of variety of methods, triangulation, has facilitated to fill weaknesses of one or the other data collection methods. A more detailed account of the methodology is provided in chapter three.

1.5. Significance of the Research

The practice of development journalism in Ethiopia has not been as such assessed and articulated as much as it is emphasized particularly by the public sector media. Hopefully, this study would be an important contribution to the advancement of the practice of development journalism in Ethiopia. The following are particular applications of the research findings intended:

- The research findings will be communicated to reporters, editors and managing editors in ERTA and other public sector media.
- Policy makers, journalists, students and teachers in the area of development, journalism and communication will find the research an important point of reference about development, development journalism and/or development communication.

- Researchers in areas of development, journalism and communication would find it significant too.

1.6. Scope of the Research

The research is confined to Radio Ethiopia representing other public sector broadcast media. It attempts to assess the level recognition as well as the practical emphasis given to the practice of development journalism. In that attempt, however, it has not been this research's aim to analyze extensive records of transmitted news or programs. And also, reporters only who had previous field exposures in development reporting are subjects of the study.

1.7. Limitations of the Research

The research could have been more inclusive if it had seen the trends in other more state-owned broadcast media. Had extensive records of transmitted development news or programs been analyzed, the more comprehensive the research could have been. Once more, the research did not include views of other journalists in the media who did not necessarily have direct field experience in development reporting. These all are effects of time and financial constraints. As well, lack of extensive access to closely related local literatures could not allow the consumption of adequate amount of local opinions.

1.8. Structure of the Research

The research paper is presented in five interconnected chapters. The first chapter encompasses a general introduction, discussion of background of the study, a preliminary episode, detailed statement of the problem, the research objectives, research questions, as well as brief discussions on the scope, significance, and limitations of the study.

In the review of related literature part, second chapter, both the conceptual and theoretical frameworks of development journalism are intensively discussed. The

Ethiopian government's development policy and the historical overview of development journalism in Ethiopia are also included.

The third chapter discusses the major research techniques implemented throughout the study. It attempts to justify the design of the study, as well as the sampling, data collection, presentation and analysis techniques.

In chapter four, the data is presented and findings are discussed. The findings from the in-depth interviews, focused group discussions, personal observation and editorial policy review are analyzed along with related literatures.

The last chapter, chapter five, is where the summary of the research findings and recommendations are briefly discussed.

CHAPTER TWO

Review of Related Literature

Under this chapter the conceptual and theoretical frameworks of development journalism are briefly discussed. The concepts of development and development journalism, its varying points of views, its roles, its appropriate features, as well as its applicability in public service broadcasting are discussed in the first part. As for the theoretical basis, the three theories of development communication and the four press theories are briefly reviewed followed by a brief discussion on agenda setting theory. The chapter also includes details the Ethiopian government's development policy, and a brief historical route of development journalism in Ethiopia.

2.1. What is Development?

There have been a range of viewpoints with regard to the 'what' of the ingredients of a real development. But still there are explanations that consist many of the components of development which are widely shared. Torado (1977:62) states that,

Development must be seen as a multi-dimensional process involving major changes in social structure, popular attitudes, and national institutions as well as the acceleration of economic growth, the reduction of inequality and the eradication of absolute poverty. Development, in its essence, must represent the entire gamut of change by which an entire social system, tuned to the diverse basic needs and desires of individuals and social groups within that system, moves away from a condition of life widely perceived as "unsatisfactory" towards a situation or condition of life regarded as materially and spiritually "better" (in Servaes, 2002:76).

In view of that, Servaes (2002:78) states that development for society means the development of the collective personality of society. In other words, it is a multi-variant quantitative and qualitative change, and may not be immediately measurable by cardinal means.

Analytical meanings of 'development' go beyond the quantitative growths in economy. And rather, there are more vital components to be considered. From the works of many

scholars Servaes (2002:78) summarizes seven essential criteria for a meaningful development:

1. **Basic needs:** is geared to meeting human, material and non material needs. It begins with the satisfaction of the basic needs of those, dominated and exploited, who constitute the majority of the world's inhabitants, and ensures at the same time the humanization of all human beings by the satisfaction of their needs for expression , creativity, equality, and conviviality and the ability to understand and master their own destiny.
2. **Endogeny:** Stems from the heart of each society, which defines sovereignty its values and the vision of its future. Because development is not a linear process, there can be no universal model, and only the plurality of development patterns can answer to the specificity of each situation.
3. **Self-reliance:** implies that each society relies primarily on its own strength and resources in terms of its members' energies and its natural and cultural environment. Self-reliance clearly needs to be exercised at national and international (so called "collective self-reliance") levels, but it requires its full meaning only if rooted at the local level, in the praxis of each community.
4. **Ecology:** rationally utilizes resources of the biosphere in full awareness of the potential of local ecosystems, as well as the global and outer limits imposed on present and future generations. It implies the equitable access to resources by all as well as careful, socially relevant technologies.
5. **Sustainability:** Considers the interdependency of these resources on times (short, medium and long term) and space (local, national, and transnational).
6. **Participative democracy** as the true form of democracy: It is not merely government of the people and for the people but also, and more fundamentally, "by the people" at all levels of society.

7. **Structural and sustainable changes** are required, more often than not, in social relations, in economic activities and in their spatial distributions, as well as in the power structure, to realize the conditions of self-management and participation in decision making by all those affected by it, from the rural to urban community to the world as a whole (Servaes, 2002:78-79).

2.2. The Conceptual Basis of Development Journalism

2. 2.1. Development Journalism Defined

The concept of development journalism in Africa is caught up in the historical evolution of the theory of development communication. In spite of its infancy, the concept has been variously perceived, and practiced. It is believed that the concept was emerged at a workshop for economic writers in Philippine in the late 1960's (Gunarante, 1996, Stevenson, 1994) in Jorgenson and Hanitzsche (2009:357). Since its debut in Asia, development journalism has been growing in popularity in Asia, Africa and Latin America despite being indiscriminately labeled as "government-say-so journalism". Its popularity is largely driven by the belief that the press can and will play a key role in facilitating and fostering national development in developing or newly independent countries (Jorgenson and Hanitzsche, 2009:357).

Fackson Banda (2007:158) describes development journalism as an intellectual enterprise in which the journalist should form a kind of free intelligence and should critically examine the aims of national development and the applicable instruments in a rational discourse, and solve them by reasonable criteria free of social constraints. Accordingly, development journalism aims to motivate the audience to actively cooperate in development; and to defend the interests of those concerned. And clearly, credibility of journalism is crucial for the success of the projects.

Shah (1996:146) also supports the view of a journalism that is socially and intellectually engaged. He represents this form of journalism as "emancipatory journalism", which he claims offers a 'more complete and complex' perspective on the relationship between

mass media and society in the context of the developing countries. It is more complete because it provides a theoretical link between citizen access to mass media and social change and because it articulates a specific mechanism by which journalists can participate in social change. It is more complex because it incorporates principles of diversity and fluidity in the process of building cultural identities and communities and because it challenges journalistic practice by abandoning the idea of objectivity (in Banda, 2007:158).

As to Haas and Steiner (2006: 238-239) the foregoing notion of development journalism resonates with other forms of journalism invoked in academic literature. For example, one can readily detect the notion of a subjective journalistic engagement in the emergence of the so-called 'public' or 'civic' journalism movement in the early 1990s. This was in response to the widening gaps between government and citizens, and between news organizations and their audiences. Declines in voter participation in political elections, and in civic participation in local community affairs, were cited as evidence of widespread withdrawal by citizens from democratic processes. Those scholars and journalists who were critical of news organizations' horse-race approach to political campaigns saw this trend as proving widespread public disaffection with mass-mediated political discourse. In response, many news organizations began to experiment with ways to enhance civic commitment and participation in democratic processes and to think of their audiences not as 'consumers' but as 'citizens' (in Banda, 2007:159).

Banda (2007:159) observes that some scholars are keen to explicate philosophical similarities between development journalism and public journalism. He attributes Gunaratne's (1996) argument that there is a conceptual synergy between development journalism as championed by the International Commission on the Study of Communication Problems (the McBride Commission) and public journalism. The apparent silence on the connection between the two concepts might be due to the unwillingness by public journalism proponents to revive the debate on the NWICO which

so incensed the US and Britain as to make them leave UNESCO. The point to underscore is that there is a clear conceptual harmony between the two approaches.

2.2.2. Differing Views on Development Journalism

Different forms of development journalism can be identified in literature. The first form is compared to western style of investigative journalism. It comprises reporting which critically examines development projects on the one hand and controls government activities on the other hand. However, freedom of the press would be a basic requirement for it (Kunczik 1995:90-94). The other form of development journalism can be defined as benevolent-authoritarian. It allows systematic manipulation of information in favor of a subtle development serving the common welfare. More recent conceptions include a Chinese version of this concept (which comprises distinct class-character following the communist party) or an intellectual development journalism in which the journalists should form a kind of free intelligence and critically examine the aims of national development and the applicable instruments in a rational discourse and solve them by reasonable criteria free of social constraints (Kunczik 1986:270) in Susanne (2005).

A more professional definition of development journalism existed in other places. There, development journalism was treated as being similar to investigative journalism (Susanne: 2005). Journalists who wished to make a legitimate report on development issues needed a critical view to examine them. In this case, journalists had a task to observe critically and report on the whole government development process, which included planning, implementation, impact and shortcomings as they were. Hence, Susanne argues the role of journalists was not necessarily to support the state development.

Although development journalism has been differently perceived, the two distinct viewpoint categories emphasized by Ramaprasad and Kelly (2003) were the Western perspective and the Third World's perspective:

Development Journalism – Western Perspective:

- Portray a positive image of the country;
- Portray a positive image of the community;
- Portray national leaders in a positive manner;
- Portray the king in a positive manner;
- Actively support government policy on national development;
- Actively support government national development programs.

Development Journalism – Developing World's Perspective:

- Give priority to coverage of development policies and projects;
- Discuss development issues regularly;
- Ensure coverage of rural issues;
- Use news as a social good;
- Use the media to advance the social development of the country;
- Use the media to be spokesperson for the deprived classes of citizens;
- Carefully examine government national development policy;
- Objectively report on national development programs and projects;
- Critically evaluate development projects and efforts (Ramaprasad and Kelly 2003:312).

2.2.3. Development News

There are commonly emphasized identifying features of 'news'; the purpose, relevance, attractiveness, and the 'newness' of a story. A development news story shares similar characteristics, but adds some more of its own. Following his 'emancipatory journalism' perspective, Shah (1996) sees development journalism as consisting in 'news' that:

- Should examine critically, evaluate and interpret the relevance of development plans, projects, policies, problems, and issues.

- Should indicate the disparities between plans and actual accomplishments, and include comparisons with how development is progressing in other countries and regions.
- Should provide contextual and background information about the development process, discuss the impact of plans, projects, policies, problems, and issues on people, and speculate about the future of development.
- Should refer to the needs of 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, energy sources and electricity; and tertiary needs such as cultural diversity, recognition and dignity (in Banda,2007:159).

This hierarchical conceptualization of 'development news' by Shah seems to relegate some societal needs to the 'tertiary' level, in contradistinction to what is an increasingly less econometric view of development. Amartya Sen (2006) in Banda (2007:159), for example, sees the expansion of freedom both as the primary end and primary means of development. He calls for 'social development'-enhanced literacy, accessible and affordable health care, the empowerment of women, and the free flow of information - as necessary precursors of the kind of development most economists are concerned about, namely: increase in gross national product, rise in personal incomes, industrialization, and technological advance.

From these observations, therefore, it can be argued that development journalism should also focus on the extent to which 'freedom' (of conscience, expression, assembly, media, etc.) is actualized in the lives of citizens. This will clearly be a departure from the kind of development journalism envisaged by postcolonial political elites in the Third World. But it is a fuller expression of development journalism. This holistic approach to development seems consistent with the ten proposals of development journalism presented by Galtung and Vincent (in Banda 2007:160):

- Whenever there is a reference to development, the development journalists should try to make it concrete in terms of human beings. They should report people as subjects, actors and agents rather than as objects or victims with needs deficit.
- Development journalism should focus on more than economics because all other factors – military power, political power, cultural power, etc. – have to do with development in some way or another.
- Mere economic growth data will never do without accompanying dispersion data. In other words: development journalists must look at the income of the bottom 50 percent or 10 percent, as well as of the top 10 percent or 1 percent.
- Development journalism should focus on both differences and relations within and between countries. For example, journalists should substantiate the relationship between the rich and the poor. How, for example, does a wage freeze affect wage earners in relation to business people?
- Development journalism should focus on the totality of concrete life situations – the rich, the middle class, the working class, the poor, the dirty poor, etc. In other words, human life is rarely captured in black and white; there are always shades of gray.
- Development journalism should dwell on the dimension of democracy. Investigative journalism, for example, can serve as an aspect of the developmental role of the media.
- Development journalism should sometimes engage in 'constructive' criticism, highlighting success stories, where necessary.
- Development journalism should allow for people to talk. A useful approach is for journalists to sit down with people from high to low discussing the meaning of development thereby generating an enormous range of visions as well as how-to insights.

- Development journalism should sometimes let the people, more or less, run the media. This means giving people some media control, by, perhaps, enabling them to produce their own programs. An example of this on the Zambia National Broadcasting Corporation (ZNBC) Radio I, and to some extent on the South African Broadcasting Corporation (SABC)'s Ukhozi FM in Kwazulu Natal, was the radio listening clubs project, which enabled women to record their voices and have them transmitted on public radio.
- Development journalism lets people run more of society, and then reports on what happens. In other words, development journalists should report on people's movements and organizations, on people's struggles to construct, deconstruct and reconstruct social meanings for themselves. In a sense, development journalism becomes a recording of human existence, in all its manifestations.

2.2.4. Development Journalism in Public Service Broadcasting

Although there can be functional differences in the actual implementation, the terms state broadcasting, government broadcasting, public broadcasting and public service broadcasting have been interchangeably used.

The concept of public service broadcasting in particular has been diversely perceived. It is increasingly being reinterpreted to accommodate national specificities (Banda 2007:161). In South Africa, it is associated with the task of national unity and reconciliation. In Malawi, PSB is seen as representing Malawi 'to the World and to observe the principles and norms of a democratic society'. In Ghana, it seems to echo the state's concern about 'shaping national identity'. PSB is thus shaped by the political circumstances within which it has evolved, mostly finding itself performing the nationalist functions of the transitional postcolonial states (ibid).

This functionalist approach was reminiscent of the original conceptualization of PSB in the colonizers' own countries (Banda 2007:161). Accordingly, its functions have been associated with producing 'quality programming' aimed at:

- providing citizens (as opposed to consumers in the market approach) with information that will allow them to participate fully in their societies;
- fostering their development, curiosity and education;
- tapping the best of a nation's cultural resources in literature, art, drama, science, history, et cetera; and
- expressing national and regional cultural diversity.

A significant part of implementing development journalism is recognizing that people are not consumers of media products. They are, first and foremost, citizens, whose voices must be heard. They are the subject of development; hence Amartya Sen (in Banda 2007:165) emphasizes 'social development' rather than just econometrics or measures of economic growth (national income, gross domestic product, gross national product, etc.).

Banda (2007:165) states that framing audiences as 'citizens' places a responsibility on the PSB operator to see people as actively involved in their destinies – politics, economics, education, health, culture, etc. They cease to be merely the objects of mediation; they become the subjects of mediation and are active in constructing their social worlds and finding solutions to problems within those worlds. Moreover, the technological apparatus of the PSB operator is reconfigured to invite more participation from the people. That might mean more telephone lines opened up for citizen participation; more cameras made available for outside broadcasting; more reporters assigned to attend to people's issues and problems; greater use of vox populi (voice of the people) in news stories; and less use of 'expert' sources of information (ibid: 166).

Development journalism is importantly used to promote deliberation -i.e. serious dialogue –among the people, and between the people and their governors at different levels. Dialogue emerges as the journalist facilitates conversation among communities of people. In so doing, the reporter discovers that people have a good understanding of

issues that directly affect them. Their understandings and perspectives are an outcome of personal experience and emotion (Banda 2007: 166).

The process of deliberation involves sustained coverage of the people, documenting how they are wrestling with their problems, and how solutions are emerging out of the people's conversations. This kind of coverage would go beyond 'development' events, such as the construction of low-cost housing, and look at the 'ethnographic' aspects of those events, such as people's views on such low-cost housing. In other words: where are the people in events? What is their view-point? What would be their solution? (ibid: 167).

Freier (1996) argues that journalists who have engaged in deliberative conversations come slowly to recognize that the basic cut or 'frame' citizens put around issues is a different way of looking at a problem than the lens through which journalists or policy makers see things. The work is done with an awareness of journalist's power, informed by the conscious understanding that only citizens can name and frame their problems effectively. This resonates with Freire's notion of participatory communication as a form of dialogical pedagogy in which the receiver would be liberated from his/her mental inertia, penetrate the ideological mist imposed by the elites, and perceive the realities of his/her existence (in Banda 2007:167).

In trying to enable citizens to 'frame' the issues, the development journalist admits that he/she is part of the political power structure and must thus take a stand on behalf of the people. This amounts to declaring professional solidarity with the citizens, because the journalist is, first and foremost, a citizen.

Development journalism must embolden its practitioners to actively seek the engagement of citizens in the process of developmental problem-solving. Austin (2002:4) in Banda (2007:167) puts it aptly: 'When public journalism is effective, it leaves something behind – a conversational effect, at the least, and, at best, an ongoing structure for citizen engagement.' Likewise, when development journalism is effective, it should leave something behind.

Alan Chalkley, the man who coined the term 'development journalist', argues that the development journalist has the task of not only giving the facts of economic life and to interpret those facts, but also to promote them and bring them home to the readers. The development journalist must get the readers to realize how serious the development problem is, to think about the problem, to open their eyes to the possible solutions (Banda, 2007:168).

Engaging citizens in this way reinvigorates Shah's idea of emancipatory journalism which recognizes a role for journalists as participants in a process of social change. Emancipatory journalism requires not only provision of socially relevant information but also journalistic activism in challenging and changing oppressive structures. It gives individuals in communities marginalized by modernization a means of voicing critique and articulating alternative visions of society (Gunaratne 1996 & Shah 1996, in Banda, 2007:168).

2.2.5. Roles of Development Journalism

Moemeka (1994:4) describes that the primary aim of development journalism is to disseminate important messages to inspire the public for nationwide change. Attributing Schramm (1964), Moemeka lists twelve areas of influences of the mass media in the task of national development:

They include widening horizons, focusing attention on relevant issues, raising aspiration, creating a climate for development, helping change strongly held attitudes or values not conducive to development, feeding interpersonal channels of communication, conferring status, broadening the policy dialogue, enforcing social norms, helping form testes, affecting attitudes lightly held and catalyzing stronger attitudes, and helping substantially in all types of education and training (Moemeka 1994:4).

All together, from the review of various literatures the roles of development journalism can be put in five inclusive categories:

1. Supporting Development Efforts

Development journalism should provide the information and intellectual environment that will help the people to know what to do, know how to do it, to be willing to do it, and to have the resources to do it (Moemeka, 1994:15).

Development journalism primarily emphasizes on assisting the implementation of national development policies by continuously reporting on development programs and achievements. Dejene et al (2007:26) notes that its duty include examination of the progresses of development efforts that are undertaken in the national, regional, zonal, district, or village levels with special emphasis on the effectiveness of preferred techniques, and the level of public engagement in decision making.

In doing so, Dejene et al (2007:26) argues that development journalism should not simply over-generalize the effectiveness or ineffectiveness of government development policies and strategies. Rather, it should aspire to constructively evaluate strengths and weaknesses of development plans and efforts.

2. Reporting on Obstructions

There can be potential obstacles which would harm the healthy flow of national development efforts. Dejene et al (2007:30) stresses that development journalism must essentially investigate the issues of corruption, mismanagement, project delays, and the amount of resource assigned and consumed throughout the projects' course of action.

Thus, development reports should not only highlight the establishment of health centers, or schools, rather there must be some sort of critical concern on the resources exerted: the time, financial and the human power, the level of managerial follow up and the level of public contribution in the projects. It should compare and contrast the resources used in line with the actual worth of the project for the people. In other words, there must be some sort of investigative effort to examine the efficiency of the utilization of resources by project managers, as well as to inspect if there are problems

that forced over consumption of the resources and the amount of saved (unused) resource (ibid).

3. Facilitating Joint Interaction

In the communication between the government and the public, the government should not merely inform policies and strategies. There must be some sort of public response which could practically affect policies and strategies. Thus, Dejene et al (2007:28) explains that development journalism should facilitate the two way interaction by addressing the government's overall intensions, ways of government development project implementation and their progresses, and the people's agreements and disagreements in plans or techniques.

Development badly needs public participation. Effective public participation is that which is based on the public interest. Thus, it is the role of development journalism to address the actual interests of the people to the government, and particularly to policy makers.

4. Facilitating Stakeholders' Opinions

The issue of balance has been a central point in journalistic principles. A report which does not attempt to consider multiple views is less likely fair and credible. It simply implies favoring limited aspects of issues. Dejene et al (2007:30) contends that such an action is not the aim of appropriate development journalism at all.

Hence, the real version of development journalism is the one that is not confined to the views and comments of government officials. It is the one that makes a deliberate effort to research out every aspect of the story, essentially, by including views and opinions of all potential development stakeholders. Officials may suggest on the efficient completion of the projects, and highlighting their effective functioning. Yet, these comments must be verified by actual voices of intended beneficiaries. Residents can be potential sources of information about how projects are going on their villages, and how they are benefiting including the speculation of the future functioning of the projects. When there are some sorts of functional failures, the reasons should be scrutinized by

incorporating views and comments of all potential stakeholders: the construction company, the workers, concerned government officials, and most inevitably, the expected beneficiaries- the community.

5. Making Development Reports Meaningful

Development journalism applies one or the combination of teaching, informing, or entertaining mechanisms. In one or another way, hence, the reports must leave some kind of effects on the people; inspiration, pleasure, anticipation, behavioral change, engagement, rise of consciousness, or all. Dejene et al (2007:31) illustrates that a typical development report which is about the establishment of a health center will be more meaningful to those who had been traveling long in search of medical solutions. Similarly, a report regarding the establishment of a biogas technology project would be more meaningful to those who had been suffering from ceaseless search of wood from jungles.

2.2.6. Appropriate Development Journalism

Undoubtedly, application of quality development journalism supports efforts of sustainable development. Most inevitably, however, there are intimidations against the attempts to achieve that sort of development. In one or another way, Dejene (2007:32) shows that the challenges are related to structural failures of the media, the way of human power consumption, inadequate professional make up of practitioners, lack of in-depth and clear awareness by practitioners about government policies and strategies, lack of willingness by the government side to listen to the public complaints, lack of adequate emphasis for the promotion of the practice of development journalism, and unwillingness of government officials to give information. So, healthy development journalism should be free from all of, or at least many of these possible deficiencies. There must be a coordinated endeavor by the media, journalists and the government in order to qualify as many of these prerequisites as possible.

Development journalism is bad when it fails to articulate people's needs and the effects of development projects on the people (Singh & Prasad, 2008:248). When the media merely promotes government projects, or praises the political elites without trying to look deep into the process and the impacts, it becomes a mere propaganda. Relevant development journalism does not serve a government. It serves the society as a whole by opening up a democratic space for meaningful public participation in the process of development. Hence, in covering development issues journalists need to take into account the following factors pointed out by Singh & Prasad (2008:248-50):

- **People:** In covering development, journalists are often confused and overwhelmed with details about projects, process, budget and implementation. Many journalists tend to forget the most important element of development—people. A good journalist must be quick to identify the people involved in his or her development story, and try to get their voices into the story as much as possible.
- **People's needs:** What are the needs of the people identified in the story? Does the development project respond to such needs? Needs in some cases may not be limited only to basic material well being such as food, shelter, healthcare or education. It may include a need for their identity and freedom.
- **Types of development:** Is the project really a 'development' project, or is it only a charity in disguise? In some cases money or materials are repeatedly given to people in some villages without a long-term plan while villagers in other places still faced severe hardship. Such methods did not properly respond to the overall development goal, while stirring up conflicts among aid recipients.
- **Identify people's agendas:** In some situations economic well-being is not the only answer. Good development journalism must be able to extract people's inner agenda and put it in context.
- **Find out the truth behind economic growth data:** Find out if statistics tell the truth about the majority, or if it lies. While economic growth data says the country has reached a certain level of wellbeing, what do the people in the village really think?

- **Raise questions beyond national boundaries:** To understand sources of underdevelopment in a country, journalists must be able to look beyond a national context and back. For example, while rich countries pressure for free trade, they keep on protecting their own industries. Journalists must find out if there are impacts on the lives of local farmers or industrial workers and what governments of developing countries are doing to solve the problems.
- **Does 'development' create a problem itself?** Journalists must find out the shortcomings of developments as well.
- **Identify people's potential in development:** Instead of painting ordinary people merely as 'victims' or 'passive actors' in development processes, journalists should find out more about their aspirations, inspirations and involvement. Instead of seeking opinions only from government officials and experts, space should be given to ordinary people to express their views.
- **Use several sources and verify what they say:** Journalists must involve sources from as many groups as possible. Villagers, experts, civil servants, politicians, etc., must be given ample coverage. A media organization should be open to public input, whether in the form of letters, articles or other forms. Information, however, must be verified using journalistic methods in order to prevent mistakes.
- **Follow the money:** Development projects usually involve huge amounts of money and complicated procedures. Cases in the past have shown that many development schemes ended up mired in corruption scandals. Journalists covering development projects cannot avoid asking questions such as, 'how the money was spent and by whom, whether the project really benefited people in need, and if not, why'?
- **Have a clear ethical position:** In many issues, journalists must ask themselves if they are getting drawn into organizational agendas or conflicts while covering development projects. When a project involves many stakeholders and millions of dollars, conflicts often arise. Journalists should be on the guard against such situations and make sure that they report without becoming unduly influenced.

2.3. Theoretical Basis of Development Journalism

2. 3.1. Development Communication Theories

After the last remnants of European empires in Africa and Asia were crumbled in the 1950's and 1960's, a dominant question in policy and academic quarters was how to address the abysmal disparities between the developed and underdeveloped worlds (Chandra R., 2004:214). Accordingly, development theories have their roots in the mid century optimism with the prospects that large parts of post-colonial world could eventually "catch up" and resemble the Western world. Thus, originally, development meant the process by which Third World societies could become more like Western developed societies as measured in terms of the political system and economic growth.

Although a multiplicity of theories and concepts emerged during the past fifty years, studies and interventions have fundamentally offered two different dialogues and answers to the problem of underdevelopment: One position has argued that the problem was largely due to the lack of information; whereas the other one suggested that power inequality was the underlying predicament (Chandra R., 2004:215). The former perspective is also maintained by Negussie Teffera (2008:5) who notes that a major shortcoming of many development efforts of the past three decades has been the absence of close communication between policymakers, professional planners and population experts involved in development programs.

2.3.1.1. Modernization Theory

The early generation of development communication studies was dominated by modernization theory. Different scholars put forward their views regarding this paradigm (Servaes J: 2002, Tomasseli K.G: 2007, Chandra R: 2004 & Banda F: 2007).

Modernization theory sees underdevelopment as a product of internal cultural barriers, rural backwardness and lack of technology (Tomaseilli, 2007:300). Servaes (2002:19-20) also notes that the modernization paradigm considers underdevelopment in terms of perceptive, quantitative differences between rich and poor countries. Thus, development

meant bridging the gaps by means of imitation process between traditional and modern, retarded and advanced, barbarian and civilized sectors and groups to the advantage of the latter. Consequently, the measures of progress were Gross National Product, literacy, the industrial base, urbanization and the like; all quantitative criteria.

As the problems of underdeveloped world were believed to be an information problem, communication was presented as the instrument that would solve it. The emphasis was put on the media persuasion activities that could improve literacy and, in turn, allow populations to break free from traditionalism. As to Chandra (2004:217) the media were both channels and indicators of modernization; they would serve as the agents of diffusion of modern culture and also, suggested the degree of modernization of society.

With the same line of thought, Tomasseli states that the modernization 'cure' propagates vast doses of top-down communication injected through major infrastructural investments in the mass media and communications technologies, aimed at replacing traditional values, introducing technical skills, encouraging national integration and accelerating the growth of formal education. However, Tomaseilli adds that modernization approach was uniformly a failure in Africa; and so it perpetuated dependency (2007:304-305).

As the economic root has totally remained the essence of the modernization paradigm, "non-economic" factors including attitude change, level of education, mass media and institutional reforms were later initiated, as thinking about modernization did not solve problems(Servaes:2002:19-20).

Referring to the advocated unilinear and evolutive perspectives, and the endogenous character of the suggested development solutions, critiques argue that the modernization concept is a veiled synonym for the 'Westernization', namely, the copying or implantation of Western mechanisms and institutions in a third world context(Servaes ,2002:20).

2.3.1.2. Dependency Theory

In a form of a critique of modernization paradigm, dependency paradigm originally developed in Latin America (Chandra, 2004: 241). It is associated with the elevation of the aspirations of the newly independent nations of the Third World for political, economic and cultural self-determination and an ideological distancing from western forms of modernization (Servaes, 2002: 56).

Although their approaches vary, all dependistas agree to the basic idea exemplified in the following definition by Dos Santos (1970:231):

Dependence is a conditioning situation in which the economies of one group of countries are conditioned by the development and expansion of others. A relationship of independence between two or more economies or between such economies and the world trading system becomes a dependent relationship when some countries can expand through self-impulsion while others, being in a dependent position, can only expand as a reflection of the expansion of the dominant countries, which may have positive or negative effects on their immediate development. In either case, the basic situation of dependence causes these countries to be both backward and exploited. Dominant countries are endowed with technological, commercial, capital and socio-political predominance over dependent countries-the form of this predominance varying according to the particular historical moment-and can therefore exploit them, and extract part of the locally produced surplus. Dependence then is based up on an international division of labor which allows industrial development to take place in some countries while restricting it in others, whose growth is conditioned by and subjected to the power centers of the world (in Servaes 2002: 34).

Dependency theorists argued that the problems of underdevelopment were political rather than lack of information. It was mainly due to the way former colonies were integrated into the world's economy, and the way they dominated the global order. Underdevelopment, as to Chandra (2004:241), was the flip side and the consequence of the development of the western world. Tomasseli (2007:304-05) also underlines that the dependency paradigm emerged as a fostering resistance to imposed structures and systems brought in through modernization policies.

Consequently, Chandra explains, the solution to underdevelopment essentially became political rather than informational. Here came the quest in the transformation of the distribution of power and resources. This, in turn, required major changes in media structure that were dominated by commercial principles and foreign interests (2004:243).

2.3.1.3. Participatory Theory

The participatory model stresses the importance of cultural identity of local communities and democratization and participation at all levels –international, national, local and individual. According to Servaes (2007:93) this model view ordinary people as the key agents of change or participants in development, and for this reason, it focuses on their aspirations and strengths. They are seen as the nucleus of development: Development meant lifting up the spirits of a local community to take pride in its own culture, intellect, and environment. Development aims to educate and stimulate people to be active in self and communal improvements, while maintaining a balanced ecology.

Seen as an extension of Paulo Freire's dialogical pedagogy, participatory communication becomes a process of 'conscientisation' in which dialogue is both more receiver-centered and more conscious of social structure. Freire (1996) argues that in the traditional pedagogical systems, receivers were supposed to be uncritical and passive, ingesting the world view of the elites and then perceiving their problems and needs in terms of the elite-dominated rationality. He called for a new dialogical pedagogy in which the receiver would be liberated from his/her mental inertia, penetrate the ideological mist imposed by the elites and perceive the realities of his/her existence(in Banda 2007:158).

Participatory communication is the currently preferred academic paradigm in which development is planned in conjunction with communities who are supposed to be the beneficiaries at local levels. Strategies are developed from bottom-up and the local population derives its own development with the help of development facilitators. Subject generated, advocacy, and participatory communication thus inject affirmative participatory approaches into development processes, and furthermore aim to do this in

terms of the cultural emphasis, local frames of reference and preferences of the participatory groups. Supposedly, development is defined and driven by beneficiary communities (Tomaseilli, 2007: 307).

Participatory theorists define development communication in a different way (Chandra R, 2004: 246). For them development communication meant the systematic utilization of communication channels and techniques to increase people's participation in development and to inform, motivate and train populations mainly at the grassroots. For others, in the same paradigm, development communication needed to be human rather than media centered. This implied the abandonment of the persuasion bias that development communication had inherited from propaganda theories and the adoption of a different understanding of communication.

These newer approaches also argue that the point of departure must be the community. It is at the community level that the problems of living conditions are discussed, and interactions with other communities are elicited. The most developed form of participation is self-management (Servaes, 2007:489). Thus, this principle implies the right to participation in the planning and production of media content. However, not everyone wants to or must be involved in its practical implementation. More important is that participation is made possible in the decision-making regarding the subjects treated in the messages and regarding the selection procedures. One of the fundamental hindrances to the decision to adopt the participation strategy is that it threatens existing hierarchies.

The basic assumption in the multiplicity paradigm is that there are no societies that function completely autonomously and are completely self-sufficient, nor are there any communities whose development is exclusively determined by external factors. Every society is dependent in one way or another, both in form and in degree. Thus, a framework is sought within which both the center and periphery could be studied separately and in their mutual relationship (Servaes, 2002:50-51).

Servaes also argues that the participatory model emphasizes the local community rather than the nation state, monistic universalism rather than nationalism, spiritualism rather than secular humanism, dialogue rather than monologue, and emancipation rather than alienation (2002:93).

Certainly, participatory communication has not lacked critics:

- The views were elaborated at a theoretical level and did not provide specific guidelines for interventions.
- Participation might be a good long-term strategy but has shortcomings when applied to short term and urgent issues.
- Participatory theories lifted development communication out of the "large media" and "stimulus -response" straitjacket.
- Removed professionals and practitioners from having a central role as transmitters of information who would enlighten populations in development projects.
- Downplayed the role of expert and external knowledge while stressing the centrality of indigenous knowledge and aspirations in development.
- The focus on interpersonal relations underplayed the potential of the mass media in promoting development as participation and process (Chandra R, 2004:251-253).

However, Mozammel and Schechter (2005) contend that participation does not imply that there is no longer a role for development specialists, planners and institutional leaders. It only means that the viewpoint of the local groups of the public is considered before the resources for development projects are allocated and distributed, and that suggestions for changes in the policy are taken into consideration (in Servaes 2007:489).

2.3.2. The Four Press Theories

Siebert, Peterson and Schramm (1956) argue that journalism is a part of administration, and it can not be separated from its basic political, economic and social roles. These scholars have categorized the media system in four press theories: Authoritarian, Libertarian, Soviet Communist and Social Responsibility press theories (Dejene et al., 2007: 22 & Birhanu, 2009:20).

1. Authoritarian Press Theory

Authoritarian press theory represents the media as a tool to facilitate government policies and strategies. There is high level censorship tendency as to this theory. The level of censorship has been even doubled particularly in countries where the government exercises high level of dictatorship (Dejene et al., 2007: 22).

2. Libertarian Press Theory

The libertarian press theory aroused in the 19th century as to end the tendencies that the media has been under the hands of dictatorship governments. It views that the media should serve the people, not the dictatorship governments. However, Dejene (2007:22) contends, this theory has been criticized for it allowed the media to become a commercial entity just as any other commerce. This, in turn, meant that the media would work to maximize a profit which would threaten many of the journalistic codes of ethics including balance and fairness.

3. Soviet Communist Press Theory

The soviet communist press theory considers the media as tool to assist the notions of communism and communist parties. To some extent it is attached to the authoritarian press theory for it favors the views of the existing government (Dejene et al., 2007:23).

4. Social Responsibility Theory

Social responsibility theory was born due to technological and industrial revolutions and social changes enhanced by the need and development of professional journalism. It is

understood that this is a shift from press freedom to press responsibility (Birhanu, 2009:107). This theory emphasizes that the media should be responsible to the society. Its functions shall go in line with its accountability to the public or to the court. Thus, the media is required to abstain from any sort of report that would harm public development (Dejene et al., 2007:23).

Access to information, protection of the press, financial support and creating conducive environment are among the lists, which the socially responsible press system should enjoy (Birhanu, 2009:107). Birhanu also notes that social responsibility is the offshoot of libertarian theory as soviet communist is the offshoot of authoritarian theory.

2.3.3 Agenda Setting Theory

The agenda setting function of the mass media is the capability of the mass media to select and emphasize certain issues and thereby cause those issues to be perceived as important by the public (Severin & Tankard, 1979:253). This is a relational concept specifying a strong positive relationship between the emphasis of mass communication and the salience of those topics to audience. The concept is stated in causal terms; increased salience of a topic or issue in the mass media influences (causes) the salience of that topic or issue among the public (McCombs and Shaw (1977:12) in Severin & Tankard (1979:253).

Oskamp (1977) in Severin & Tankard (1979:253) also claims that probably the most important effect of the mass media is their agenda setting function. Birhanu (2009:118-19) consents that agenda setting theory is the power to push people to think about certain issues. People learn what to think and talk about from the messages they receive. In that case, as a cognitive effect, the media sort among the potential topics for presentation.

Agenda setting researchers frequently cite the influence of Bernard Cohen's 'The Press and Foreign Policy', and hardly an article appears on agenda setting that does not quote or paraphrase his catchy statement of the power of the press. Bernard Cohen's

observation concerning the specific function the media is that the press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about (Griffin 2006:396 and Severin & Tankard 1979:253).

Yet, the first empirical test of agenda setting hypothesis was conducted by McCombs and Shaw (Severin & Tankard 1979:253). They studied the 1968 presidential election in Chapel Hill, and compared actual campaign content of the mass media with what people said were the most important issues. Patterson and McClure (1976:75) also articulate that the media's agenda setting role affects the public's view of presidential elections. McCombs and Shaw believe that the "mass media have the ability to transfer the salience of items on their news agendas to the public agenda. They articulate the opinion that 'We judge as important what the media judge as important' (Griffin, 2006:396).

One reason for the popularity of the agenda setting hypothesis is its basic attractiveness. The mass communication researchers faced with growing evidence that the effects of mass communication were practically nonexistent. Birhanu (2009:118-19) stresses that the agenda setting hypothesis was a welcome idea as it had additional advantage to journalism researchers in that it presented them another theory to research and teach in addition to the persuasion theory. Agenda setting is a theory that is much more compatible with reporting. Journalism researchers might also be more concerned in agenda setting research because to some extent they can claim it as "their" theory, while most of the theorizing about persuasion had to be "borrowed" from psychologists. However, many researchers challenge this model by raising questions such as "who sets whose agenda?" and "when and where?"

But as critiques of cultivation theory remind, Griffin (2006:398) contends, correlation is not causation. It is possible that newspaper and television coverage simply reflects public concerns that already exist. It is also possible that both the media agenda and

the public agenda merely reflect current events as they unfold, but that news professionals become aware of what happening sooner than most of us do.

2.4. Development Journalism as Initiated in Ethiopia

In Ethiopia the essence of mass media has been recognized as far back as a century. Birhanu (2009:1) states that the introduction of 'Aemiro' newspaper, which was handwritten at its commencement, in 1902 heralded the beginning of journalism in Ethiopia. Dejene et al. (2007: 35) finds out that the Ethiopian radio was established in 1935, the Ethiopian News Agency in 1942, and the Ethiopian Television in 1965. That means the development of these four major media agencies has taken a century.

However, the media has been greatly shaped by the needs and interests of the governments in power. They used it to emphasize their ideological orientations (Birhanu 2009:4). During Hailesilassie's regime the media was used to preach the prominence of the monarch and his subordinates. The Derg had also sought the media to initiate public support for communism (Dejene et al, 2007:35).

The introduction of the EPRDF was a historical landmark in the recognition and promotion of the basics of media in Ethiopia (Birhanu 2009:4). In 1992 freedom of the press and access to information were declared. Any irrational form of government censorship was declared to end. Subsequently, regional print and broadcast media were encouraged and supported, in addition to the ones under the federal government.

Hence, as to utilize these legal opportunities, prominent Ethiopian media agencies such as Radio Ethiopia, Ethiopian News Agency, Ethiopian Television, and Ethiopian Press Agency have been attempting to upgrade the science of communication in Ethiopia. These agencies have been developing their own structural basis, their own missions, policies and strategies. In one or another way their strategies greatly emphasized in teaching and inspiring the public to participate in its own development, to assist the notions of equal opportunity and equal advantage in development, and to protect national consensus and dignity(Dejene et al, 2007:35).

The aims of these chief media agencies are then noticed as compatible with the aims of development journalism. As a result, it is anticipated that these media agencies could enhance national development efforts by the implementation of suitable development journalism (Dejene 2007:35). In fact, Dejene emphasizes, this mission demands to overcome two basic challenges; one is the accurate coverage of the country's national development plans and efforts, and the other is careful application of a fair development journalism.

2.5. Ethiopian Government's Development Policy

Agriculture as the rock-bed of Ethiopia's economy employs about 85% of the entire population. It generates 45-50% of the total GDP, and it supplies 70% of the raw material required by both heavy and medium scale industries. Moreover, nearly 90% of the country's foreign currency comes from the export merchandized trade of agricultural products (MOI, 2004:71).

More than 55 million of the Ethiopian population lives in the rural areas taking subsistence agriculture as basis of their lives. Nevertheless, the rural population is poor in infrastructure, and the agricultural activity is highly dependent on annual rainwater and it is suffering from traditional methods of farming. It largely lies in the hands of small-scale individual farmers who make use of very little agricultural inputs. Thus, the production rate has been very low (MOI, 2004:70).

The government of the Federal Democratic Republic of Ethiopia, thus, adopted in 1994 a strategy and policy that focused on the development of the agricultural sector and the rural community (MOI, 2008:10). The strategy is commonly known by the name ALID (Agriculture Led Industrial Development). In fact, ALID was launched as a systematic direction for the economic development of the country considering the impact that the agricultural sector could have in the development of urban industries.

The government's decentralization strategy was also the upshot of its rural and agricultural development policy. In Ethiopia, decentralization to regional states was first

introduced in 1991 with the transitional time charter up on the establishment of federal system of government. The transition time charter was replaced by the constitution of the Federal Democratic Republic of Ethiopia in 1994 further consolidating the federal arrangement. Taking another step, the government has recently embarked on decentralization to district level (MCB, 2005).

CHAPTER THREE

Methodology

In this part the design and subjects of the research, as well as the sampling and data collection techniques are briefly discussed along with literatures verifying appropriateness of the techniques.

3.1. Design of the Study

The fundamental aim of the research is to assess the way development journalism is perceived and practiced in Radio Ethiopia. It mainly examines journalists' perceptions, practical engagement and the challenges they face. Hence, the primary approach preferred for the study is the qualitative one. Creswell (2009:195) notes that the focus of a qualitative research is on participants' perceptions and experiences, and the way they make sense of their lives. In this case, therefore, the attempt is, to understand not one, but multiple realities.

3.2. Subjects and Sampling Techniques

The research intends to emphasize only state-owned broadcast media. Hence, Radio Ethiopia is purposefully selected for the case study for its functional emphasis in applying the principles of development journalism. Moreover, Radio Ethiopia is the only media in Ethiopia that reaches the broadest geography and the largest population. It is highly consumed by the rural and urban population with more extensive listeners in the rural than the urban which, in fact, is thought to have at least alternative channels. More notably, the rural population is identified to be the primary target of government's development policies and strategies.

The research applied purposive sampling technique to select target individuals. Creswell (2009:178) argues that the idea behind a qualitative research is to purposefully select participants or sites (or documents or visual material) that will best help the researcher understand the problem and the research questions. Accordingly, a qualitative form

does not necessarily suggest random sampling or selection of large number of participants and sites, as typically found in quantitative research. With that system, some journalists working in radio Ethiopia were deliberately selected for some considerations.

The primary consideration was their prior experience in the area of development reporting, and rural development reporting in particular. In one or another time, thus, all the target journalists had the experience of reporting development issues, and even many of them are slightly labeled as development reporters. The editors and managing editors were deliberately selected as much for their managerial decision making roles, and experiences.

3.3. Data Collection Techniques

The research has applied series of in-depth interviews, focused group discussions, document reviews, and personal observations. Thus, it is believed that the application of a variety of appropriate methods – triangulation - has helped to fill the gaps and weaknesses of one or the other data collection methods. Triangulation is the best way to elicit various and divergent constructions of reality that exist with in the context of a study. It serves to collect information about different events and relationships from different points of view (Babbie & Mouton, 2001:277). Hence, it has been the researcher's curiosity to achieve credibility through prolonged interaction, persistent observation and triangulation.

3.3.1. In-Depth Interview

In-depth interview is important way of understanding values, emotions and opinions. Silverman (2004:140) states that interviewing is undoubtedly the most widely used technique for conducting systematic social inquiry. It provides a way of generating empirical data about the social world by asking people to talk about their lives. In this respect, Silverman stresses, interviews are special forms of conversation. Robert Yin

(2003:89) also states that interviews appear to be guided conversations rather than structured queries.

Qualitative interviews gather broader, more in-depth information from fewer respondents. Flexibility, high response rate, check on questions, probes, clarification, confirmation, prompts, connecting, non-verbal communication and timing of interview are among the major advantages of interviews(Miller and Brewer, 2003: 167).

In view of that, the researcher conducted series of semi-structured face-to-face in-depth interviews with selected 15 journalists (9 reporters, 4 editors, and 3 managing editors) with in a month and half.

Semi-structured interviews are qualitative interviews which have a more informal, conversational character, being shaped by the interviewer's pre-existing topic guide and partly by concerns that are emergent in the interview (Bloor and Wood 2006:104). Moreover, semi-structured interviews involve the interviewer deciding in advance what broad topics are to be covered and what main questions are to be asked. Also, flexibility plays a key part in structuring the interaction (Miller and Brewer, 2003:167).

3.3.2. Focused Group Discussion

Creswell (2009) advises to include data collection type that go beyond typical observations and interviews (P.181). Thus, the research has applied focused group discussion which is suggested to be a useful tool to understand group feelings and emotions. Silverman (2004:177) states that focused group discussion provides a way of collecting data relatively quickly from a large number of research participants. And, the relatively free flow of discussion and debate between group members offers the researcher an excellent opportunity for 'hearing the language and vernacular used by the respondents' (2004:181).

The researcher conducted a planned focused group discussion with reporters and editors in two weeks time. Most of the group participants were the ones who took part in the in-depth interviews. A total of five groups were facilitated to discuss on the topics

provided by the researcher. The researcher presented series of argumentative points so that group members' agreements and disagreements could be understood.

3.3.3. Document Review

The researcher has also analyzed the editorial policy of ERTA as an additional source of information. Hence, it helped to analyze the level of emphasis that the editorial policy has given to development reporting, and development reporters. Moreover, the Ethiopian government's development policy, which is also reviewed in the literature part, helped to see the primary target areas of the government development policies and strategies.

3.3.4. Personal Observation

Personal observation is an ideal data collection means specially to describe situations in their natural setting. Creswell (2009:181) states that qualitative observations are those in which the researcher takes field notes on the research sites. In those field notes the researcher records, in unstructured or semi structured way (using some prior questions that the inquirer wants to know), activities at the research site. Babbie & Mouton (2001:271) also contends that qualitative researchers have to make deliberate attempts to put themselves in the shoes of the people they are observing and studying, and try to understand their actions, decisions, behaviors, practices and rituals from their perspective.

The researcher applied a personal observation technique in a form of deliberate and frequent exposure to newsroom activities, the daily career assignment board, news tip management system screen, and the media mission displaying board at Radio Ethiopia. Furthermore, the researcher's extensive consumption of development news reports as both ordinary and critical audience of the media has provided with significant insights.

3.4. Data Presentation and Analysis Techniques

The data collection methods which are applied in the research are exclusively qualitative. Thus, the researcher has discussed the results in a more explanatory, analytical and interpretive ways. The in-depth interviews and focused group discussions were tape-recorded and note-taken. Therefore, the data was transcribed and then thematically categorized as per major points of discussion. Each topic is analyzed in line with conceptual and theoretical scholarly arguments. Subsequently, the results are discussed along with the data gathered through personal observation and document review notes.

CHAPTER FOUR

Presentation and Analysis

4.1. Development Journalists' Understanding of Development

Noticeably, there is widespread tendency of associating the term development with the increase in the physical or material elements such as buildings and urbanization, and the increase in the quantitative features of the economy such as the GDP, the GNP, and individual income.

Development has not been as much understood with its human or non-quantitative aspects such as health (physical, mental, spiritual), literacy, media consumption, social confidence (peaceful coexistence and tolerance) and political stability (democracy, free and regular election, freedom of expression, freedom of information). Whereas, Servaes (2002:78) contends that development for society means the development of the collective personality of society. Thus, it must be a multi-variant quantitative and qualitative change which may not be immediately measurable by cardinal means.

The concept of development is understood by journalists of Radio Ethiopia as containing both material and human components, but with much more inclination toward the former one. A senior reporter in Radio Ethiopia, for instance, explains development from the point of view of an individual and a nation:

I understand it in two general ways. One is individuals' development which is the development of their physical and mental capability. The other is the national development which is about the growth in the country's economic and social matters (REJ7, 03/05/10).

Development is an improvement in the living condition of a society in one country due to better income (FGD1, 29/04/10).

Other journalists largely emphasize infrastructural diversifications. A newsroom reporter, REJ13, says "There must be tangible changes to be seen (07/0510)". Similar emphasis can be identified from the following judgment by another senior reporter.

Development is the diversification of various infrastructures which had not been there before, promising a range of improvements taking the people out of their prior bad condition toward a better employment, and subsequently, a better income (REJ5, 30/04/2010).

News Room Editor-in-Chief, REJ15 (10/05/10), values the socio-economic aspect of development as a precondition for the people's possible political development. "The developed society with full pockets afterward can start to inquire in confident about its democratic development." This insight clearly denies the position of political development as an initial component of human development.

On the other hand, group discussions have shown much agreement that development is not only confined to better income and the existence of the infrastructures, but the proportionality and sustainability as well.

Thus, development is not only construction of infrastructures such as health, schools, road, electricity, telecommunication, and water; yet more significantly the proportional and considerate distribution of all, and then guarantying the future of the sustainability. While, for example, one clinic is identified as serving 25,000 people in Ethiopia, the transportation access and the level of awareness of the people for that particular service must be considered (FGD2, 30/04/10).

Development journalists of Radio Ethiopia, for the most part, perceived development as visible changes in the socio-economic institutions something which is still challenged as an incomplete meaning.

4.2. Development Journalists' Perception of Development Journalism

Governments in some countries accused those who criticized development journalism as protecting capitalistic interests. On the other hand, critics of government-initiated development journalism claimed that the concept would set a limit to media freedom and obstruct independent media from serving the public interest, which after all was its primary task (Susanne, 2005).

But even in Africa, many local journalists denounced interpretations of development journalism on the grounds that it was nothing but the corruption of professional journalism. While trying to push for their own versions of development journalism, it was reported that some African governments also exercised media control, claiming that a free press would jeopardize political and social integration (Susanne: 2005).

Corresponding to the conceptual variations pertaining to development, development journalism has also been subject to assorted interpretations. The widely articulated developing world's view of development journalism, as shown by Ramaprasad & Kelly (2003:312) and Birhanu (2009:28-29), allows it with a critical role of backing the people, beyond its functions of initiating for national unity and national development.

Moemeka (1994:4) shows that development journalism should apply the communication science for political integration as a prerequisite for successful democracy. In effect, this could be realized by encouraging public participation via free public reflections on government policies and strategies. Dejene et al (2007:30) also stress the functional emphasis that development journalism must investigate the destructive versions of the projects, corruption, mismanagement, project failures or delays, the amount of resources assigned and consumed throughout the course of action, and the proper functioning of completed projects.

As far as the Ethiopian experience is concerned, the philosophy of development journalism has been initiated and intensely emphasized only after the introduction of the EPRDF into power (Dejene et al., 2007:35). It is practiced largely from the developing world's point of view which is prioritizing government development efforts and achievements (various personal interviews). In this respect development reporters in Radio Ethiopia seem that they value the educative and inspirational aspects of the practice.

For me, development reporting is optimistically reporting on important development efforts, mainly on their successful sides, so that others can share that experience. It is also a practice of pushing out or inspiring citizens to support development efforts (REJ5, 30/04/10).

Another reporter (REJ6) describes development journalism as an art of communication introduced for the sake of solving problems of the developing world (03/05/10). Similarly, a senior reporter (REJ7) explains with a tone emphasizing its criticality for developing countries:

Development journalism is a sort of journalism, which I believe should be implemented by developing countries whose long-run goal is development and whose current objectives are working for that. Its aim is facilitating the transfer of best developmental experiences from one part of the nation to the other. That must be by reporting successful stories with a special emphasis on what had been the reality in that particular area before, and what has then got changed due to what.

The development journalism of Radio Ethiopia is also associated with prioritizing rural and agricultural development efforts as per the country's development policy. In this regard series of practical emphasis is given to the coverage of seasonal agricultural activities' progresses, as termed by REJ1 (29/04/10) as a 'crop calendar' which is planned coverage of seasonal agricultural activities.

In the analysis of journalists' perceptions, we find only few who value development journalism as for its criticalities, in spite of its function of sustaining strengths and criticizing weaknesses. Otherwise, how would policy makers know if they have to make modifications (FGD1, 29/04/10).

Yet, the issue of minimizing harm (in its uncommon version) is emphasized by a veteran editor in Radio Ethiopia (REJ11, 07/05/10). He contends,

Most often, there are harmful sides of development activities. Look, for instance, huge numbers of residents get thrown out of their home while a road is built at a city. In fact, road is a crucial development element, yet damaging sides are also inevitable. However, the harm shall be minimized as much as possible. Hence, development journalism must also report on the depth of these harmful stories. The public should know where those people in that city are taken to, and how they are living now. That is a development journalism which I believe is more accountable.

4.3. Relevance of Practicing Development Journalism

Developing countries badly needed a way out of underdevelopment. Initially, their problem was thought to be lack of information, or lack of global experience-modernization (Servaes, 2002:19-20 & Chandra 2004:217). Subsequently, the issue of dependent development has been raised as a developmental impediment-dependency. Latter, the most current philosophy, participation, has emerged as the promotion of local peoples' engagement in their development with in their own context.

Development journalism, afterward, aroused as a combined effect of all the three paradigms: Modernization, in a form of informing local citizens about the global effective development experiences; Dependency, in a form of inspiring citizens for national unity and self rule; and Participatory, in a form of inspiring the people to take part in development projects undertaking in their villages.

Susanne (2005) also notes that because poverty continues to pose a threat to millions of people, journalists have no choice but to continue reporting development issues and its impact on people. Development journalism of today must be able to examine and explain the new face of development that has transformed itself into a trans-border affair, involving various players aside from the state, and relating to several complexities.

Radio Ethiopian development journalists optimistically justify the relevance of the practice of development journalism. The following comment from a young news reporter, for instance, depicts his exclusive agreement in the essence of the philosophy:

Ethiopia is a developing country. And; I argue development journalism should be practiced by the media in the developing countries. Our economy is based on agriculture. Thus, the media should strive to introduce new agricultural techniques and technologies, and the way how it is effectively consumed by farmers of one or other regions (REJ7, 03/0510).

There are functional agreements among Radio Ethiopian journalists on the idea that the started development efforts should be enhanced with the help of the media.

Correspondingly, managing editor of news and current affairs (REJ3) stresses the essence of practicing development journalism:

I think our chief agenda is distinctively known. And, that is poverty. The government, through the policy of AGLI, is striving to eradicate that. The better way to implement government's anti-poverty campaigns is thus through the media. We are working with this line of intention. Our aim is just "scaling up"-sharing good experiences to our target listeners (29/04/10).

Another development news reporter, REJ13 (07/05/10), shares nearly the same view "Ethiopia is poor and a multi-ethnic nation, it is a developing state. In my view, therefore, development journalism could be very relevant here." In one way or another, however, journalists agree on technical failures in the actual implementation of the practice (REJ3, REJ4, and REJ5).

In fact, Ethiopia owns massive population with diverse geographical, ethnic, linguistic, religious and cultural entities; and these mean diverse perceptions and needs. Thus, unarguably some sort of extra power is required to facilitate these different perceptions and needs, to reach the farthest geography, to create national consensus, to teach tolerance and to integrate all. This extra instrument must be nothing but an influential mass media. Such a media then should play a number of mutually inclusive roles by means of teaching, informing, entertaining, and mediating citizens.

And, a deliberate media can bring massive economic and social changes by teaching productive ways of developmental business processing, technology consumption, as well as tolerance and peaceful coexistence. Its inspirational role could be through screening out active development subjects (agents) with outstanding achievements. Yet again, that media is required to bridge government-public joint cooperation by addressing government development strategies and efforts, and most significantly, by accentuating community opinions at all development stages (planning, implementation, and utilization).

4.4. Role Perceptions and Roles of Development Journalists

4.3.1. Role Perceptions of Development Journalists

From the analysis of experiences, professional traditions, and the current politics and economics of the press system in which they operate, journalists can be perceived as possessing such distinct roles as: "reporters, interpreters, disseminators, artists, thinkers, informers, government employees, political workers, nation builders, defenders of the truth, public watchdogs or the guardians of morality" (Gaunt 1992:15-7 in Birhanu 2009:26). Yet, McLeod and Hawley (1964) contend that journalists lost a sense of professionalism due to lack of autonomy and self-image as "persons of importance" (in Birhanu 2009:42).

Shoemaker and Reese (1996:94) in Birhanu (2009:27) present three journalistic functional conceptions -interpretive function, disseminating function, and adversary function. Whereas the two journalists' role perceptions posited by McQuail (1984) are the participant role and the neutral role. On the other hand, Shoemaker and Reese (1996:92-93) contends that how journalists see themselves and how they view their roles and why they view that way are more important than compliance with particular sociological criteria of professionalism.

Thus, journalists should have a clear perception of their roles, functions, and goals as professional communicators (Mentaneau, 1967:716 in Birhanu, 2009:13 & 24). It is believed that both vertical and horizontal socialization are important factors in the creation and development of a new self image, new values and behavior (Shoemaker and Reese, 1996:66).

Development journalists in Radio Ethiopia perceive themselves as ones who should go with development policies of the country.

A development journalist is the one who should be engaged in promotional activities of addressing development plans, progresses, and achievements (REJ6, 03/05/10).

Yet again, the following reflection does not give much space to identification of failures.

I perceive I have a role of promoting national development attempts emphasizing on success stories, and obstacles that appear against development efforts (REJ4, 29/04/10).

In fact, it is not worth engaging in reporting development attempts. But what if quests of the people are considered as obstacles; then, surely, the practice loses its critical aspect and becomes a mere advocacy of what the government is doing only, veiling what the government is not doing.

Indeed, such a way of self integrity can be an indirect opportunity for journalists to internalize optimistic self-esteem as prominent participants and agents of development. Williams (2003:107) explains that the evolution of participant journalism since 1960 has developed into a 'new' journalism with its focus on advocacy, which has been incorporated in some countries of Asia and Africa's value called development journalism; whereas, the interpretive journalism remained a value of European countries (in Birhanu,2009:28).

Here comes the question of journalists' inspirational level which could also be affected by many other factors. Journalists in Radio Ethiopia reflect that they are well inspired by the intentions of the government and the media policies, but still affected by a number of factors.

A senior journalist (REJ11, 07/05/10) reflects that development journalists must not simply be facilitators of development; rather, "... they must be just part of the development." Accordingly, there must be adequate initial recognition and investment on the development of development journalists themselves. They must be empowered to develop something bigger than just a professional competence.

Considerably, there must appear some sort of journalistic maturity as to make depth analysis of people's genuine lives and needs, and the type of development the people needed just now. To its advanced degree, this would demand to live the life the people are leaving at least in its limited segment.

4.3.2. Roles of Development Journalists

Certainly, the role perceptions affect the functions of individuals. Roles and functions of a development journalist in a developing country would likely be affected by the country's development policies indirectly via media editorial policies. Ethiopian Radio and Television Agency's Editorial Policy Paper (2005:30-40) guides that government media shall:

- Support or facilitate the efforts of sustainable democracy that are based on free public participation.
- Give enormous coverage to social development strategies and policies - health, education, harmful tradition, gender equality, children, and elders.
- Give prior coverage to economic development projects in all their planning, processes and ending stages, including their essence in a way that would inspire others for national development,
- Give coverage to non-governmental development activities again at their beginning, ongoing and ending stages after checking their licenses and developmental effects.

Hence, the role perception of development journalists in Radio Ethiopia seems, by and large, the role of addressing government development priorities; functioning as facilitators of government development efforts and achievements.

A senior reporter and editor at the English news desk of Radio Ethiopia (REJ2) emphasizes that almost all of his professional activities go with the way the media orients him to do:

The agency has its own system of functioning. It follows a development journalism approach. So, the reports should necessarily focus on development issues, and particularly rural and agricultural development (29/04/10).

But the question is 'how you do it'; by applying a positive tone with no critics, positive tone with some amount of constructive comments or positive and negative tendencies

proportionally. In essence, however, aspects of unsuccessful project such as 'what has not been done', 'what should have been done in what better way', and 'who should have done it', and others must add up to development reports. In other words, the reports shall necessarily include what has not been done at least as equally as what has been done for the people by the government.

More reflections signal that development reporters are commonly guided by the media plans. REJ13 (07/05/10) says, "Ethiopian Radio and Television Agency plans what to cover, and when and where. But sometimes rural sector offices request news coverage of issues."

There are even some opinions (FGD) that are reflecting the triviality of the application of high level criticality in development reporting. 'Of course, the current practice in Ethiopia went out of the actual development journalism expectations.' Yet, such an extreme criticality may not be constructive as the country is still a developing country (FGD4, 05/05/10).'

Slightly in a different way, REJ7 (03/05/10) considers the fundamental essence of news stories. Whereas, the target, 'the whom' of the essence, remains still veiled:

Repeatedly I go to talk to farmers. And, I try to assess the way how latest agricultural technologies are introduced and consumed. Sometimes they complain. And I try to address that. As much as I can I get worried to determine appropriate angles for my news reports and to see forward the fundamental essence of the news.

Managing editor of economic and social affairs (REJ1) says that he usually takes account of both planning and evaluation of programs:

We have annual, quarterly and monthly plans to visit rural regions so that we can observe farmers seasonal performances. That is a kind of pre-research. Then we assign reporters in line with the importance of issues in the regions visited. After that we check the fundamental relevance of the program before it goes on air (29/04/10).

Nevertheless, the essence of the follow up of the program effect remained untouchable. Essentially, there must be some kind of public opinion treatment in a form of audience

reception or whatever. Unless and otherwise, how would the media know that the reports are with an intended teaching, and/or inspiring effects.

Other fellow reporters (REJ5 & REJ6) describe their role as a development journalist in a way they mostly go out to rural fields, and then come up with news stories that preferably focus on achievements of agricultural and rural development activities(30/04/10 ,03/05/10).

As a critical journalistic ethic, (REJ2, 29/04/10) warns that development journalists ought to prioritize the public interest over theirs. Indeed, Robert Giles (1995) also discusses that ignorance, laziness, and selfishness tend to undermine the general interest and promote the individual interest. Yet, is it not only the beginning of the first part of prioritizing the public interest, -i.e. professional way of being obedience to go out to report. For whom of the reports, what to report, why to report, how to report, and the 'who cares and so what' versions of professional engagement must be considered as part of respecting public interest.

On the other hand, there are group hopes that, currently, ERTA is showing few signs of encouraging criticisms. Somewhat, lots of weaknesses go to journalists side as they do not make adequate investigations on the tangibility of the statistical data they are reporting (FGD2, 30/04/10).

In this respect, a newsroom managing editor (REJ15, 10/05/10) also reflects that there are significant changes in the current ways of business processing in the media, particularly after the introduction of the BPR which required all stakeholders to take part actively.

By and large, development journalists' role perception manipulates their practice. Specifically, the rules journalists are guided by affects their way of handling professional carriers. Thus, Ethiopian development journalists' role perception inclines toward backing government's development intentions and attempts. In deed, there is much expectation that development journalists from any point of view should distinguish

themselves as active stakeholders in the course of national development campaigns. They need to develop as much self-esteem as they are authoritative ministers of development: as the ones who could save millions or, otherwise, the ones who could leave millions die.

4.5. Rural and Agricultural Development Reporting

4.5.1. Development Affairs That Get Extensive Coverage

Frequent coverage of certain issues or category of issues by a certain media implies that the issues are what that media is mainly constructed for, or the target audiences are highly valuing the issue. But whether the audience is constructed by the issues or the issues are established by the audience instigates another question. Certainly, considering the views of agenda setting theory might be relevant here.

The agenda setting function of the mass media, according to Severin & Tankard (1979:253), is the capability of the mass media to select and emphasize certain issues and thereby cause those issues to be perceived as important by the public. Birhanu (2009:118-19) also states that agenda setting theory is the power to push people to think about certain issues. People learn what to think and talk about from the messages they receive. In that case, as a cognitive effect, the media sort among the potential topics for presentation.

From the developing countries' point of view a development media is constructed as a tool to advocate government development policies and development attempts, to create a sense of national sentiment, and to address news about the national economic development achievements. So the audiences' mentality is required to be influenced by the development media's agenda. To some extent such a media role inclines to the authoritarian press theory (Dejene 2007:22) where the press is used to facilitate government policies and strategies.

In Radio Ethiopia, rural and agricultural development affairs mostly dominate the front lines of the news tip management system list (Personal observation, 27/04/10 -

21/05/10). Rural development issues that get extensive coverage are seasonal agricultural activities such as farmers' plans and preparations, government assistance such as technological provisions, seasonal or annual agricultural progresses and achievements. In addition to regional achievements, individual outstanding performances are also getting emphasis, for instance, praising model farmers. A newsroom editor (REJ4) reflects:

The policy is agriculture led. And more than 85% of Ethiopian population is a farmer in the rural, which mean 85% of our audience. Thus, coverage of agricultural progress is purposefully prioritized in our media. For this, we follow seasonal agricultural calendar-crop calendar. Farmers at any corner of the country produce at least in one of the four seasons which are conducive for production at their particular area. Some regions might be lucky enough to produce in more than one season. There are also irrigation-based producing regions. Anyways, Radio Ethiopia addresses these seasonal progresses emphasizing on preparations, technological provisions, amount of production as well as the changes in the farmers' life (29/04/10).

Further reflections illustrate that rural and agricultural development issues get massive media priority. Underlining that the current Ethiopian area of concentration is agriculture and rural development, REJ6 (03/05/10), highlights that the media as part of development agent focuses on agricultural and rural development issues.

The policy of agricultural development led industrialization required the media just to emphasize more on the rural and agricultural development activities (REJ13, 07/05/10).

I am just telling you in line with the country's extensive economic activity. Ethiopian economy is highly dependent on agriculture. In that case, we are working by giving a special emphasis to farmers' agricultural activities (REJ7, 03/05/10).

Nevertheless, it does not mean other issues are not getting reported in Radio Ethiopia. Urban development matters also get adequate coverage (REJ13, 07/05/10). Reflections of media practitioners signal that rural and urban infrastructural diversifications such as road, telecommunication, water, electricity, microfinance, housing, trade, investment, education and health also get wide coverage. Yet most significantly, REJ13 (07/05/10)

notifies that for a certain development affair to get coverage there must be some kind of tangible development observed.

4.5.2. Essence of Extensive Rural Coverage

From broad observations, though it varies across regions, the urban meets lots of socio-economic standards much prior than the rural. But the rural again in most cases is the larger in both number of population and the area it covers. Hence, there is a continuous demand to pull out this marginalized majority-the rural, as enabling the rural would clearly mean enabling the urban, and therefore, enabling the whole nation. In fact, the course of action to enable the rural can be by facilitating what the rural largely depends on (which is agriculture in the Ethiopian case) and what the rural really wants (a changed-life via a productive agriculture).

Radio Ethiopia covers rural and agricultural issues more than other issues. This is mainly due to the government's policies and strategies which emphasize rural and agricultural development.

The media prioritizes the coverage of rural and agricultural development issues since the majority of our audience is in the rural (REJ15, 10/05/10).

Population distribution and the extensiveness of the agricultural practice are also pointed out as major grounds for achieving the media's extensive coverage. The reflections below reveal this:

More than 85% of the population practices agriculture which is, in fact, the present preferred basis of the government development intention. Thus, the media gives priority to the rural majority which is extensively practicing agriculture (REJ7, 29/05/10).

First of all Ethiopian economy is build up on agriculture which is practiced by about 85% of the population. Thus, to improve agriculture and life of the majority, the media has clearly given emphasis. But does not mean other sectors are not emphasized. (REJ7, 03/05/10).

Yet again, the educational effect of the reports is highly valued by Radio Ethiopia. REJ9 states; "Reporting development issues that are accomplished in one region can stimulate other areas to go through similar way (05/05/10)."

In-depth interviews reveal that more than 85% of the population lives in the rural covering 85% of the country's area. There is also a widespread view that the typical successful efforts and achievements in the rural agricultural sector can have a power to inspire the large population of the other rural part in the country. There are also consensuses that the more rural success stories get reported the more investors (local and foreign) could get inspired to invest more. And again, it is because the rural population, which is the majority, in Ethiopia is less developed than the urban in many essential aspects: literacy, health media consumption ...etc. By and large, rural and agricultural matters are emphasized due to the widely practiced economic activity, the wider population in the rural, the essence of experience share, inspirational value, and because the rural developed less than the urban.

4.5.3. Journalists' Interest in Rural Development Reporting

Inspired or non-inspired journalists could be ones who could enhance, otherwise, delay (or even disrupt) national development. The more journalists get inspired the more they can be more than bridges between government activities and the public cooperation. They can significantly achieve a huge recognition as chief stakeholders in development.

The analysis of responses of development journalists in Radio Ethiopia shows that most development journalists seem well inspired to report on both rural and urban development issues indiscriminately. REJ13 (07/05/10) believes that every citizen should be committed regardless of his or her profession. Another reporter reflects:

There might be those who are reluctant to rural assignments. But I personality like to do that. This may be because my early upbringing has been in the rural. Look, the majority of the people live in the rural. Serving these big population mean serving the country. Thus, I have an optimistic view and action in this regard (REJ2, 29/04/10).

A similar emotion is also shared by another fellow reporter (REJ6) but with an emphasis on the compulsoriness of the practice of development journalism as a mere media-led duty:

In fact, journalists are initially oriented about the functional nature of the media, including the emphasis on reporting on rural development issues. However, sometimes there are tendencies to resist not to face rural hardships such as long travels, sometimes by foot, and unexpected night stays at unexpected rural villages and so on (REJ6, 03/05/10).

There are also cases that journalists get motivated to be engaged in the form of business they are reporting on.

We observe some journalists even inspired by the type of business they went to report on, say it agricultural or microfinance. I remember a journalist highly inspired to take part in mushroom production business which she went to report on (REJ3, 29/04/10).

Executive producer of economic and social affair programs (REJ1, 29/05/10) also witnesses that there are exceptional journalists enthusiastically reporting from rural fields.

On the other hand, there are clear sentiments that some development journalists doubt their inspiration. They complain that there are various situations that their inspiration is harmed by. Inadequacy of material and financial provisions has been identified as the major ones. Inclusive of these views a managing editor reflects:

Our problems are lack of adequate manpower, adequate facility such as transportation, and lack of positive attitude among some journalists to rural development reporting (REJ15, 10/05/10).

Material and Financial Provisions

The way journalists are financially and materially assisted could affect their level of carrier devotion. The provision of transportation service and other journalistic equipments play a crucial role. The logicity of the financial back-ups (salary, per diem etc) could also affect their existing inspiration. In fact, going to the rural demands

additional transportation emphasis, additional financial treatment, and so creating additional level of curiosity among journalists.

A fellow journalist in Radio Ethiopia (REJ2) shares his experience in line with financial and transportation inconveniences. In an attempt to report on the rehabilitation efforts at war affected areas, he remembers that he was obliged to travel several hours by foot (29/04/10).

The director of news and current affairs (REJ3) also witnesses that there is nothing additional financial recognition for those who go to rural:

There is no special consideration in pay, or in other matters such as telephone cost. The per diem pay is clearly inadequate, everybody feels that. Of course, we have cars, and they go. I believe that they should be paid well. Otherwise, they will be bribed- and journalists would start to favor those who have deliberately treated them, which is against the journalistic code of ethics (29/04/10).

The financial system of the media itself is also subject to questions of professional ethics (REJ5):

Sometimes it is suggested to regional offices to cover journalist expenses. This raises another ethical dilemma. You strive to satisfy their interest. And simply, it means you are indirectly made to report on the way they wanted to be told (30/04/10).

Clearly, there are less inspired journalists due to the facility and the financial system. Managers need to understand why people behave as they do (Hersey et. al, 1996). Thus media chief officials must notice the elements that could motivate or else that could discourage journalists. A senior reporter (REJ5) complains, "When a journalist gets paid well, he will be more inspired to come with a quality work". Robert Giles (1995) also stress that natural motivations are more powerful than artificial ones; they are those that are inherent, such as the capacity for hard work or the drive to achieve.

Legal Protection for Journalists

The way journalists are protected by the constitution or the media could also affect their level of inspiration. Clearly journalists could be victims of attacks, in one way or another, by opposing groups, criminals, non-favored groups, or even mostly by the government itself. Thus, the more they are legally protected, the more they could feel safe and inspired to take assignments in any part of the country. Susanne (2005) notes that legal and economic security of journalists should be ensured. Otherwise, the risk of a government-loyal 'development journalist' emerges. In the Final Declaration of the Right to Know: Access to Information in African Countries (a seminar held in Harare, Zimbabwe on July, 1996) points out that

Fear and insecurity induced by violence can also come from the state or from forces sympathetic to the state. It can come from those opposed to the government or simply be a product of civil strife and a breakdown in law and order... Moreover, violence as a means of putting pressure on journalists can also be used by criminals.

4.5.4. Assigning Journalists to the Rural

A country is the sum of the rural and urban; its development means the development of both. But while a certain government's national development policy is inclined to the rural, and when the national media's goal become prioritizing the coverage of the rural, then there should be careful consideration in assigning journalists to the deeper rural. In fact, all journalists must be competent in all aspects. However, a rural development reporter should be selected in one way or another, for his or her level of inspiration to development and then rural development reporting, prior efficiency or professional competence, knowledge of government development policy, rural exposure, and the local language competence.

Radio Ethiopia has no much criteria-based emphasis in assigning journalists to the rural. It is usually by a default assignment (REJ1, REJ2, REJ3, REJ4, REJ5, & REJ7).

There are no clearly determined criteria for assigning reporters to rural development reporting. Once the media preferred development journalism

as a philosophy, then it is likely that all the news and programs smell like that. Thus, there is no much emphasis on division of specific roles for journalists (REJ7, 03/05/10).

Of course, there are pre-determined programs such as agriculture, women, youth...etc. As a predetermined role, therefore, all reporters are required to take part in one of these programs. However, in case of news there are no much set criteria, so we all go for all types of news when required (REJ4, 29/04/10).

Specialization has much value in assigning reporters to cover one or another issue. "Journalists in this media are not only from a journalism education background. There are many from different fields of study and vocational experience. Thus, I believe the assignment should be in line with their study background; for instance those who are directly from agricultural or other related science fields could be effective in reporting related issues. There is some kind of consideration in this media, but not significant (REJ4, 29/04/10)." REJ13 also advises that,

...their knowledge and experience in the subject matter and the target site, as well as their competence in descriptive writing should be considered (07/05/10).

Admitting that the media has not been careful in this regard, a production manager of social and economic affairs (REJ1) tells that there are little efforts in assigning journalists with the consideration of their area of specialization and their interest. "But, I think we are ignoring the real essence of specialization (29/04/10)" he worries.

However, there are some trends of associating journalists to categories of issues such as development, social, economic, health, environment, climate or sports which they have repeatedly reported on before, and sending them out with these considerations. Yet again, though not larger and very deliberate, there are assignment tendencies due to professional exposures, not necessarily due to their prior performance. Sometimes more experienced journalists are sent to cover issues that are either controversial or reported from controversial territories; and sometimes males are sent to areas that require higher level physical endurance (REJ5, 30/04/10). There are also few cases of sending reporters to rural due to their upbringing (FGD, 29/04/10).

Though not necessarily for news reporting, there are two common ways by which Radio Ethiopian journalists go out for program production. One is through their plan, and the other is through the media's plan. Every journalist is expected to have his/her plan which would be submitted periodically to the program directors office. And when modifications are required, it is suggested to do another way. The media also runs a sort of planned campaign by activating a team of journalists to put emphasis on a certain issue at a certain area (FGD4, 05/05/10).

The media's policy paper articulates nothing significant concerning the way of assigning reporters. To this end, the principles of job assignment valued by Ethiopian Radio and Television Agency's Editorial Policy Paper (2005:49-50) are motivation, sureness and ethics. Accordingly, government media shall find out news tips through face to face inquiry, telephone, fax, post...etc. They shall also allocate reporters for issues that are clearly known by time and place, and journalists with better professional ethics shall be prioritized for assignment.

All in all, Radio Ethiopia is loosing much by ignoring the value of specialization and other criteria in professional labor division such as language, interest, exposure, performance...etc.

4.6. Challenges of Development Reporting

4.6.1. Journalistic Incompetence in Development Reporting

Competence is though compulsory to any media practitioners, being labeled as a part of national development plan requires being something more than a common journalist. A development journalist must be exceptionally capable of showing national responsibility other than professional maturity in the reports.

In the Ethiopian public sector broadcast media, development reports, and particularly rural development reports have been subject to various criticisms. They were commonly raised for lack of adequate background research, content and style redundancy, and heavy reliance on official statistics, and officials' statements.

Radio Ethiopian development journalists have nearly similar observations with regard to the quality of development reports in the media. One newsroom editor reflects his concern about the troubles of the reports:

Development reports are commonly boring to urban audiences because there is high amount of redundancy in the reports. The reports are also criticized for having a propaganda tone than a news style. Thus, there are tendencies to label the practice of development journalism as exclusively supporting the government (REJ4, 29/04/10).

There are also reflective inclinations even elevated enough to judge that there is no real development journalism in Ethiopia (FGD). The facts presented to justify this position are that there are lots of developments and lots of development failures in the country. But, the media emphasizes on successful developments only. In this regard journalists are also accountable. To their side, in fact, the issue of self-censorship has become a prominent treat. As journalists have indirectly restricted by it, they remain highly skeptical (FGD5, 10/05/10). Freedom of Information and the Right to Know: Access to Information in African Countries (a seminar held in Harare, Zimbabwe on July, 1996) identifies:

By far the most important way in which a journalist can be restricted is through self-censorship. The news desk does not encourage journalists to interview people whose views are known to cause offence to the authorities; the editor becomes an expert in knowing which legal restriction will prevent each investigation. Eventually, the shackles are in the head, and the journalists become content with interpreting official handouts, while the senior "experts" repeat the official line in full, giving only coded hints about dissenting voices.

The most serious weaknesses during development reporting in Radio Ethiopia reflected during the group discussions are:

1. Journalists' own laziness in digging out the truth from different possible angles.
2. Lack of openness and convenience in the public side in giving information. The public attitude toward the media is not much optimistic. They prefer their voices

or pictures not to come on media. There are also lots of holidays celebrated many days a month, and other inconveniences.

3. Lack of adequate material from the media side including transportation or fuel, cameras, and incentives such as per diem are common problems (FGD2, 30/04/10).

Birhanu (2009:90) finds out that Ethiopian journalists lack professional competence to indulge into in-depth treatment of a particular case and to uncover the truth without being scared for its consequences. Something a related reflection from a Radio Ethiopian journalist is:

There are clear problems in the techniques of development journalism in Ethiopia. For instance, there are frequent cases of attributing local district public relations officials for the rural and agricultural reports (REJ4, 29/04/10).

The issue of balance and fairness has also been another area of failure in radio Ethiopia regardless of Kasoma's (2000:184) view that "Journalism ethics is the soul and heart of the profession; without it journalism is dead" (in Birhanu 2009:238). To this respect, REJ7 (03/05/10) reflects, "I cannot say we are reporting failures as much as we are reporting on successful aspects".

Lack of need assessment, creativity and pre-broadcast evaluation are among the problems of broadcast reports in Ethiopia (Birhanu 2009:58). Journalists lack pre-research; yet, unless they do some amount of pre-report survey, it would be difficult for them to identify and concentrate on significant aspects of the story (REJ13, 07/05/10).

All failures in the practice of development journalism can not be attached only to the media, or to the government. Journalists also share significant amount of the failures. They prefer to be on the safest side, or they are very skeptical. They do not want touch serious sides of issues. This is largely due to the psychology of self censorship (FGD1, 29/04/10). As an attempt of arbitration, Birhanu (2009:247) suggests that journalists can create variety at least in the style of presentation when similar issues needed to be presented, or they can have a chance to treat them in other genres of journalism.

4.6.2. Factors Affecting the Quality of Development Reports

In fact, these professional deficiencies may not always be attributed to individual journalists. There are other influencing factors directly or indirectly related to the media and journalists.

In this regard, Kruger's (2005) observation attributed by Birhanu (2009: 50-51), is that:

Being a journalist in a transitional society like Ethiopia is not easy. Resources are few, there is not much a living in it, and you face hostility from the authorities. At the same time the ethical choice is particularly tough, and the consequences of doing a good, or a bad, job can be far reaching.

There are clear obstructions which could have been resolved by the media (Radio Ethiopia): inadequacy of facilities and finance, and official impositions. Other contributing issues include lack of adequate professional and policy trainings for development journalists.

4.6.2.1. Media Related Factors

a. Inadequate Facility and Financing

There are series of complaints that the agency failed to assist reporters with some vital facilities and financing. As far as the inadequacy of background research is concerned, for instance, Radio Ethiopian journalists emphasize that the time assigned to come with complete stories(the deadline) are so limited that they could not be able to conduct even a rough background research on the story ideas.

I believe conducting background research on story ideas is highly essential. But we do not do that most of the time. This is mainly due to the limited deadline, and transportation and financial facilities (REJ7 03/05/10).

Related factors are also attached to the higher reliance on official statistics. This happens as journalists are either pushed by the deadline or not assisted by adequate materials or financial incentives.

b. Official Impositions

The principles of editorial service valued by Ethiopian Radio and Television Agency's Editorial Policy Paper (2005:20-21) are serving the people, integrity, fairness, respect, and accountability. Accordingly, government media are required to; provide reports that protect the public interest by exposing various crimes such as corruption, equally treatment of the views of all individuals or groups, abstain from any form of report that is against the individuals or groups' dignity, respect, humanity, and privacy, and be accountable to the public through the criminal law or the press law.

Despite the media's editorial policy's notion of fairness and truth, there are reflections that the media enforces to rely on limited sources and angles of development stories. The content redundancy, not necessarily the style redundancy, is attached to the nature of the issues or story ideas suggested by the media house. It is also known that similar seasonal stories are required on the progresses of agricultural activities in various regions, zones, and districts, but at the same period of time.

Some of the balancing failures are attributed to other news agencies that fed development news to Radio Ethiopia. The issue of reliance on official statistics becomes more serious here. "There is simply some kind of mutual confidence in between the news agencies and the media house (REJ7, 03/05/10)."

The issue of balance has been associated with the compulsory suggestions from the media side as well as to the side of officials in the report site. "Sometimes the subject owners send us request for coverage (REJ9, 05/05/10)."

There are cases that you are suggested by 'woreda' officials to interview identified individuals. Personally I do not do that always, I try to conduct as many interviews as I can, and in different places (REJ7, 03/05/10).

Sometimes you are encouraged to call and alert rural officials to arrange people for interviews; this is not something professionally suitable. The media might be one force that would make you come with single sourced stories (REJ5, 30/04/10).

Yet, does this mean that journalists are all enthusiastic and tolerant enough to look for all possible and affordable alternatives to hit the stone? Are they all working to keep the artistic beauty of their reports? Not many of them are doing that.

“I can not say that we all journalists are working with a perfect knowledge of journalistic principles (REJ7, 03/05/10).”

These all drives to assess the adequacy, the scope, the intensity and the type of prior trainings that development journalists had got.

4.6.2.2. Training for Journalists

a. Professional Training

Journalists’ practical incompetence has been widely attributed to the depth of their prior professional trainings. Certainly, their understanding of the fundamental views and essences of the practice of development journalism manipulates their pragmatic performance.

From the beginning, a development journalist must develop a contextual understanding of the practice of development journalism, the one that should go with the country. I don’t think it is understood with this angle. I believe that they should know to report on both failures and complaints of the public (REJ703/05/10).

Lack of this professional value could highly affect their practical commitment. In fact, they are slightly made to consider development journalism simply a tool for advocating government policies and strategies.

Director of news and current affairs in ERTA, (REJ3), also emphasizes the professional ineffectiveness of development journalists:

From my extensive stay in the media, I have observed that several journalists lack the commitment to excavate the core issue they went for. This can be related to both their professional knowledge and practical engagement. I think they need to internalize the profession. These days, there is a widespread journalism education. That is a big opportunity to get trained in the actual field. Yet I don’t think that journalists are reflecting their trainings in the real practice (29/04/10).

A managing editor, REJ15 (10/05/10), observes that development journalists' professional failures in Radio Ethiopia also include lack of technical skills such as script writing, production, and presentation.

Accordingly, adequate trainings should be conducted focusing on journalists' professional codes of conduct, media management and media house bureaucracies as well.

Young journalists should catch up managerial skills and the maturity to take over the higher structural roles and responsibilities, from the level of a beginner reporter to the maximum possible management position. This, I can call it a structural transformation (REJ3, 29/04/10).

However, each failure might not be associated with the lack of prior trainings. Development journalists' level of curiosity in applying already acquired skills sought another emphasis.

We have got lack of some journalistic skills, but most serious is that we do not put into practice even what we have known. For instance, we do not make any sort of preparation or plan for our reports (REJ7, 03/05/10).

b. Editorial Policy Training

Development journalists' practical failures reveal that they are functioning against some of the major journalistic codes of conduct which are clearly communicated in the editorial policy. In fact, this might occur for three potential reasons: journalists do not know the codes of ethics, they are careless about the codes, or they are forced by the media itself to deliberately break some of the codes such as the issue of balancing. If the third option proves to be dominant, then what is the need to set an editorial policy, or a code of conduct? Journalists are not dedicated enough to distinguish the fundamental codes of principles, anyways.

Some of the prominent media codes of ethics communicated via the Ethiopian Radio and Television Agency's editorial policy paper (2005:53-65) are: seeking and reporting truth, securing the public right to know which is given by the constitution, being accountable to reports that are not adequately supported by sources, and being

accountable for any forms of discrimination based on politics, religion, physical appearance, race, gender...etc. Moreover, deliberate omission of facts and deliberate over-emphasis or under emphasis of certain issues, individuals, or ideas...etc is considered as ethical-offence.

Other general principles valued via the Ethiopian Radio and Television Agency's Editorial Policy Paper (2005:25-40) are that the media shall:-

- Give priority to social development strategies and policies-health, education, harmful tradition, gender equality, children, elder...etc;
- Give priority to economic development projects in all their planning, processes and end stages, including their essence in the way that would inspire others for national development;
- Give priority to non-governmental development activities at their beginning, ongoing and ending stages;
- Accept and assure that the entire public has the right for access to full and correct message;
- Achieve balance by incorporating all possible angles;
- Report on issues that are of special relevance for peace, development, democracy, justice, and equality;
- Avoid issues that would possibly raise conflict among citizens, nations and nationalities;
- Facilitate the efforts of sustainable democracy based on free public participation.

Development journalists are, therefore, required to strive to understand each point under the media editorial policy. In this regard, the media can ease the problem by conducting some sorts of regular editorial policy training for journalists, especially at their carrier beginning stages. Robert Giles (1995) also states that integrating a new employee into the news staff begins with an introduction to the policies and rules of the newspaper.

c. Government Policy Training

As an effort of contextualizing development journalists with the country's development policies and strategies, policy related trainings should also be continuously conducted to practitioners. In particular, Ethiopian development journalists need to internalize the features of government's rural and agricultural development programs.

d. Specialization

Specialization has not been valued as much as it is an indispensable component of contemporary journalism. Several journalists in Ethiopia are not journalism graduates. In fact, many of them have related social science education backgrounds. But, even those from distant fields can reflect their areas of expertise in the required sector of journalism.

I believe the job assignment should be in correspondence with journalists' educational background; for instance those who are directly from agricultural or other related science fields could be effective in reporting related issues. There is some kind of consideration in this media, but not significant (REJ4, 29/04/10).

Yet again, it is frustrating that Radio Ethiopia is losing much by paying no attention to the value of specialization. There are similar concerns from the side of some journalists:

While they try to work on all types of issues at the same time, journalists fail to meet the quality of any of their reports. I believe, they can be more effective if they can have field specific trainings, and then field specific roles (REJ3, 29/04/10).

4.7. Media versus Development

In the course of the in-depth interview with a newsroom editor (REJ4), an argumentative line of opinion was stimulated. In fact, the argument was aroused in the attempt to show that the media's and the country's developments are mutually reliant:

The country is in its early stage of development. So is the media. Thus, I hope the media will develop when the country gets developed; that time we can expect both vertical and horizontal developments of the media sector (29/04/05).

Certainly, both the media's and a country's development are mutually dependent. But the question of "Which one shall come first?", "And why?" remained argumentative. If national development comes before a developed media, that is a warm welcome. That clearly means a task reduced, the socio-economic development, but a task remains, the media development. But if the media developed before the country's development, it would take a shared responsibility for the national development. Anyways, when media are to be initiators and facilitators of the national economy in developing countries like Ethiopia, they should begin with the minimum possible waste of cost, together with a careful and effective way of management.

In this regard, Ethiopian Radio and Television Agency has dynamic vision, mission and values that aim to drive the country out of underdevelopment. This implies that media is intended as an initial and vital tool for the country's development.

ERTA's Vision

To Be a Vibrant Competitive and Reliable Medium of Information in Africa that Promotes Development and Democratic Unity of Ethiopia.

ERTA's Mission

Build Up Image and National Consensus Through Interactive Broadcast Media That Provide Timely, Informative, Educational, and Entertaining Programs Utilizing State of The Art Media Technology.

ERTA's Values

Equality, Editorial Independence, Nation Building, Diversity, Transparency and Accountability, Quality and Competitiveness, Readiness for Creativity and Dynamism, Team Work, Democratic Assessment, Human Dignity (PO, 19/05/10).

In fact, nations or companies might have their own visions, missions and values. Yet, most important is going through inevitable painful processes while choosing the values, and then while choosing the possible consistent actions corresponding to those values.

Though from the individual's standpoint, Karp & Abramms (1992: 38) suitably discuss the value of valuing our values.

Values define who you are. Actions get you what you want. When things chronically go wrong for a person at work or at home, it is frequently because of a fundamental inconsistency between that person's values and his or her actions. The person is behaving in a way that is inconsistent with his or her own nature. Several conditions can cause the inconsistency: The person may have adapted someone else's value without going through the painful process of conscious choice. The person may not be clear about what his or her real values are. External pressures may force someone to act in a manner that is not consistent with his or her values.

CHAPTER FIVE

Conclusions and Recommendations

5.1 Conclusions

The purpose of the research has been to examine the overall acceptability and the way of implementation of development journalism by Radio Ethiopia in general, and by development journalists in particular. It also attempts to examine major challenges throughout the practice of development journalism. The case study focused on Radio Ethiopia which is considered to be one of the most development journalism practicing media in Ethiopia, and the most reaching to the larger population and wider geography. In the course of informing the research the main data collection techniques used were in depth-interviews and focused group discussions. Yet, personal observation and document analysis were also used as supplementary techniques. Then, the data are presented and analyzed along with relevant literature. Accordingly, the study has found out the following major findings.

1. There is inclination among development journalists to associating the basics of development more with material elements such as economic growth and personal income. The view that development must be understood with its human change aspect has not been as much reflected. Such a conceptual inclination would have an indirect effect on journalists' conceptual implication to development journalism, and then on their practical intentions and actions.
2. Development journalism as perceived and practiced in Radio Ethiopia by large inclines toward promotion of development efforts, and inspiring and integrating the public for national development.
3. Further analysis of the conceptual make-ups of development journalists in Radio Ethiopia instigates a new conceptual credit 'Government Journalism'. The sort of 'journalism' perceived here is that it is the art of addressing government policies

and strategies, government project intentions, progresses and achievements. This role perception has not been observed with an adequate space to conscious public engagement and criticality in scrutinizing project defects such as mismanagement, corruption, delays, failures, harmful sides of development projects, as well as further functioning of completed development projects. But if development journalism is observed as 'Government Journalism', 'is development exclusively a function of a government?' This raises another question of active public involvement in its own development. And again, there are tendencies in associating the term development journalism with the creation of national consensus through communal assistance.

4. There is agreement among media practitioners on the essence of applying development journalism for Ethiopia. The arguments are more on the technical perfections than the philosophical grounds of the relevance of development journalism. There is a kind of common understanding by the media and journalists on the idea that the country is just a developing country, all the public's and government intentions should go for that development, and the media should play the role of facilitating government's and the public's efforts toward achieving a coordinated operation. Once the relevance of development journalism is internalized by the maximum possible development stakeholders, then it can instigate optimistic hopes for further construction and reconstruction efforts on the technical aspects of the practice.
5. The role perception of development journalists in Radio Ethiopia largely goes with their perception of the role of development journalism, and which is the one largely accredited by the media. They slightly see themselves as advocates, development agents or facilitators of national unity, nearly all roles going with an imposed make-up role by the media. Merely they feel they are development journalists in a developing country where every government sector including the media should smell and breathe government-guided development. Thus, the media is directly accountable to the government, not necessarily to the public.

And therefore; development journalists are once again, 'government journalists' where they feel they are optimistic advocates of government development intentions and achievements, in its compulsory form of expectation. Such a role perception, in fact, made development journalists to win supplementary role perception, the role of a development facilitator and a national mediator bridging the government and the public. Once more, if development journalism is highly government driven journalism, and if development journalists are exclusively government journalists', 'does it mean they are exclusively accountable to the government, and not necessarily to the public?

6. The functions of development journalists are, in turn, affected by their role perceptions. Thus, their functional emphasis goes in line with creating awareness on the public about government policies, development efforts and achievements by applying a sort of endorsement and anticipation tones. There is also much emphasis to reporting primarily on success stories with the intention to create an inspirational effect on the public.
7. Rural and agricultural development issues get extensive priority by Radio Ethiopia. The agricultural development activities are reported in line with the media's 'crop calendar'- seasonal way of following up farmers' intentions, preparations, actions and level of production. In this respect there is a common trend of emphasizing on farm related activities throughout the four seasons. Irrigation-based productions and pastoralist activities are also under the deliberate emphasis of the media.
8. Rural and agricultural development issues are prioritized by the media because: they are areas of government development emphasis, agriculture remained the most widely practiced economic activity by the rural population, and the rural covers more than three quarter of the entire population and the entire geography. Thus, there is a tendency of mutual understanding and cooperation by the media side in emphasizing the government's rural and agricultural

development as a base for the urban industrial development, and then, the national development.

9. There is some kind of optimistic view and inspirational effect in the minds of development journalists with regard to reporting on rural and agricultural development affairs. However, there are intimidating factors that are potentially deteriorating their infant inspirations. Absence of a sort of additional recognition to rural reporters, inadequacy of financial and transportation back ups, and the absences of particular legal protection are among prominent factors that threaten development journalists' emotions with regard to rural and agricultural development reporting.
10. There are no clearly set criteria in assigning journalists to report on rural and agricultural development issues. In fact, there are some considerations of prior exposures. Journalists who had previously been assigned to cover certain issues at a particular area might be informally suggested to report on the similar issues in the same or in different areas. Otherwise, there is no significant consideration of interest, specialization or linguistic backgrounds which are substantially valued to be effective considerations. Journalists who had agriculture, rural development, or related science field specialization or training background can potentially be effective reporters in rural and agricultural development activities. Those who can communicate in the language of the rural people they are reporting would likely come with few meaning translation errors as compared to those who use translators for their entire interviews and discussions.
11. In the course of realizing the notion of development journalism, journalistic incompetence remained a prominent challenge. Development reports are typically criticized for lack of creativity, adequate background research, content and style redundancy, and heavy reliance on official statistics and officials' phrases. They are particularly boring to urban audiences who often protest government media's application of excessive propaganda tones in the reports. Thus, there are

tendencies to label the practice of development journalism as exclusively supporting the government. The issue of balance is also another area of failure in the media. In this respect, there are frequent cases of attributing local public relations officials for the rural and agricultural development reports.

12. Insufficiency of facilities such as transportation service and financial incentive systems has denied development journalists' professional concentration. Transportation service is not reaching the deep rural. In fact, the inconvenience of the rural roads adds much to it. Development journalists get no special consideration in the media side. They are not paid well, for instance. The media system denied adequate preparation time for development reports, unless those which are necessarily urgent. The deadline pushes development journalists not to research out the entire aspects of the reports. Once more, reporters largely rely on official suggestions for what and how to feed their reports, which indisputably breaks the prominent journalistic codes of ethics.
13. Development journalists are under serious deficiency of the fundamental knowledge and skills of development journalism. They have not yet internalized the critical features of the practice. They are not much concerned about some professional ethics such as balance and acting independently. They do not understand the media editorial policy as much as they are required, and so they are not that much concerned about the implementation of the principles communicated via the editorial policy. Yet again, development journalists lack sufficient knowledge of the country's development policies and strategies.
14. There is no pragmatic emphasis given to specialization, although there is some kind of consensus in the media concerning its essence. Several journalists are not from journalism educational background. This would have a negative functional impact particularly in the initial stages of practitioners. The essential version of this could have been assigning carriers in accordance with related educational backgrounds; yet again, the media is not making the most of such opportunities.

5.2. Recommendations

1. Development journalists are required to develop a clear understanding about the inclusive versions of the concepts of development and development journalism. Possibly, this can be in three inter-reliant ways. One is through deliberate modification actions in journalism schools on the quality of courses that provide insights about development and development journalism. The courses shall be qualified to the level they can create influential development journalists with the expectation that journalists could be considerable part of the country's development plans. For a development journalist to be labeled as an indispensable agent of development, thus, need to pass through academic lines which exert maximum emphasis on the untold, but critical versions of the concept of development and development journalism. The other possible way a development journalist can be helped is through purposeful orientation focusing particularly on the concepts and principles of development and development journalism. The third way is development journalists own deliberate enthusiasm to add to their knowledge of development and development journalism, possibly through personal reading and other deliberate exposures. With this all we can now expect that development journalists, at least, do not misunderstand or misperceive and then misrepresent the concepts and views; even before we expect their practical perfection in development and development journalism which in fact comes after their cognitive make-up.
2. In principle development journalism is not government journalism. It is rather development journalism where there is high level public awareness and engagement, journalistic criticality and creativity, as well as transparency and accountability in the government side. Therefore, development journalists need to know not only the promotional roles of development journalism, but even most significantly the critical aspect of the philosophy even from the third world's point of view. Of course, there are some tendencies to associate the criticality of development journalism exclusively to its western approach. However, the

developing countries' version is also accepted to have numerous critical roles too (Ramaprasad, 2003:312). Thus, development journalists need to preserve the widely accepted versions of development journalism by questioning the space given to the public's unspoken questions and needs that are defined by the public itself, the journalistic ethic which demand journalists to stand to the side of the public, and the level of openness and accountability in the government side. Once more it requires revising the tendencies of development journalists' role make-up in journalism schools, as well as in the media.

3. The level of emphasis given to this particular line of field in journalism schools is quite insufficient. In fact there are development communication courses and topics in some courses, or their might be attempts to enforce journalists to bend their course projects or final researches on matters that would contribute to national development in some aspects. Yet, there are no many courses or topics that intend to particularly impart knowledge and skills about the fundamentals of development and development journalism. Thus, journalism and communication schools throughout the country need to deliberately add on the quantity and quality of courses that focus particularly on development journalism, and whereby development and development communication concepts and theories are intensively enlightened. In their side, government media need to facilitate continuous in-service trainings for development journalists aiming particularly to improve their knowledge of development and development journalism, but with high level contextualization to domestic phenomenon.
4. Development journalists need to develop a very optimistic self-esteem as critical practitioners of development journalism, and decisive actors in national development. First of all their role perception in development affects their roles and engagement. The more they see themselves as significant agents of development as equally as the government and the public, even as inevitable bridge between them, the more they could get inspired and intend to commit. Once more, they need to perceive themselves as essential critics or evaluators of

government development plans and efforts besides their attempts of awareness creation and inspiring citizens for development. Certainly, their function is highly manipulated by their role perception. A misperception in development journalism would result in a misrepresentation and ill-practicing of development journalism, which in turn would mean a sort of systematic failure in the national development plan. Thus, once development journalists develop optimistic views concerning their role in development journalism and development, they could exert a deliberate pragmatic performance to the level it could approve the relevance of their presence in the national development campaign. This all require their deliberate motivation and integration to value their roles. Yet again, their self-perception might be affected largely by the media's central agenda, as well as the level of protection and recognition they are given by the media, the public, and other stakeholders. The level of emotional and cognitive engagement during their academic journalism also plays an indispensable role.

5. There is a tendency in the government media to give priority to rural development reporting as per the government development policy. But still it lacks other more deliberations. Once the government intends the media to promote development and once the media preferred development journalism, then there must be a sort of extra credit to improve the emotional, cognitive, and physical intelligence of development journalists. Firstly, they need to have the required knowledge and skills. Then, they need to be equipped with all the maximum possible journalistic tools including conducive transportation service to reach the deeper possible rural. They also needed reasonable financial incentives just a bit different from others. Once more, they need to get emotional recognition from government side as people of great importance, as well as appropriate legal protection from any potential attacks. This requires both the media and the government to revise their way of emphasis to development journalism in general and rural development reporting in particular. Otherwise, both development journalism and development itself would loose a lot by

ignoring the value of valuing rural development reporting and rural development reporters.

6. The study proves that there is no consistent criteria-based emphasis in sending journalists for rural development reporting. This could be another systematic impediment to the quality of development reports. Observably, all journalists are not in similar level of interest, background, performance, and language competence. Hence, the media should set a sort of procedure to assign rural development reporters as per these criteria. Journalists who had previously exhibited their rural development reporting performance should be credited and assigned again. Those with rural development or agriculture educational background should be assigned to handle rural and agricultural development matters. Journalists should also be accredited for their exposure to the area they are reporting and for their competence in the language of that particular area.
7. Development reports are criticized for lack of adequate background research, lack of creativity, lack of criticality, content and style redundancy, as well as lack of balance. These failures are highly attached to both the media and journalists. The media should give adequate time for journalists to conduct at least a quick research on the issues they are reporting on. They should also be facilitated with the materials and the money. The media should conduct in-service training for journalists with particular emphasis on artistic tactics and creativity to avoid redundancy in contents and styles. The media should credit the audiences multiplicity, and so, their interest to know every angle of the news. Thus, journalists should not be encouraged to come with a single sourced story or a story highly relying on official statistics. In their side journalists must be enthusiastic and committed enough to value both the knowledge and efforts to apply background research, aesthetic beauty and creativity, as well as the prominent journalistic codes of ethics: seeking and reporting truth, minimizing harm, acting independently, and being accountable. Once again, these take us to

criticize both the extent and depth of journalism education concerning these all important journalistic elements.

8. Government media are required to value the essence of specialization. Most often media practitioners in Ethiopia are from diverse fields of study. Though, language and literature graduates take a large portion in many media (Birhanu 2009:54), there are many from other social and natural science fields including agriculture. Hence, the media should make use of these opportunities. A journalist with economics background would most likely be effective in economic reports whereas others from sociology, history, political science and related background can be relevant to social and political development reporting. Journalists with an educational background related to agriculture and rural development can effectively conduct rural and agricultural development issues. In this respect, the media's effort should go beyond the existing composition to attempt to create specialties among journalism graduates. This could be through continuous and deliberate training to category of journalists on specific issues such as economy, rural and agricultural development, science, environment, health, politics, sports...etc. And then, deliberate and redundant role assignment could realize it more. In fact the long-run resolution could be the diversification of the fields of specialization in the schools of journalism and communication.
9. The media and journalism education schools should value the essence of researches on their performance. Hence, they must deliberately develop sustainable culture of considering and engaging researches in general and such recommendations in particular. And again, there must be some sort of way that the researcher can know the real effect of his /her research.

On the whole, once Ethiopia appears to value the fastest possible development, once higher institutions value the provision of capable professionals who would contribute to this rapid development, and again once the state media appear to value efficient development journalism, at the outset they are all required to value valuing their values.

They must go through the maximum possible painful process of consciously choosing their actions. Certainly, things go wrong when there is a fundamental inconsistency between values and actions.

5.3. Suggestion for Further Research

This study is confined to a limited aspect of development journalism, overview of its acceptability and the way of implementation by the media and media practitioners. Further in-depth studies can be conducted on the same and/or other government and/or private media emphasizing on the acceptability of development journalism by the audience, the government and the media again. The level of emphasis that journalism schools have given to development journalism is also a vulnerable area of research.

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APPENDICES

Appendix 1: Interview-Guide Questions:

A. Guiding Questions for Reporters

I am conducting a research on the topic 'Development Journalism in Public Sector Broadcast Media; Acceptability and Implementation'. The study focuses on your media, Radio Ethiopia. Thus, your genuine responses and considerate contributions become unquestionably essential for the research. Thank you very much for your time, and concentration.

1. What is development for you?
2. What is development journalism for you?
3. Radio Ethiopia puts emphasis on the viewpoint of development journalism. What is your view on the relevance of this?
4. What are your roles and functions as a development reporter in particular?
5. What are the most commonly covered development issues?
6. What is your view/observation on rural development reporting in particular?
7. How are you assigned to cover rural development issues, or is it by your interest? Are there special criteria?
8. How are you inspired/ curious about going to the deeper rural districts to report on development?
9. What challenges do you face while reporting on development and/or rural development affairs?
10. What could be done by journalists, the media, the public, the government, and others to avoid/reduce the challenges?
11. As a development journalist how are you inspired /curious about the country's overall development?
12. How do you judge yourself with regard to putting into practice the appropriate journalistic codes of ethics as a development reporter?
13. How do you judge your competence with regard to accomplishing the duties and responsibilities you are given by the media?
14. There are arguments that some development reporters rely more on official statistics than using the actual sources such as farmers. What do you do to balance your stories?
15. What are your major areas of journalistic incompetence?

B. Guiding Questions for Editors

1. What is development for you?
2. What is development journalism for you?
3. Radio Ethiopia puts emphasis on the viewpoint of development journalism. What is your view on the relevance of this?
4. What are your roles and functions as a development news editor in particular?
5. What development issues are prioritized by Radio Ethiopia?
6. To what extent rural development issues are covered?
7. How do you assign reporters to cover rural development issues, or is it by their own interest? Do you have special criteria?
8. How do you specify ideas for rural development stories, or is it by the reporters' preference?
9. What could be done by journalists, the media, the public, the government, and others to avoid/reduce the challenges?
10. How do you perceive the level of inspiration of development reporters to the country's overall development?
11. How do you perceive the level of inspiration of development reporters to go deep into the rural to report on development issues?
12. How is the tendency of development journalists in putting into practice suitable journalistic codes of ethics?
13. How do you see their overall competence in carrying out the duties and responsibilities they are given by the media?
14. There are arguments that some rural development reporters rely more on official statistics than using the actual sources such as farmers. How do you judge them in this regard?
15. What are their major areas of journalistic incompetence?

C. Guiding Questions for Managing Editors

1. What is development for you?
2. What is development journalism for you?
3. Radio Ethiopia puts emphasis on the viewpoint of development journalism. What is your view on the relevance of this?
4. What are your roles and functions?
5. What development issues are prioritized by Radio Ethiopia?
6. To what extent rural development coverage is supported?

7. How are reporters assigned to cover rural development issues, or is it by their own interest? Do you have special criteria?
8. What challenges your media face throughout the practice of covering rural development?
9. What is your media and the government doing to avoid/reduce the challenges?
10. How do you perceive the level of inspiration of development reporters to the country's overall development?
11. How do you perceive the level of inspiration of development reporters to go deep into the rural to report on development issues?
12. How is the tendency of development journalists in putting into practice suitable journalistic codes of ethics?
13. How do you see their overall competence in carrying out the duties and responsibilities they are given by the media?
14. There are arguments that some rural development reporters rely more on official statistics than using the actual sources such as farmers. How do you judge them in this regard?
15. What are their major areas of journalistic incompetence?

Appendix 2: List of Key Informants

The following are Ethiopian Radio and Television Agency's journalists who have informed the research largely.

1. Abdi Kemal
2. Abebe Haile
3. Andamlak Kassaye
4. Ayal Abebaw
5. Birtukuan Haregeweyn
6. Degsew Amanu
7. Metasebia Legesse
8. Mohammedtahir Abagaro
9. Samuel Kebede

DECLARATION

This thesis is my own original work. And, all sources of materials used for the thesis have been duly acknowledged.

Name: Abdulaziz Dino Gidreta

Signature: 

Date of Submission: June 2009

Place of Submission: Addis Ababa University