



ADDIS ABABA UNIVERSITY

GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION

**THE IMPACT OF SOCIAL MEDIA USE FOR GOVERNMENT
COMMUNICATION: THE CASE OF ADDIS ABABA CITY
ADMINISTRATION**



By: SEBSIBE BAYU DEGEFU

Advisor: SAMUEL M. (PhD)

A thesis submitted to Addis Ababa University, Graduate School of Journalism and Communication in Partial Fulfillment of the Requirements for the Degree of Master of Arts in Public Relations and Strategic Communication.

May, 2022

Addis Ababa

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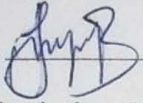
Addis Ababa

May, 2022

Declaration

I, the undersigned, declare that this thesis is my original work and that all the sources of materials used for the thesis have been appropriately accredited.

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ABSTRACT

The purpose of this thesis was to examine the impact of social media use for government communication by Addis Ababa city Administration. To meet the objectives of the study qualitative method was applied. As the technique gives the researcher the option to gather data firsthand from respondents through one-on-one interviews. And the approach is the most effective way of describing the features of a certain person or group of people it was used in the research. Data was collected by interviewing 11 department heads and officers that are directly participating in the communication activities of the city administration. Persons who participated in an interview were selected based on their duty of deciding on the city administration's communication content published on social media and other media outlets. And also documents and content published by the city government on social media and other media outlets from October 2021 to February 2022 were analyzed by the researcher. According to the finding of the study social media has an impact on the government communication of the Addis Ababa city Administration. It affected the overall communication activity of the city administration by influencing the content production, media usage, the implementation of different communication tools, and shifting the focus of communication departments from their mission. So these results show that the expansion and development of social media impacted the government communication practices of the Addis Ababa city Administration. In addition, the absence of clear direction, strategy, and guidance in which the city administration's social media usage was led affected the communication practices of inappropriate usage of the social media platforms the city administration. further more While the main social media pages that are administered by the city administration are concentrating on publishing content that is out of their mission to increase their viewability, the platforms of sub-cities and Woredas are also following their path, by copying them. Concentrating on publishing counter messages for content published on other social media pages also affects the effectiveness of the communication practices. As social media becomes the most dominant tool in communication practices lack of utilizing the available dominant social media platforms by city administration also affects the effectiveness of government communication practices.

Key words: social media, government communication, social media impact, Addis Ababa city administration.

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

These days, advances in communication technology have made information availability and accessibility so simple that anyone, anywhere in the world, may receive and access whatever information they desire.

Nowadays, social media has surpassed traditional forms of communication in the eyes of the general public, corporations, and government bodies. Governments gain immensely from the usage of these communication and involvement channels, which are used to improve the efficacy of government communication initiatives, generate information and data, and foster trust-based relationships that help boost public trust in government. (Lisa, 2016).

According to Fath (2008), social media has changed the way organizations communicate, making communication officers the primary sources of information; social media platforms provide organizations and the general public with a variety of information sources.

Local governments can enjoy various benefits by using social media in their communication efforts, according to Lisa (2016). The internet is used for a variety of purposes, and it may simultaneously reach a big number of individuals with a wide range of interests. Ordinary people can and do regularly engage with one another and several institutions.

"Social Media," according to Trisha (2012), is the use of web-based and mobile technology to transform communication into an interactive debate. According to Phillips and Young (2009), social media platforms are micro-websites that allow consumers to share interactive, user-submitted material within a network of friends via personal pages and blogs.

According to a publication on the University of Canada West (UCW) website (2020), social media has revolutionized how governments communicate with the public. Leaders all across the world now utilize social media to share their views on prioritized problems, and the medium

helps citizens comprehend the government more simply. It also aids in the shaping of information that should reach the public.

On the other hand, some parties may attempt to stifle communication through the use of social media.

Because government communication is a mechanism for governments to inform and communicate with their population, it should be well-planned and employ the appropriate communication technologies to reach the target audience (OECD, 2019:6).

Ohio University (2019) states that the key benefits of using social media in government communication practices are as follows:

It allows governments to share critical information in a crisis. It can also enable governments to control the narrative on key issues. Social media allows governments to use experts to share health, science, and expert information. Additionally, it can allow governments to create an open channel for citizen interaction and engagement. It allows agencies to find out quickly which messaging resonates best with the target audience. It also can reduce public relations and advertising costs. Additionally, it can increase trust in the government. It can also allow agencies to reach people and communities on platforms they already use. Finally, social media humanizes governments.

Also, the university states the main challenges of using social media in government communication practices in the following way:

Social media can benefit government agencies, but it's also the realm of conspiracy theories and disinformation campaigns. While social media can foster better citizen engagement and connection, it can also divide and confuse. Social media platforms used for public meetings like town halls have also run into problems when comments are reposted elsewhere in violation of the platform's rules.

As a result, social media has had a long-term impact on how people communicate and has now become a vital part of their daily lives. It also has a direct impact on any local or national government's communication techniques.

It's unclear to say exactly when Ethiopian public relations and communication methods originated, although it's assumed to have been around the 1960s. (Solomon, 1998) (cited by Shimelis:22).

According to Shimelis (2017), Ethiopian government public relations and communication strategies have been strengthened since the founding of the Government Communication Affairs Office in the 2010s.

According to information gathered from the FDRE Government Communication Service Office during the founding of the Government Communication Affairs Office, all Federal Government organizations have public relations and communication offices that are fully staffed and equipped with materials.

Regional governments and city administrations also established their public relation and communication departments accordingly.

The municipal administration of Addis Ababa was one of Ethiopia's new 14 regional governments following the establishment of the federal system in 1991 under the transitional charter. The city of Addis Ababa becomes a federal city under the Ethiopian Constitution of 1995, reporting to the Ethiopian Federal Government.

Following the foundation of the city administration, Addis Ababa formed its own communication department. The communication department was created as a Bureau of Information combined with the cultural and tourist sectors when the municipal administration organized its cabinet structure.

Proclamation number 15/2009 on the reestablishment of executive organs of Addis Ababa city administration in 2009, the communication department of the city administration was established as Addis Ababa Communication Affairs Bureau. According to the information the researcher gets from the city administration during this period the government communication practice was developed well, even if there were several problems related to professionalism.

Following the 2018s government reform of the country the Communication Affairs Bureau was closed and its activities were replaced by the press secretariat office of the Mayor's office. But at the sub-city level communication offices continued as they were.

During this time the city administration tries to manage all over government communication activities through the mayor's office press secretariat. But it created so many problems basically in information flow. According to a report document prepared by the city administrations council in January 2020, the flow of information from the entire city administrations structure was out of order because of the absence of a central responsible body for the process.

Following Ethiopia's election in 2021, the Addis Ababa City Administration was restructured again and Addis Ababa Communication Affairs Bureau is established again by Proclamation number 74/2014.

According to Oberlo's statistics, there are 3.78 billion social media users around the world in 2021 which is a five percent increase from last year. It is also 920 million more than the number of social media users in 2017 which is a 32.2 percent increase in just five years (<https://www.oberlo.com>).

As stated on digital:2021 there were 6.70 million social media users in Ethiopia in January 2021. The number of social media users in Ethiopia increased by 500 thousand(+8.1%) between 2020 & 2021. The number of social media users in Ethiopia was equivalent to 5.8 % of the total population in January 2021(<https://www.datareportal.com>).

As the number of social media users both in the world and Ethiopia increased rapidly, the impact that the social media platform has on communication practices also increased. Compared to other local governments in Ethiopia, in Addis Ababa city Administration social media has a big impact on government communication practices based on digital technology infrastructure availability, the modern living style of the residents, and the literacy of the people. So the impact of social media on government communication practices of the city administration must be assessed.

1.2 Statement of the Problem

The influence of social media on the communication process has grown significantly over time. It becomes a potent communication medium that alters communication dynamics. According to OECD (2019), social media becomes the general public's primary source of information. As a result, many governmental, non-governmental, international, and business organizations rely on social media platforms as their primary means of communication.

As stated by Daren and Emad (2017), the digital era has impacted every element of private and public life. Governments have begun to employ digital technology to provide services and information, which allows them to reach out to various stakeholders fast.

Conventional methods of communication, such as newspapers, radio, and television, are frequently utilized in government communication practices; however, these traditional techniques are one-way communication approaches with limited feedback, which makes it difficult for stakeholders to communicate effectively with the government and reduces stakeholder participation (Daren &Emad, 2017).

The qualities of social media, such as involvement, cooperation, empowerment, and time, allow users to be more selective. Users can also easily discuss and reflect their opinions and ideas with friends and the general public using social media. It also aids the government in obtaining public feedback (Daren &Emad, 2017).

Using social media in government communication practices benefits both the government and the public. This helps to create two-way communication between the government and the public when the government disseminates information to the public by using social media platforms it reaches so many audiences quickly and by listening to citizens' opinions and feedback it gets the reply to the information disseminated.

In Ethiopia, social networking is becoming increasingly popular. Information shared on social media is sent quickly and directly to users, before being disseminated to the rest of society. Furthermore, because a large portion of the population uses social media as their primary source of information, it has a direct impact on government communication techniques.

Previous research has shown that social media has a direct impact on the communication strategies of government agencies. Wubareg, (2019) claims that social media is radically changing company communication strategies. Social media has accelerated and heightened communication practitioners' communication, connections, attitudes, and tools/methods of work.

According to Lisa (2016), social media has become a dominating mode of communication and interaction among the general public, as well as in the business world and government institutions. It's critical to make use of these platforms in order to give the kind of transparent

information that the public expects. Governments profit from the usage of these technologies because it allows them to develop trust-based connections with the public.

Studies conducted on related topics that the researcher get didn't examine directly the impact of social media on government communication practices in Ethiopia in general as well as in Addis Ababa City Administration. Rather they focus on a specific organization.

Therefore, this study would contribute to closing the existing research gap by evaluating the impact of the use of social media for the government communication practices in the Addis Ababa City Administration.

Thus, it is important to study the direct or indirect impact of social media on the Addis Ababa City Administration's government communication practices.

1.3 Objectives of the Study

1.3.1 General Objective

The main objective of this study is to investigate how the government communication practices of Addis Ababa city administration communication practices are impacted by social media.

1.3.2 Specific Objectives

- To analyze the acceptance of social media usage as a communication tool in Addis Ababa City Administration.
- To examine how social media are used as a communication function to create effective government communication in the city administration.
- To find the limitations that are hindering the social media usage of the city administration.

1.4 Research Questions

The research questions of this study are:

- Do social media perceived as a communication tool in the city administration's communication practice?
- Do social media used effectively as a communication function in the city administration?
- What are the main challenges that become obstacles to social media usage in the city administration?

1.5 Significance of the Study

Researching the impact of social media on Addis Ababa city administrations' communication practices is very useful. The researcher believes that this study would have the following importance in the area.

- It will provide significance to improve the usage of social media as a communication tool in the city administration.
- It will indicate possible ways for the effective usage of social media as a communication tool.
- It will recommend social media communication strategies that will be helpful for the city administration.
- It will also serve as a reference for other researchers who intend to work on the subject matter in depth.

1.6 Scope of the Study

This research will focus on examining the impact of social media on government communication practices in the Addis Ababa city administration. The research target groups will be city administrations' communication affairs bureau leaders and practitioners, and sub-city communication coordinators.

1.7 Limitation of the Study

Several restrictions may be encountered by the researcher when doing this study. Because of current events and political decisions basically, the area of government communication is led by high-level political decision-makers because of this some obstacles occurred during data gathering, the researcher had difficulty getting responders on a time schedule, and some members were refused an in-depth interview.

Because the topic is under-researched in the area, the researcher was short on resources. Time and funding constraints were also affecting the research.

1.8 Organization of the Study

There are five chapters in this research report. The first chapter contains the study's background, problem statement, and purpose, as well as research questions, significance, scope, limitation, and organization. The second chapter concentrates on related literature reviews. The methodology is described in Chapter Three. The analysis and interpretation of the data are reported in Chapter 4. Chapter five contains the conclusion and recommendations.

CHAPTER TWO

2. LITERATURE REVIEW

2.1 Introduction

The literature on social media, the importance of social media in communication, types of dominant social media platforms, and roles of social media in two-way communications, were evaluated in this chapter. Meaning and definitions of government communication, objectives of government communication, government communication tools, use of social media for government communication, and advantages and disadvantages of using social media in government communication are all discussed. A literature review relating to the empirical part is also covered in this chapter is also included.

2.2 Overview of social media

2.2.1 What is social media?

The majority of academics and practitioners who use the term "social media" refer to a subset of internet services that have emerged over the previous three decades.

"All websites, applications, or internet communication tools or equipment that allow users to readily share content online and engage with other users are referred to as social media," according to the corporate finance institute.

The University of South Florida's marketing and communication department also defines social media as a type of communication that takes place on the internet. Users can hold conversations, share information, and produce web content on social media sites.

Websites and programs that emphasize communication, community-based input, engagement, content-sharing, and collaboration are referred to as social media.

People use social media to communicate with friends, family, and other members of their communities. Businesses utilize social media to market and promote their products while also keeping track of client complaints.

According to Julian (2017), Social media is a type of computer-mediated communication software that allows people to create, share, and view material in publicly networked one-to-one, one-to-many, and/or many-to-many discussions using social media software.

From the above definitions and scholarly concepts, it's understood that the term social media is highly attached to internet-based communication and it helps people to easily exchange knowledge, views, ideas, news, and information with each other. Social media is a set of tools and online venues that individuals and businesses may use to help them meet their information and communication needs faster.

2.2.2 History of Social media?

Social media is a notion that has had a global impact on how people connect and communicate. Social media are interactive digital channels that allow people to share information, ideas, and other kinds of expression through virtual communities and networks. While the range of stand-alone and built-in social media services currently available poses issues to the definition of social media, there are certain similar features.

According to Simeon (2011), social media is not a new notion; it has been evolving since the dawn of human connection, and it is now ubiquitous. According to him, the usage of the telegraph to send and receive messages in the 16th century was acknowledged as social communication. According to Simeon, the introduction of the telephone in the 1950s aided the development of electronic communication devices. Social media began as a way to connect with friends and family, but it was quickly adopted by businesses looking to reach out to customers through a popular new communication tool.

According to Simeon (2011), social media was further developed in the 1970s as computer technologies advanced. Ray Tomlinson's creation of electronic mail in 1971 enhanced the use of technology for communication. The development of text-based games such as MUDs (Multi-user dungeon, Multi-user dimension, and Multi-user domain) has aided greatly in the building of social communication. The BBS (Bulletin Board System), which was founded in 1978, allows users to post and download software, read news, and communicate with one another.

Many social networking sites were launched in the 1990s, according to the website our world in statistics, and people used them for various public advocacy and social engagement reasons. In the year 2000, the introduction of several social networking sites gave social media a substantial boost. The contact of individuals and organizations who share a common interest in music, education, movies, and friendship has been tremendously strengthened and transformed thanks to social networking.

The world is changing as a result of the expansion of internet accessibility. And social media has become the primary means of communication. Blogs, forums, business networks, photo-sharing platforms, social gaming, microblogs, chat applications, and, of course, social networks are all examples.

According to the report published by Statista Research Department on Feb 8, 2022:

In 2020, the global social penetration rate of social media reached 49 percent, with East Asia and North America having the highest penetration rate at 71 and 69 percent respectively, followed by Northern Europe at 67 percent. The power of social networking is such that the number of worldwide users is expected to reach some 3.43 billion monthly active social media users by 2023, around a third of Earth's entire population. In 2023, an estimated 800 million of these users are expected to be from China alone and approximately 450 million from India.

Since the early 2000s, social media platforms have been ubiquitous, and they have grown at exponential rates since then—every day, we spend 135 minutes on Facebook, Twitter, Instagram, and Whatsapp. It's difficult to envision a world without it, and we prefer to believe that social media didn't exist before Facebook. What if we told you it goes back even further than Facebook or Myspace? Yes, even past Andrew Weinreich's "Six Degrees," the earliest well-known social media site, created in 1997. Social media has been around since the early 1840s: here's a Redpill infographic that shows the evolution of social media from 1844 to 2018.

2.3 Types of dominant social media

As Statista Research Department listed as January 2022 the following sites are the most popular social media sites based on the number of monthly active users.

- 1. Facebook2,910,000,000
- 2. You tube.....2, 562,000,000
- 3. whatsApp.....2,000,000,000
- 4. Instagram.....1,478,000,000
- 5. Weixin/Wechat.....1,263,000,000
- 6. TikTok.....1,000,000,000
- 7. Tweeter..... 396.5 million
- 8. Google+..... 200 million
- 9. Telegram..... 550 million
- 10.

2.3.1 Facebook

Facebook was founded in 2004 by Mark Zuckerberg, in Cambridge Massachusetts USA. The Facebook Company that also owns Instagram and WhatsApp rebranded as Meta in 2021. But it is well known by its original name “Facebook”.

Facebook is the world's most popular social networking site, with about 2.5 billion monthly users and The amount of traffic to the Facebook network is increasing daily. (Ryan, 2021, Simeon2011).

According to a report published on World Stream in January 2022, Facebook messenger has about 1.2 billion monthly active users, and 400 new users signed up for Facebook every minute. 83 percent of worldwide Facebook users are under the age of 45 as stated in the report.

2.3.2 YouTube

YouTube is a video-sharing platform located in San Bruno, California, that has been launched in February 2005 by three former PayPal employees, Chad Hurley, Steve Chen, and Jawed Karim.

Google bought the site for US\$1.65 billion in November 2006 and has since been one of Google's subsidiaries (Wikipedia, the free encyclopedia).

There is now no other platform on the planet that is as effective as YouTube for sharing videos or advertising. In the last decade, there has never been a site that enables us to become famous overnight and earn money online simply by submitting movies.

According to a report published on Global Insight in 2022 in 2021, YouTube, the very first video-sharing platform and the second largest search engine grew at an annual rate of 4.9 percent. In the United States alone, YouTube visitors are predicted to reach 210 million by 2022! Shorts, Live Streaming, Chapters, Premieres, and the Community Tab, which the platform released in 2021, boost content development and will undoubtedly draw additional users.

2.3.3. WhatsApp

Jan Koum and Brian Acton, who had previously worked together at Yahoo for 20 years, invented WhatsApp. WhatsApp merged with Facebook in 2014, but it remains a separate app to create a messaging service that works quickly and reliably anywhere on the planet (Feedough.com, 2021). Even after ten years, the company still makes millions of dollars while adhering to its no commercials, no games, and no gimmicks ethos.

According to data published by a company in 2022 WhatsApp is used by over 2 billion people in over 180 countries.

2.3.4. Instagram

Kevin Systrom founded Instagram in 2010 as a photo and video-sharing social media platform. Burbn, a web program inspired by Systrom's love of good whiskeys and bourbons, was the earliest prototype of Instagram. Instagram was launched. On October 6, 2010. There were 25,000 users on the first day (Jason 2022).

Instagram, which is primarily a photo-sharing software, has proven to be an efficient communication and marketing tool for displaying products with visual descriptions. As a result, it has rapidly become a helpful social networking tool for both individuals and businesses.

Furthermore, Facebook's acquisition of Instagram has the potential to make the app more enticing to millions of users (Hiram, Ernest, Winnie & Sally, 2015).

According to a report published on the small business blog's website, Instagram has over 1.393 billion monthly active users, according to confirmed figures. Instagram users spend an average of 30 minutes every day on the platform. Once a day, the average Instagram business account publishes. Instagram Stories is used by 500 million people every day.

2.3.5. Weixin/Wechat

The Chinese government began creating the foundations for what would later be known as "The Great Firewall" in the early 1980s, at the dawn of the Internet age. Since then, the Chinese government has succeeded in limiting the amount of information, websites, and content available to Chinese residents on the internet. China has the greatest population of any country on the planet, with over 1.3 billion people living within its borders. Without apps like Facebook, Twitter, and Instagram, how can such a huge country (the fourth largest in terms of landmass) and such a large population stay connected in the twenty-first century? WeChat, it appears, is the answer.

Tencent, a Chinese technology corporation, created WeChat as a mobile text and voice messaging communication service in 2011. By 2015, the platform boasted some 600 million daily active users. WeChat has altered the way Chinese people communicate and connect with one another, as well as how businesses, retailers, and entrepreneurs market themselves and interact with their customers. WeChat is more than just a social networking software; it's a platform that brings all of the main global networking systems together in one place (Patricia&Paul, 2017).

WeChat has over 1.2 billion monthly active users. WeChat remains China's most popular social media network, with 73.7 percent of internet users using it frequently. WeChat also accounts for more than 30% of Chinese people's online time, demonstrating that the app's popularity has never waned. WeChat has remained somewhat under the radar despite its massive number of users internationally since the number of active WeChat users outside of China is rather low. (Statista).

2.3.6. TikTok

TikTok, which was founded in 2014 and formerly known as Musical.ly, is a mobile video creation and sharing application that has captivated young audiences all over the world. TikTok has become the most downloaded Apple iOS video app as a result of its design, technology, and surrounding cultural factors, with youth aged 13 to 18 accounting for half of the 500 million monthly users (Ethan, 2019).

According to Yulun&Yue (2021), People use TikTok, a social networking app, to view, share, and create short video clips. TikTok is a Chinese-based app that was built particularly for the worldwide market. TikTok and Douyin are both products of ByteDance, a Chinese start-up valued at \$75 billion that was named the "most valuable startup business in the world" in 2019.

By August 2020, the official monthly number of TikTok users in the United States was 100 million (based on quarterly usage), up 800 percent from the company's January 2018 numbers. According to eMarketer, TikTok has 73.7 million monthly active users in the United States (and is forecasted to reach 88.7 million by 2024). (Backlinko).

2.3.7. Twitter

Twitter is a social networking website that allows users to post and receive Tweets, which are 280-character messages (increased from the original 140-character limit). The service, which includes both a smartphone app and a web version, works similarly to Tumblr and Instagram in that users' material appears in the feeds of their followers and vice versa. In March 2006, Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams founded Twitter. It has evolved from a social networking site to a trustworthy online news source since its start.

Twitter allows users to communicate with practically everyone in real-time by providing bite-sized content and updates. Twitter has the potential to be a valuable resource for mobile marketers. The platform may be a powerful branding tool in the proper hands. There's a reason why nearly half of marketers say Twitter is the finest platform for customer connection, from responding to comments to interacting with influencers.

2.3.8 Google+

Google+ is the company's fourth social networking site, following Google Buzz (retired in 2011), Google Friend Connect (retired in 2012), and Orkut (retired in 2013). Users can publish photographs and status updates to the stream (the social network's version of Facebook's feed), contact friends and family, and phone or video call with other users privately or in groups in Google Hangouts, just like they can on Facebook.

The service, which began in 2011, hasn't unveiled any new features since its most recent upgrade in November 2015. The figures below are accurate, although the Alexa Ranks should be regarded with caution. Because it is hosted on Google's primary domain, Google+ shares the coveted top spot with Google.

2.3.9. Telegram

Telegram stands out as a more stable alternative to WhatsApp. The messaging social networking app is constantly developing its functionality for brand accounts, including feeds and community features. Telegram users may send large files and take advantage of other features not found in other apps. The media uses this app to share news and information.

Telegram is a chat app that has been operating since 2013, but its popularity has recently exploded. In mid-January, the firm said that it had added 25 million users in 72 hours following the WhatsApp incident. WhatsApp bills itself as a privacy-focused service that includes one-on-one encrypted messaging as well as more social elements such as group conversations. There are now 500 million active users, according to the service (Binder, 2021).

2.4. The importance of social media for communication

According to Trisha (2012), social media is the use of web-based and mobile technology to transform communication into an interactive discourse. It's no surprise that social media platforms like Facebook, Twitter, Orkut, Myspace, Skype, and others are heavily used for communication as the world undergoes a social media revolution.

The usage of social media by businesses as a communication medium, according to Aziz (2018), can be explained by its cumulative properties, which M. Fruchter characterized as 5C. Some of

these are conversation; unrestricted mutual communication and sharing, community; communities with common interests, commenting; comments on others' sharing, collaboration; concord and cooperation, contribution; reaction, and contributions³. The concepts of "Content of the Users" and "Media Produced by Customers" were born by unlimited accessibility, a personalized interface, customizable toolkits, user numbers, quantitative feedback, and, finally, the often updated dynamic structures of social media.

According to Chikezie (2016), social media has revolutionized the communication environment in the twenty-first century, offering a dialogic, alternate pathway for a new style of mass communication to emerge.

Because of its accessibility and ease of use, social media is becoming increasingly popular for communication these days. Social media can be distinguished from industrial or traditional media such as magazines, newspapers, television, and movies, according to Varinder&Priya (2012), since they are generally inexpensive, easily accessible, and allow anybody (private individuals) to generate or access the material. Through social media, people may now interact with one another and with the content available on the internet. Organizations can utilize social media to communicate and engage with their target audiences, build long-term meaningful connections, generate new leads, promote awareness, educate people, and manage their reputations (Varinder&Priya 2012).

Traditional media has not been eliminated or replaced by social media, according to Marius (2014); rather, it has been influenced by it, forcing the latter to accept it. Social media, like traditional media outlets, has benefits and drawbacks that professionals must consider carefully in order to maximize its effectiveness. Public opinion is communicated through social media, and this mode of communication can reach noteworthy target audiences. This indicates that the company's typical target audiences have been 'activated.'

The subject of how to include social media in a communication strategy is currently under discussion. Many experts believe that using new media is an important aspect of the public relations implementation process. These are mostly used to transmit information in order to increase communication and mutual understanding between various institutions and audiences (Marius, 2014).

The web, according to Alexandra (2014), provides for speedy communication since it allows for a fluid flow of information exchange. On the Internet, information is always available, and customers can access it whenever and wherever it is most convenient for them. Another important aspect is that communication encourages immediate feedback because of the bidirectional contact that occurs between the organization and the public in the social media ecosystem.

2.5 Roles of social media in two-way communication

Traditional communication channels were primarily one-way. Although it is a much easier method, it may be useful in certain cases. Organizations cannot avoid connecting with the public and listening to their needs; therefore, two-way communication must be included in their communication plan.

Organizations must now pay attention to their stakeholders/public, according to Mathew (2012), especially because of the extensive usage of social media. Dialogue is essential, not a monologue. Furthermore, businesses must demonstrate that they have listened to their customers by adjusting policies and products as closely as possible to their needs and aspirations. If the goal is to build and maintain mutually beneficial ties between an organization and its many publics, two-way symmetric (balanced) communication must be done.

In today's highly competitive world, social media is the modern method of communicating with a business and a tool for encouraging a conversation between the organization and its customers (Christelle, 2011).

Companies and organizations now have a direct contact with customers and constituents 24 hours a day, seven days a week, thanks to the worldwide development of social media websites, blogs, and interactive internet technology. Its influence may be observed on a worldwide scale, as activists used Facebook to organize the Middle East's "Arab Spring" protests and insurrection, and the websites are now used by almost every generation. On a daily basis, these numerous platforms enable organizations to reach new audiences and communicate with possible new donors. When a company uses a Facebook page on a daily basis, providing interesting content that encourages users to take action such as making a comment, sharing a photo, or clicking "like," audiences help the company gain awareness across social media sites while also feeling a

one-on-one, interactive connection. Facebook allows our citizens to express themselves in a consolidated online area. The two-way symmetrical paradigm is more important than ever for public relations professionals who manage social media networks.

Open public interactions are being argued as crucial components of contemporary public relations in order to achieve interactivity, transparency, and ethical behavior, according to Tove(2012). Various forms of social media allow groups to communicate across the Internet, igniting enthusiasm and encouraging people to take action on issues that they care about.

James Grunig (2009) recently included social media in his four public relations ideas. He says that when used to its greatest potential, social media may help public relations become more two-way and interactive, global, strategic, and socially responsible.

Information democratization has resulted in a move from a one-way communication paradigm to a more intricate, two-way one, in which not only do firms engage with their consumers, but customers also communicate directly with one another. This utilization of social media aids communication with the changing paradigm greatly (Markos-Kujbus&Gati2012).

Every audience an organization interacts with via the two-way symmetrical model has a voice through the usage of social media, and that voice is very public in that everyone involved on a social media site may see an individual's remarks, worries, or complaints. This fact brings with it the very specific obstacles that social media provides to the PR practitioner in the middle of the very beneficial fostering of two-way symmetrical dialogue.

2.6 Meaning and definitions of government communication

Government communication can be defined as all activities of public sector institutions and organizations aimed at conveying and sharing information, with the primary goal of presenting and explaining government decisions and actions, promoting the legitimacy of these interventions, defending recognized values, and assisting in the maintenance of social bonds.

Government communication refers to both government entities (such as governments, courts, and the auditor general's office) and public sector organizations (such as administrations, arm's length bodies, and agencies). In terms of an organized process, government communication encompasses all formal activities involving a single individual (interpersonal communication), a

particular group of persons (group communication or micro communication), or an undefined body of recipients, regardless of the assistance employed (mass communication).

According to María&Karen (2013), the task of defining government communication can be handled on various levels, such as by examining its activities (what it does) or by examining what it is. For example, it is defined as a policy instrument (what it does), based on these ideas they defined government communication as :

The role, practice, aims, and achievements of communication as it takes place in and on behalf of a public institution(s) whose primary end is executive in the service of a political rationale and that is constituted based on the people's indirect or direct consent and charged to enact their will.

Both conceptual and functional elements are included in this definition. The term "purpose" generates a broader set of problems regarding government communication analysis. It includes messages from the prime minister or president, as well as messages from mayors or local and regional governments.

Government communications are the lifeblood of service delivery and a strategic component. The ability of the government to provide optimally transparent, productive, communication, and interaction at all levels are critical to a country's future development. The difficulties facing societies, communities, and organizations are complex and tough in this period of rapid change and high complexity, and there is a widespread need for government leadership in communication. Government communications are crucial in leveraging goodwill for productive goals, as well as in shaping national mood and nation-building.

According to Hansson (2017), researchers have characterized government communication in modern democracies in four ways: as a policy instrument, a commodity, manipulation, and a role in (un) doing democracy.

When a government or a high-ranking official views communication as an essential 'tool' for the government to exert authority and maintain control, it could be considered a policy instrument. At this point, communication can be seen as a collection of government services provided to specific groups of people. It is possible to regard government communication as manipulation

when it is a self-serving ruling elite's top-down manipulation of common perceptions and behavior. When government communication is seen as one of the variables in larger societal processes that support or discourage citizen participation in political debates, it can be seen as a factor in advancing or reversing democracy (Hansson, 2017).

Government communication, according to Howlett, is a policy tool or instrument for putting policy goals into action; for influencing and directing policy activities by delivering or withholding information or knowledge from social actors (2009, p. 24). Thinking of government communication as 'policy tools,' on the other hand, helps sort out the various goals and purposes of government communication, which is the first step toward developing a typology of such activities, which is the first step toward conducting effective empirical analysis and theory construction (Howlett, 2019).

2.7. Objectives of government communication

Every government decision has ramifications for citizens, corporations, organizations, society, and the international community. As a result, from strategy to implementation, communication must be a part of every government operation.

Citizens trust local governments that communicate effectively. The objective is that citizens will become more involved in their communities as a result of this confidence. Citizens will realize that their issues matter when the interaction between governments and citizens develops.

The government must ensure that all government information is available to the public at all times. It must be acutely aware of the importance of good communication to influence public opinion and sustain its credibility. In this endeavor, the government should also consider a two-way communication strategy, as this will ensure more meaningful participation. A complex set of interconnecting institutions, processes, and practices, which the government has already put in place to communicate successfully with the public, are required to participate in two-way communication with citizens.

Every government body must follow the Public Information Act and other relevant legislation when it comes to disclosing information and responding to requests. In the event of a crisis, the

government entity must also notify the public following the state crisis management strategy (Estonian government communication Handbook).

Although communication about benefits and services is not a policy instrument in and of itself, administrations rely largely on it to guarantee that beneficiaries obtain the information they need to appropriately utilize these services: What services and advantages are offered? At what price? Where can you get them? What are the terms and conditions? To these and other relevant inquiries, the government must provide clear and, if feasible, proactive solutions.

Government communication, according to Mara& Karen (2013), is a means of developing healthy relationships with individuals that has long-term benefits, such as the creation of institutional legitimacy.

The three main responsibilities of government communication are informing, advocating/persuading (for policies and reforms), and engaging citizens. answers to this and other similar questions

For government communications, there should be a genuine and important two-way interaction between informing the public and being informed by the public. Furthermore, the communication department is responsible for generating a favorable public opinion climate for the government's policies or operations, whether justified or not.

According to OCED (1996), for a democracy to work properly, the government must communicate with the citizens of the country. They have a right to know what is going on in government ministries and other public sector bodies, as well as why certain administrative decisions are made. The information provided by the government must be accurate and up to date. Because the media filters and analyzes information supplied to the public electronically or in print, the government must rely on the media to reach a large number of people.

The government should disclose public information in a coordinated manner. Given the world's fast-changing information and communication settings, enhancing government communication capability should take advantage of existing and potential convergences in a country's communication space and media mix. New information and communication technology can aid government efforts to engage with the public proactively. In some cases, combining new and

conventional information and communication technologies to organize government message communication can give leapfrog chances.

2.8 Government communication tools

Government communication, as defined by Wikipedia, is the "process of creating mutual understanding between a government and its citizenry." There are numerous mediums for reaching out to various target audiences. The media selected will be influenced by the target audience, budget availability, timeline, and messaging objectives.

In today's world, the reliance on communication tools is a reflection of the situation. They're a modern-day hybrid that combines classic intranet/extranet capability with cutting-edge employee solutions. Communication tools, which are used by organizations, corporations, and corporate bodies all over the world to assist in the operation of a wide range of things, have radically changed the world of work.

Advocacy groups, research institutes, and partisan supporters are among the stakeholders involved in government communication, as are government personnel and the general public. They also have a number of other tasks that need the use of well-known public relations strategies in order to achieve their goals.

File sharing is one of the most important communication methods. It is critical to share content. For example, content sharing allows members of a team to work on discrete pieces of a project while sharing progress, ideas, and other information with the rest of the group. Content sharing is simple with communication technologies like email, Facebook sites, and others.

Communication tools enable businesses to bring together teams from many places in one area, eliminating the need for costly and tiring travel. Individuals and teams can enhance productivity while saving money by doing webinars, online meetings, and other similar activities while sitting in front of a computer or tablet. Mobile apps give you a better connection with your customers. Many firms nowadays have a huge problem with falling into the corporate tunnel and failing to focus on the demands of their clients. Offering a mobile app can provide customers with fast access to any service, which they can use immediately. This not only helps the organization enhance productivity but also helps to cut expenditures.

According to Banik(2004), Government communication departments use those tools to maintain a two-way connection with the target public. Various tools can be utilized depending on the nature of the activity and the different target groups.

1. Press releases

The press release or news release is one of the most common communication items generated by communication experts. It's a method of communicating information to news organizations on a specific topic. Ideally, the information submitted will be published by these sites. Press releases are frequently used in public relations and are designed to generate awareness about a topic among a certain target group.

Press releases are sent to news outlets such as newspapers, radio stations, and magazines to transmit a strategic message from an organization that the media would like to publish or broadcast. Journalists use press releases as a reporting technique because they provide critical information and so make it easier for them to cover a wide range of events. With the availability of media outlets and the demand for social content, some individuals consider press releases to be a drab way of disseminating information and engaging with audiences. Others regard them as a concise and clear way of communicating with key audiences (Jasmine, 2016).

Press releases are a powerful tool for disseminating information about future events or breaking news. You or your group can use press releases to communicate directly with the public, share your perspective on current events or recent developments, and obtain awareness for your cause. We'll look at what a press release is, when to use one to interact with the public, and how to write one that effectively communicates your message in this part.

2. Media relations

People perceive media coverage as more legitimate than traditional advertising or promotional activities; hence it is the preferred method of communicating with the public. Communication experts benefit from media relations since it provides a company with free publicity and promotion. By using media as a promotional tactic, they can reach a large audience without investing a lot of money (Jasmine, 2016).

Working with the media to inform the public about an organization's mission, policies, and procedures in a positive, consistent, and trustworthy manner is what Media Relations is all about. This usually entails working directly with the persons in charge of creating news and features for the media.

The mutually beneficial interaction between journalists and public relations experts is referred to as media relations. One of the most significant advantages for journalists is the simple availability of story ideas and sources. Reporters spend a significant amount of time and effort acquiring material in order to create a story, as previously stated. Working with public relations pros reduces the time spent looking for sources and other information to verify the substance of an article. Public relations professionals benefit from media relations since it provides a client with free publicity and promotion. They may reach a huge audience without spending a lot of money by employing media as a promotional strategy.

3. Media Advisory

Media advisories are one of the easiest publicity documents to create because they alert reporters to an upcoming event. Reporters are frequently invited to attend and cover outreach events using advisories. Mention in the media alert if there will be picture or interview opportunities during the event. Advisories should be no longer than one page and contain the same basic information as press releases.

A media advisory, also known as a media alert, is an invitation to members of the media to cover an upcoming event by emphasizing just the most important features. It should be sent to the news outlet within a week of the event, with a reminder sent the day before. These are intended to stimulate the media's interest in covering a specific live event and to serve as an invitation to have them cover it in the future in their magazine (Ivan 2020).

A media advisory, also known as a media alert, invites the media to an event hosted by the company, such as a press conference, grand opening, or presentation. It's an invitation to an event that might or might not be open to the general public.

4. New Media Communication

Any digitally distributed media, from newspaper articles and blogs to music and podcasts, is considered new media. Any internet-related form of communication, from a website or email to mobile phones and streaming apps, can be termed new media.

Website content and blogging, email and e-newsletters, and social media are examples of communication tools related to information communication technology or digital technology. New media is rapidly being used in everyday communication. It also allows for the development of public relationships through involvement and important messages. It's ideal for two-way communication scenarios (Jasmine, 2016).

People and audiences previously unreachable have gained access to knowledge thanks to online communication. It has raised public awareness of what is going on in other regions of the world. The way the story about the Amazon Rainforest fire spread is a fantastic example of social media's reach. It began with a single post and quickly spread to everyone's newsfeed on various social media networks.

2.9 Use of social media for government communication

As the Internet expanded in popularity, so did the government, and we saw a move from e-government to social government, in which governments provide services through social media platforms like Facebook, Twitter, and LinkedIn (Dareen&Emad 2017).

As the communications landscape becomes denser, more intricate, and more interactive, the networked society has access to more information, more chances for public expression, and a better ability to take collective action.

More government entities are building a social media presence, according to Meetika (2013), as social media becomes more widespread in everyday life. Unsurprisingly, the most popular venues for government social media activities are Facebook, Twitter, and YouTube. Governments around the world were first skeptical of utilizing social media to promote governance, but they are gradually warming to the platform.

The word "social media" refers to easy online tools for creating, publishing, and engaging. The term is used to describe how companies and individuals share content – such as text, video, and photographs – and participate in online discussions. It's transforming the way companies do business and people interact (Meetika, 2013).

According to Bertot (2010), social media has four key covert strengths: partnership, participation, enablement, and time. By its very nature, social media is pooled and participatory, as expressed by a social interface. It allows users to socialize, share information, and achieve a common goal or interest by allowing them to interact with one another and build public. Social media can be harmful to users since it gives them a forum to communicate.

Individuals are brought together through social media, which aids in the establishment of communities. Rather than simply delivering information, it might allow the government to engage and better connect with citizens (Drapeau& Wells, 2009).

Constituents can express their ideas on social media, and governments can receive feedback from their citizens, allowing politics to be disseminated globally. The use of social media as a channel between the government and its stakeholders will open up dialogue between the government and its citizens, beginning with the government disseminating information to the public via social media and listening to citizen comments and input on that information (Dareen&Emad 2017).

Governments benefit significantly from the usage of these communication and engagement channels, according to Lisa (2016), which are utilized to increase the effectiveness of public service delivery (both generally and in emergencies), create data and information, and build trust-based relationships that help rebuild confidence in local government. Overall, local governments' use of social media is likely to improve services and result in more efficient use of public expenditures.

In general, all institutions are almost obligated to have a presence on social media. Having an internet platform, application, or social media account appears to be a requirement nowadays. However, the true and concrete effects of internet use have yet to be properly verified. It looks that social media will continue to be mostly used for unilateral information dissemination.

Local governments can utilize social media to recruit government staff and volunteers, promote events, and communicate directly with citizens about significant local concerns. Elected officials can also use the platform's communicative character to create ties with constituents and boost their chances of re-election.

Residents will also be able to communicate directly with their local administration via comments and direct messaging. This smooth communication will help citizens feel heard, offer statistics on what concerns constituents want to be addressed, and enhance community trust in local government.

Don't underestimate the value of a digital revolution for the municipal administration. Consider transitioning to government management software to optimize workflows across the entire business if you've successfully used social media for recruiting, marketing events, and connecting with constituents.

2.10 Advantages and disadvantages of using social media in government communication

Due to its popularity and specific features, social media is rapidly becoming a crucial facilitator for communication between governments, governments and individuals, and governmental agencies and corporations (particularly openness, engagement, and sharing).

Social media is used by billions of people all over the world to share information and connect. Social media allows you to contact with friends and family, learn new things, develop your interests, and be entertained on a personal basis. On a professional level, you can use social media to expand your expertise in a certain subject and improve your professional network by engaging with other industry professionals.

According to Gohar, Bobby, and Sang (2014), social media has the potential to improve decision-making and problem-solving by expanding civic participation, eliciting fresh ideas from the public, and extending government services. The use of social media platforms can provide information about citizens' beliefs, feelings, intentions, behaviors, and qualities. The multiple inputs made possible by social media have improved information sharing, public service provision, and decision-making.

While there are numerous benefits to using social media in government, there are also certain drawbacks that cause anxiety and mistrust. For example, interacting on social media creates extra concerns regarding privacy, security, data management, accessibility, social inclusion, and governance (Gohar et al., 2014).

Six important benefits of social media for government communication are listed by Tony and Yael (2020): crisis communication, citizen engagement, building public trust, setting the record right, testing communications, and saving money.

Some of the disadvantages of utilizing social media, according to academics (nibusinessinfo.co.uk): Resources:

1. It will require resources to manage your social media presence, respond to feedback, and create fresh material. Recruiting and training employees, spending on paid ads, and covering the costs of producing a movie or graphic material are all examples of this.
2. Evaluation: It's difficult to quantify and evaluate the corporate visibility and credibility that social media can provide.
3. Ineffective use: Ineffective usage of social media is possible. Failure to respond to unfavorable feedback, for example, can harm the reputation.

2.11 Government communication practices in Ethiopia

The researcher has not found any literature on the history of public relations in Ethiopia. According to Solomon (2000), a practice that approaches contemporary public relations or communications is thought to have begun in Ethiopia in the 1960s. In reality, the founding of the Ministry of Press in the 1940s paved the way for the present sphere of public relations and communication in the country. The ministry of Press created and controlled the news organizations of the time, including radio, news agencies, and television programs.

After a period of service, the ministry was succeeded in the 1950s by the Ministry of Information and Tourism, which had the same role of overseeing news organizations as well as taking out duty for culture and tourism concerns.

For many years, the practice of public relations, which dates back to the 1960s, has remained constant in tone and substance. Because public relations and communication at the time were so incompetent, Tesfaye (2018) claims that it was unable to react to the situations that emerged.

According to Shimelis (2017), the Ethiopian government's public relations and communication have greatly improved since the early 2000s. According to the project's researcher, there is no documentation on the current situation of public relations in the private sector. Nonetheless, a large number of public relations organizations and businesses are said to have been established, as the current Ethiopian government's political stance is not averse to such tactics. Furthermore, the constitution reflects the government's goal to encourage persons with skills and competencies to work in public relations and media so that citizens are well-informed.

The government communication practices are ruled by one central office called the Government Communication Affairs Office at the Federal and regional levels. Some scholars argue that in the past three years the practice of government communication in the country was dawdling after the termination of the Government Communication Affairs Office. The government by itself accepts the critics and that is why The Government Communication service has been reestablished. The regional and city administrations' communication departments have continued the activity as usual since their establishment even though there were some changes in designation and structure.

2.12 Government communication practices in Addis Ababa City Administration

Following the establishment of the federal structure in 1991 under the transitional charter of Ethiopia, the city government of Addis Ababa was one of the then-new 14 regional governments of Ethiopia. Under the Ethiopian Constitution of 1995, the city of Addis Ababa becomes a federal city whose accountability is to the Federal Government of Ethiopia.

Addis Ababa city Administration established its own communication department following the establishment of the city administration. When the city administration organized its cabinet structure the communication department was organized as a bureau of information combined with the culture and tourism sectors.

Proclamation number 15/2009 on the reestablishment of executive organs of Addis Ababa city administration in 2009, the communication department of the city administration was established as Addis Ababa Communication Affairs Bureau.

According to the information that this researcher gets from the city administration during this period the government communication practice was developed well, even if there were several problems related to professionalism.

The communication departments that are organized at the city, sub-city and woreda levels are used more for dominating propaganda messages rather than practicing professional communication activities.

Following the 2018s government reform of the country the Communication Affairs Bureau was closed and its activities were replaced by the press secretariat office of the Mayor's office. But at the sub-city level communication offices continued as they were.

During this time the city administration tries to manage all government communication activities through the mayor's office press secretariat. But it creates so many problems basically in information flow.

Following Ethiopia's election in 2021, the Addis Ababa city administration was restructured again and Addis Ababa Communication Affairs Bureau is established again by proclamation number 74/2021.

Based on the proclamation the Bureau has a responsibility of governing the overall communication practices of the city administration.

2.13 Trends of Information Communication Technology (ICT) in Ethiopia

According to Wubareg(2019), Ethiopia's government established the Ministry of Communication and Information Technology (MCIT), which is now known as the Ministry of Innovation and Technology (MOIT), in 2010 to understand the critical impact of information and communication technology (ICT) on economic and social development. ICT will be used to help Ethiopians in every aspect of their lives by creating and deploying information and

communication technology that will meet their demands and maximize their contribution to the country's growth.

According to a World Bank report titled ICT as an Enabler of Transformation in Ethiopia (2014), Ethiopia's government views information and communication technology (ICT) in the context of its socioeconomic development goals, and believes that it should leverage today's most innovative and dependable technologies to boost economic growth and alleviate poverty. Ethiopia's government recently released a detailed e-government plan, which included targets for building e-services and applications as well as deploying the essential shared infrastructure, standards, and frameworks to support public service delivery, according to the study.

In 2009, Ethiopia's government announced its national ICT policy and plan. Ethiopia must build essential and integrated facilities, such as energy and communications networks, according to the policy, which is critical for the widespread use and development of ICT. To get the most out of ICT, the country needs modern and efficient infrastructure.

The government wants to liberalize the telecom market while also updating its infrastructure. Compared to other emerging countries, mobile sim and internet adoption are restricted because of high mobile pricing and insufficient network coverage. While 2G networks are widely available, 4G service is limited to Addis Ababa and a few other areas. Ethiopia also has a lack of international connectivity. E-commerce is still in its infancy in Ethiopia, and it is rarely used; nevertheless, mobile banking is on the rise (BUSINESS WIRE, 2021).

About 20% of Ethiopia's population has access to the Internet, 40% have a mobile phone and 5.8% of people use social media, according to the Digital 2021: Ethiopia report from DataReportal.

In January 2021, Ethiopia had 44.86 million mobile connections, or around 38.5 percent of the total population. During the year, the number of users increased by around 710,000 (or 1.6%). Only 0.6 percent of the cellphone subscribers were on a postpaid or contract subscription, while 99.4% were on prepaid.

Android dominated mobile online traffic in the country, with Android smartphones accounting for nearly 90% of all web traffic and Apple devices accounting for only 5.6 percent.

2.14 Social media in Ethiopia

According to Ethio telecom's annual report, overall data and internet users in 2020/21 will be around 25 million, with internet penetration in Ethiopia standing at 20.6 percent in January 2021. As a result, using the Internet for digital access, digitalizing government services, and innovation facilitation is still rare.

According to the report, social media accounts for 80 to 90 percent of Ethiopia's internet infrastructure.

Ethiopia's social media usage is still relatively low, with only 6.7 million users out of a population of 116.4 million in January 2021. During the year, the country added over 500,000 new social media users, an increase of 8% over the previous year. 96.2 percent of social media users in the country used their phones to connect. (Digital 2021: Ethiopia report from DataReportal.)

According to a report published on napoleoncat.com (2011), there were 7,658 200 Facebook users in Ethiopia in December 2021, which accounted for 6.4 of the entire population. The majority of them were men 65.4%, people aged 25 to 34 the largest user group about 4,000,000. The highest difference between men and women occurs among people aged 25 to 34, where men lead by 2,600,000.

According to Social Media Stats from Statcounter Ethiopians' use of the internet, Facebook attributes for 68.26 percent, YouTube 11.61percent, Twitter 10.25 percent, Pinterest 6.36 percent, Instagram 2.33percent, and Tumblr 0.68.

2.15 Theoretical framework and communication model

2.15.1 Computer-Mediated Communication

A third (digital or Internet-based) intermediary is used in studies of computer-mediated communication to examine the nature of how people connect with one another. Computer-mediated communication generally investigates the use of the computer as a middle device, looking at how this non-verbal and non-visual medium affects interpersonal communication (Thurlow, Lengel & Tomic, 2004). One recent study (McDevitt, 2003) looked specifically at

how computer-mediated communication affected the spiral of silence theory, but no studies have looked specifically at how social media and citizen journalism affect how people create their own opinions.

According to the oldest study, which was released in 1997, "media coverage does not always reflect a clear direction or shape of public perception, especially with electronic news media that often provides brief stories and sound bites without a lot of background information" (Lin and Salwen, 1997). A similar argument may be made that blogs are unreliable because they are written by uncredentialed journalists, and that information on Twitter is based on rumors rather than primary sources. This argument has been pushed by all segments of society.

The first of these two studies was particularly concerned with the influence of social-psychological factors in both face-to-face and computer-mediated communication. Their results are particularly noteworthy because they demonstrate that Noelle-anticipated Neumann's anxiety about social isolation was reduced by computer-mediated communication, supporting the idea that social publishing may create opportunities for people to express opinions outside of the mainstream and connect with others who share those views (Ho and McLeod, 2008). The results of Ho and McLeod lend more credence to the idea that the absence of social context cues boosts egalitarianism in reference groups and increases social dynamics through computer-mediated communication.

2.15.2 Participatory theory

The dependency theorists, who were looking for alternative means of development, gave rise to the participatory model of development and communication. According to Gumucio-Dagron and Tufte, the fall of the Soviet Union and the end of the cold war marked the beginning of a new discussion about growth and social change because it was clear that preexisting standards of evaluation would alter. Based on "development that emphasizes empowerment, cultural identity, and multidimensionality," the participatory design (Servaes). Thus, considerations other than economic limitations began to be given more weight in the discussion of development.

The realization of development is based on empowerment and participation, and multidimensionality created the picture that growth could not be understood as a linear, predetermined process but that each society had to choose its own development path. The

premise that individual people understand their realities much better than any "experts" and that they can become the drivers of their own change makes development into a bottom-up method as opposed to transformation and reliance (Gumucio-Dagron & Tufte, p. xix) is what this is all about. By (re-)distributing power equitably among citizens, a society's democratic institutions are strengthened (Servaes). Sharing communication, which provides a mechanism to access the knowledge of citizens and participants in change processes, becomes the key component of this strategy. p. xix; Gumucio-Dagron & Tufte).

The paradigm of participatory communication places "dialogue at the center of communication for social change" (Gumucio-Dagron & Tufte, p. xiv), making it fundamentally different from the mass media and multi-step flow theories of modernization and dependency. Everett Rogers, who was first recognized for his contributions to the two-step flow models, distanced himself from the mass media strategy in 1978, asserting that "development is a widely participatory process of social change in a society[...] through their (the people's) gaining greater control over their environment." Citizens were given authority over-communication as a result, creating a bottom-up approach that strengthened two-way communication and rekindled the diversity of ideas and information. Based on the fact that shared information can only be formed in societies, this is relevant (Gumucio-Dagron and Tufte), and thus, society, knowledge, and communication are intertwined. The participatory paradigm's suggestion that citizens should have access to communication, therefore, generates a full circle in which citizens can analyze and criticize their society, re-create it, and identify development objectives."

2.15.3 Weak ties model

Through the development of weak relationships, the anonymity offered by the Internet, and the egalitarian nature of online communication, Manuel Castells' network theory may be used to great advantage to explain how social network traits might be helpful for public communication. "Weak relationships might be advantageous for obtaining information and presenting opportunities at a cheap cost. As a result, the advantage of paradigm produces a full circle in which citizens examine and debate their society, re-create society, and identify paths and objectives for progress." The benefit of the internet is that it enables the development of flimsy relationships with visitors in an egalitarian style of interaction where social factors are less important in determining or even obstructing connection (Castells 1996). The amount of time,

emotional intensity, intimacy (mutual confiding), and give-and-take services that make up the connection are all factors that contribute to its strength (Granovetter, 1973). These tenuous connections—associations with others with whom one might have mutual friends or with who one might have similar interests or goals—are the foundation of social media networks. The Internet enables these links to be formed with extraordinary speed over enormous geographical obstacles, and their strength lies in its capacity to present us with fresh ideas and information (Gladwell, 2011).

Weak links have advantages over strong ties because they can spread information and ideas throughout social groups. Granovetter uses the spreading of a report as an illustration of this principle. As "those linked with strong links tend to share friends" (Ibid), if a person shares some information with all of his closest friends (those who are deemed to have strong ties), those friends then spread the word to their close friends, some people are likely to hear it more than once. As a result, one social group contains all of the knowledge. The same criterion applies to government communication smears. Government agencies with both Twitter and Facebook pages are likely to have a large following and be able to reach a large audience with the touch of a button.

CHAPTER THREE

3. RESEARCH METHODOLOGY

To achieve the goal of the research the following methodological approaches are employed in the study.

3.1. Qualitative research design

A qualitative research design was used in this study. As stated by Rahman (2016), qualitative research design refers to research about persons' lives, lived experiences, behaviors, emotions, and feelings as well as about organizational functioning, social movements, cultural phenomena, and interactions between nations. The framework of a qualitative research design (interactive approach) is flexible since the design can be built and rebuilt to a larger extent (Maxwell, 2012). Thus, using qualitative research techniques can result in complete and suitable evaluations of a problem, giving participants enough opportunity to decide what is consistent for them (Flick, 2011). As a result, it is simple to comprehend difficult situations.

According to Maxwell (2012), qualitative research design (interactive approach) has a flexible structure since it may be built and reconstructed to a higher extent. This research method is very adaptable in terms of data collection, interpretation, and analysis. With qualitative methods, the relationship between the researcher and the participant is often less formal than in quantitative research. Participants have the opportunity to respond more elaborately and in greater detail.

Qualitative research is also a legitimate interpretive tool for understanding the significance that people attach to situations (actions, judgments, attitudes, values, and so on) in their social environments. This approach is centered on how the people being studied understand and experience their social surroundings. Qualitative techniques are utilized to respond to research issues that require clarification or information about complicated realities and their situations.

Furthermore, this technique gives the researcher the option to gather data firsthand from respondents through one-on-one interviews. Additionally, the qualitative research approach is the most effective way of describing the features of a certain person or group of people (Kothari, 2004:37).

Because of the above reason this research was conducted through the Qualitative research method.

3.2. Sampling techniques and procedures

The impact of social media use for government communication in the Addis Ababa City Administration was investigated using the purposive sampling technique. Data was gathered from both primary and secondary sources.

According to WFP (2019), the Non-probability sampling method is known as a purposeful sampling: The researcher chooses select specific groups to interview. Since random selection is not employed in non-probability sampling, the outcomes cannot be used to describe the larger population. When random sampling is not feasible, it is valuable in choosing cases with lots of information to develop a deeper picture of the circumstance. Although the researcher chooses what they believe to be representative sampling units, there is always room for debate over the generalizability of results from such a sample.

The flexibility of purposeful sampling allows researchers to save time and money while collecting data. It has an adaptive procedure for when circumstances change, even if they change unexpectedly. It may cater to a wide range of needs and interests while maintaining a single focal point. As a result, a logical final result that is representative of a specific population can be generated. The researcher employs a non-random technique to obtain results that can be used to assist him in making better judgments in the future.

Primary sources for this study include government officials, communication department heads, responsible communication practitioners, and decision-making bodies on Addis Ababa City Administration communication practices. The respondents were chosen purposefully based on their occupational area and responsibility.

3.3 Data sources

The primary data was collected through interviews, directly from respondents. The respondents were selected based on their responsibility of practicing the communication activity in the Addis Ababa City Administration. And the secondary data was obtained from published materials basically on social media pages of Addis Ababa City Administration, sub-cities, and Woredas.

3.4 Data gathering tools and procedures

3.4.1 Interview

In-depth interviews with 11 government officials, communication department heads, and communication practitioners who are responsible for the city administration's communication practice were employed to find out their reflections on matters related to this research. Semi-structured interviews were conducted to collect data. As semi-structured interviews combine structured and unstructured interviewing techniques. A researcher gets an opportunity to ask follow-up questions to elicit more information or clarification from the respondent based on his response and aids the participant in providing correct data. The researcher conducted an interview based on, the Media usage to practice communication activities, the existence of communication strategy and directives in which the communication activity is led, the usage of social media to practice communication activities, the usage of social media for two-way communication, and the impact that social media has on practicing communication activities.

3.4.2 Document analysis

The findings were presented after an analysis of documents released by the city administration and other authorities for the purpose of communication. The materials could be printed or stored electronically. Basically, contents that were published on the social media pages of Addis Ababa City Administration, Sub-cities, and Woreda level were analyzed. The researcher also analyzes documents and content published by the city government on social media and other media outlets. The researcher was specifically focused on obtaining data from contents published from October 2021 to February 2022 because during this time following the establishment of the new city government the war broke between the Federal government and TPLF at its high level and

Addis Ababa was the center of support and propaganda and communication practices are at its pick both the social media and mainstream media outlets.

3.5. Participants of the study

The participants of this study were heads of communication departments at the City Administration and sub-city levels and communication practitioners at the city administration and sub-city, levels. Persons who participated in an interview were selected based on their duty of deciding on the city administration's communication content published on social media and other media outlets. This participant has a responsibility to decide on every communication practice of the city administration and they are participating in creating communication content.

3.6. Method of data analysis

The two main data analysis methods (Narrative analysis method and Content analysis method) were applied to this research. As the narrative analysis is concerned with the structure, content, and function of stories in written and oral communication Bamberg, (2012) the narrative analysis approach was used to examine primary data sources obtained by an interview with heads of communication departments at the City Administration and sub-city level and communication practitioners at the city administration and sub-city, levels. And as Content analysis is the study of documents and communication artifacts, which might be texts of various formats, pictures, audio or video, secondary data obtained from documents and content published by the city government on social media and other media outlets from October 2021 to February 2022 were analyzed through the content analysis method.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

4.1 Introduction

This chapter deals with the presentation, analysis, and interpretation of the data gathered from the sample respondents namely communication department heads and experts of Addis Ababa city administration and sub-city communication coordinators.

As the aim of this study was to find and evaluate the impact of social media on the government communication practices of the Addis Ababa city Administration the researcher collected data by interviewing department heads and officers that are directly participating in the communication activities of the city administration. Persons who participated in an interview were selected based on their duty of deciding on the city administration's communication content published on social media and other media outlets. This participant has a responsibility to decide on every communication practice of the city administration and they are participating in creating communication content.

The researcher also analyzes documents and content published by the city government on social media and other media outlets. The researcher was specifically focused on obtaining data from contents published from October 2021 to February 2022 because during this time following the establishment of the new city government the war broke between the Federal government and TPLF at its high level and Addis Ababa was the center of support and propaganda and communication practices are at its pick both the social media and mainstream media outlets. On the other hand, political conflicts, high-level inflation, and social problems increased in the city during this time. With the presence of social media different pieces of information both positive and negative are highly circulated during the time.

In this study, the researcher used documentation and contextual analysis. Document analysis requires that data be examined and interpreted to elicit meaning, gain understanding and develop empirical knowledge (Corbin & Strauss, 2008; see also Rapley, 2007). Documents contain text (words) and images that have been recorded without a researcher's intervention. The discussion in this thesis is validated by a related literature review.

4.2. Interview data

The vision of the city's government communication activity, as stated in the city administration's 10-year road map plan, is to build a strong communication system that aids in the creation of a well-informed community that contributes its fair share to overall development. Its mission is to foster mutual understanding between the government and the public by building an effective structure and manpower that recognizes the high quality and diversity of government information.

The city administration employed many media venues, including social media, to efficiently conduct communication activities, and this should be directed through its own communication plan. The city administration uses several social media platforms at the central and sub-city levels as social media becomes the major communication route.

To examine the impact of social media on the Addis Ababa city government's communication practice, the researcher conducted an interview based on, the Media usage to practice communication activities, the existence of communication strategy and directives in which the communication activity is led, the usage of social media to practice communication activities, the usage of social media for two-way communication and the impact that social media has on practicing communication activities. In the interview, 11 individuals participated, 3 government officials, 2 experts, and 6 sub-city communication heads or coordinators.

No	Name	Sex	Education	Experience (year)	position
1	P1	F	MA	12	Press secretary
2	P2	M	MA	10	Dupety Bureo Head
3	P3	M	MA	12	Dupety Bureo Head
4	P4	M	BA	9	Expert
5	P5	M	BA	8	Expert
6	P6	M	MA	12	Sub city coordinator
7	P7	F	BA	10	Sub-city coordinator
8	P8	M	BA	9	Sub-city coordinator
9	P9	M	BA	10	Sub-city coordinator
10	P10	M	BA	9	Sub-city coordinator
11	P11	M	MA	12	Sub-city coordinator

Table 1: List of participants of the interview

4.2.1 Media usage

To fulfill the vision and mission of government communication, communication structures are organized at all levels from the central city administration to sub-city and woreda levels. These communication structures are the main parts of the city administration for practicing communication activities. As the information gotten from the Addis Ababa communication bureau, the communication departments organized at every level of the city administration have responsibility for gathering information, crafting messages, and disseminating the message through different media outlets. And they also have a responsibility of following feedback, gathering public opinions, and providing them to the city administration as input for further action. There is also a department called the Office of The Press Secretary under the Office of the Mayor. This department is responsible for practicing communication activities related to Mayor's Office.

To fulfill the communication mission of the city administration the communication departments that are organized on different levels use several communication channels and media outlets to reach their messages to the public as well as to gather feedback and public opinions. According to Mengistu Gebre Deputy Head for content creation and media Development of Addis Ababa Communication Bureau, to reach the message to the public the city government uses both mainstream and social media outlets.

In an interview P3 responds the following to a question related to media usage:

The city administration's media usage depends on the communication activity to be conducted. The type of the message to be communicated and the kind of targeted public are also determinants of media usage. Most of the time mainstream and social media are used together. It is believed this form of media usage helps to reach vast audiences simultaneously.

Using both mainstream and social media outlets together has been practiced at all levels of the city administration's communication practices. Communication department heads at the sub-city level, which participated in an interview, respond that media usage trends are the same from the city to the woreda level. That is because the city administration's communication practices are led by a centralized system.

According to P10:

All communication activities practiced by the city administration at all levels are controlled and the media usage at the sub-city level is the same as the central administration. Both the mainstream and social media outlets are used simultaneously at all administration levels. The same message is duplicated from media outlets that are published under central administrations and all Woredas within the sub-cities are shared the same message.

p7 responds that:

Communication activities at the sub-city level are undertaken with the directive of the central administration based on this the media usage of sub-cities for practicing communication is the same from the center to the Woreda.

According to Jasmine (2016), using Mass media helps the communicator to reach a huge audience without spending a lot of money by employing media as a promotional strategy. With the growth of internet access governments is shifting to use social media as the main communication channels, and also governments deliver different services by using social media platforms (Dareen&Emad 2017).

As using diverse media outlets are useful for the effectiveness of government communication practices, the usage of both mainstream and social media together by the Addis Ababa city government's communication practice is not a problem by itself, but it is not led based on the behavior of the communication activity.

4.2.2 Communication strategy

The Government Communications Strategy explains the main objectives and values of the Government's communications and sets out the shared model of communications to be used for providing information on the progress of the major government activities and reforms.

The strategy helps to deliver an effective and efficient communication approach for the government communication practices. The strategy provides a framework to ensure that the

communication practices are managed in a planned and coordinated way and maintains the commitment to effective and timely communication.

As stated in the Government Communication Handbook published by the Department for Government Communication information system of the Republic of South Africa (2006), one of the main objectives of government communication is to set and influence the media agenda. Experience has shown that this can only be achieved through a targeted, consistent, and planned approach to communication (p 49).

According to Andrea (2019), the use of social media is a source of uncertainty and risks for local governments, and many are perceived as fads. Responsible and effective use would require experience and organizational guidance.

The government communication practices should have been guided with clear strategy and guidance. The proper usage of both mainstream and social media has been realized when it is led by an effective strategy.

In the case of the Addis Ababa city administration, the researcher doesn't find any strategy or guidance by which the communication practice-led. The participants of the interview responded that there is no strategy and guidance in which communication activities are led.

During an interview, P2 replied that:

As city government's Communication Bureau, they don't have a communication strategy for overall communication activities. They practiced it traditionally. They use different media outlets including social media for communication activities but there is no guidance on media usage. The main reason for this is that the communication departments are reestablished recently and they are busy restructuring the office.

Interview participants from the sub-city communication departments also realize that they are practicing the communication activities without strategy and guidance.

P8 stated that:

As a sub-city communication department, they conduct communication activities based on the sub-cities annual plan which is derived from the city administration plan. Based on the general plan they prepare an annual communication plan. In the plan, their general and specific activities were listed properly and implemented. Also, their media usage including social media has been led by the plan that they prepared. They don't have a separate strategy or guidance for both media and social media usage. They are waiting for the central administration communication department for preparing the same strategy for all levels, as the communication activity is led in a centralized way.

p9 stated that:

There is no communication strategy and guidance at the city, the sub-city, and Woreda levels. They practiced the communication activity based on the directives that originate from the central administration basically on the cases of current affairs and issues related to the city and a country at large. To communicate issues related to the sub-city they use their annual plan. The way they use it before.

From the central city administration level to sub-city and Woredas there is no strategy or guidance in which the communication is led, even if the communication activities are conducted. This may cause a problem to lead the city administration's communication activity and its media usage in a planned and coordinated way.

4.2.3 Social media usage

As stated by Dareen&Emad(2017), Social media allows citizens to voice their opinions and governments to receive input from their citizens, allowing politics to be shared globally. The use of social media as a medium between both the government and its stakeholders will open up conversations between the government and its citizens, which will begin with the government distributing information to the public via social media and listening to citizens' opinions and feedback on that information.

About 20% of Ethiopia's population has access to the Internet, 40% have a mobile phone and 5.8% of people use social media, according to the Digital 2021: Ethiopia report from

DataReportal. As the city of Addis Ababa is relatively well developed from other parts of the country it is obvious it has relatively glowing telecom and ICT infrastructures. And as 6.7 million people used social media in Ethiopia (Digital 2021) most of expected to be residents of the city of Addis Ababa. Because of these using social media as one of the communication tools for practicing government communication activities in the city administration is vital.

According to the data obtained from the respondents of the interview social media usage for communication, activity is highly growing in the city administration. From the central administration to all levels different social media platforms are used for government communication practices.

P2 stated that:

At the central administration level, they use about six (6) different social media platforms for communication practices. To publish the city administration messages, news, public announcements, and different information, in the forms of texts, photographs, videos, and graphics. They follow the pages and channels permanently and they gate feedback directly from the public by comments and inbox messages.

According to P1:

At Mayor's office level, they do have their own social media platforms that they used to communicate to the public the messages of the city administration in general and the mayor's office specifically. They share contents from different social media platforms of the city administration departments which is important to make the messages reachable to the vast public.

The researcher observe that the majority of city administration institutions have their own social media platforms that are used for communication practices. Sub-city communication heads who participated in an interview have realized that these days the city administration perceives social media as the main communication tool. Sub cities and woredas are permanently posted different messages that are posted on the central administration pages. At the same time, they produce

their contents and shred them on their pages. But lack of skill, technical problems, absence of strategy and guidance, inappropriate use of platforms, and dissemination of fake news and information are some of the obstacles that hindered the usage of social media in the city administration's communication activity efficiently.

4.2.4 The usage of social media for the Tow-Way communication

Organizations must now pay attention to their stakeholders/public, according to Mathew (2012), especially in view of the extensive usage of social media. Dialogue is essential, not a monologue. Furthermore, businesses must demonstrate that they have listened to their customers by adjusting policies and products as closely as possible to their needs and aspirations. If the goal is to build and maintain mutually beneficial ties between an organization and its many publics, two-way symmetric (balanced) communication must be done.

As stated by Christelle (2011), in today's highly competitive world, social media is the modern method of communicating with the public and a tool for encouraging a conversation between the organization and its public.

As the Addis Ababa city administration's government communication mission is to create mutual understanding between the government and the public, the two-way communication approach must be applied. Today this issue becomes easier because of the advancement of the ICT and the usage of social media.

Through the usage of social media the government communication practices of Addis Ababa City Administration are conducted in a Two-way communication approach, participants of the interview said.

According to P2 :

They use social media in a Two-way communication approach they disseminate the city administration's message to the public, on the other hand, they follow up feedback from comments, in-boxed messages, likes, shares, etc. And they collect public opinion by easily monitoring social media platforms of different publics. There is also a department that is responsible for monitoring and analyzing

feedback and public opinions and they provide the result to the highest administrative body of the city.

According to P5 :

Their department's responsibility is to follow the public's reaction to content published on city administrations' social media platforms and monitor other platforms of their public such as political parties, media, influential peoples, city administrations institutions, etc... And by analyzing the data they provide the result to the higher officials.

From the data obtained from the respondents, the Two-way approach to social media usage did not equally practice at all levels of the administration. At the sub-city level, the monitoring and evaluation activity is not strong.

As stated by P11 :

They focused on publishing contents on social media platforms; they didn't perform the feedback follow-up and monitoring activity strongly at the sub-city level, because it's conducted at the central administration level.

According to the respondents, there are no accountable departments or staff for social media mentorship at the Woreda and Sub-city levels, which has an impact on the use of a two-way communication method uniformly and effectively at all administrative levels of the city.

4.2.5 The impact of social media use for government communication practices of the city administration

The use of social media as a medium between both the government and its stakeholders will open up conversations between the government and its citizens, which will begin with the government distributing information to the public via social media and listening to citizen's opinions and feedback on that information (Dareen&Emad 2017).

According to Lisa (2016), governments benefit greatly from the use of this communication as well as engagement channels, which are used to improve the effectiveness of public service

delivery (both generally and in emergencies), generate data and information, and build trust-based relationships that help restore confidence in local government.

A social media presence is almost mandatory for all institutions. Having an internet platform, application, or social media account appears to be a requirement nowadays. However, the true and concrete effects of internet use have yet to be properly verified. It looks that social media will continue to be mostly used for unilateral information dissemination.

In the case of Addis Ababa City Administration's government communication practices, the utilization of social media outlets as the main channel of communicating messages to the public is growing. According to the respondents of the interview, social media has a direct impact on the communication practices of the city administration.

According to P2 :

The impact of social media on communication practices of the City Administration is described in several ways, the major impact is on deciding of contents of the message to be communicated. When different content against the city administration in particular and the government, in general, is published on social media platforms they are obligated to use most of their time to develop contents that defend the administration and the government. During this time the communication activities aren't practiced in a planned and organized way. Their contents are decided based on the plan of the city administration and derived from the overall activities of the city administration. But the content published on social media influenced them to shift from their direction and focused on producing messages that are targeting defending the administration. On the other way, social Media's expansion leads them to concentrate more on them communicating to the public which has the influence to reach the message to a large number of the society by using a variety of media outlets. While social media has the advantage of conducting a two-way communication approach by letting the public interact on content, sometimes distractive messages are published in the kind of comments and it's difficult to use all comments as public feedback.

According to the above respondent, social media has an impact on content decision making, using other media outlets, and practicing a two-way communication approach in government communication activities of Addis Ababa city Administration.

p3 stated that:

The main impact of social media on the Addis Ababa city administration's government communication practices is the fabrication of fake news and the dissemination of hate speeches. As the city was the center of socio-political and economic affairs of the country and the political hub of Africa, there are a lot of interests in it. For this reason, it becomes the focus of media and communication. Different political parties, media, religious groups, individuals, outsiders, etc... are published fake news and hate speeches that have a distractive impact on the overall activities of the city administration and the socio-political and economic benefits of the society circulated on social media. Most of the time the city administration's government communications activities were concentrated on producing content targeted to correct such messages. Social Media also has a positive impact on giving information to the city administration in fighting good governance problems and corruption.

According to the above respondent, because of the accessibility and ease to use social Media are highly inclined to the dissemination of fake news and hate speeches this causes the government communication practices of the city to concentrate on creating content of countering the messages.

According to P6 :

In countering distractive messages, fake news, and hate speeches that are published on social media, communication departments at the sub-city and Woreda level have the responsibility of sharing and disseminating counter messages produced by the central administration. This activity makes the communication departments at the sub-city and Woreda levels not concentrate on their communication plan.

They do have a morning briefing session at 9:00 AM every day. In the session, they discussed their daily activities and they took directions from the heads of the department on what to do on the day to fulfill the communication plan. But the next morning when they evaluate their activity they get another result because every practitioner is concentrated on following up on content related to the city administration published on social media and reporting if any negative content is published.

According to the respondents from sub-city, the impact of social media restricted communication departments of lower administration levels from focusing on communication activities of their respective locality. Also affects them by limiting the practice of their own communication plan. The impact of social media also restricted communication practitioners of all levels of the city administration not to focusing on regular communication activities.

4.3. Document review data

As a responsible body to conduct the overall government communication practices of Addis Ababa city administration, the communication departments that are established at all levels of the administration use different social media outlets for practicing government communication activities. The researcher observed that the usage of social media as the major communication channel increased from time to time at all levels of the administration. In the review contents published from October 2021 to February 2022, on 8 Facebook pages that are 2 from the central administrations and 6 from sub-city were analyzed.

According to Solomon Dibaba Deputy head for Social Media Sector and Media Monitoring of Addis Ababa Communication Bureau who was interviewed for this research, at the central administration level there are six (6) official social media platforms used for practicing communication activities. These platforms are fully managed and controlled by Addis Ababa Communication Bureau.

To information obtained from TayibaNola Head of Mayor's Office Press Secretariat, there are three (3) social media platforms that are used by Mayor's office for practicing communication

activities. These social media outlets are managed and controlled by the office of the press secretariat under the Mayor's office.

According to the data obtained from interview participants of sub-cities, all sub-cities and Woredas have their own social media platforms. These administrative bodies used from one to three social media platforms. And the platforms are managed and controlled by communication departments of the respective sub-city or Woreda.

As social media become an influential tool for any communication activity, using various social media platforms for practicing government communication practices is very important and helps to achieve the mission of government communication activity which is creating mutual understanding between the city administration and its public. As stated by Daren & Emad (2017) The use of social media as a medium between both the government and its stakeholders will open up conversations between the government and its citizens, which will begin with the government distributing information to the public via social media and listening to citizen opinions and feedback on that information. By doing this trust and mutual understanding are developed between the city administration and its public.

According to Claire & Tony (2022), Politicians become more approachable and accountable to the general population as a result of social media. Of course, this could backfire if a politician publishes anything that is viewed as offensive. Therefore warned that whoever manages a government social media account must be aware of what information is and is not appropriate to share. Regarding Addis Ababa City Administration's use of social media for communication, purpose helps to improve accountability of government services, but it should have to be used properly and responsibly.

4.3.1 Social media usage

The following social media platforms are used by the Addis Ababa city administration communication bureau for practicing government communication activities.

- Facebook
- You tube
- Telegram

- Twitter
- Instagram
- Watsup

The press secretariat office of the Mayor's office uses the following social media platforms for conducting government communication practices.

- Facebook
- Telegram
- Tiktok

According to the researcher's evaluation of these social media outlets, Facebook is dominantly used by both the city administration and the public. As of the end of February 2022, the Facebook page of the mayor's office which is managed by the press secretary's office was followed by more than 300,000 followers. At the same time, the Facebook page which is administered by the city administration's communication bureau has about 14,000 followers.

Both the communication Bureau and the Office of the Press secretariat practiced the City administration's communication activity by using social media platforms. Structurally the Communication Bureau has primary responsibility for communication activities of the City Administration its social media platforms are less popular related to the Press Secretariat Offices' social media platforms.

The Facebook page of Addis Ababa City Administration Communication Bureau has fewer followers related to the Press Secretariat's Facebook page. According to the information from the Communication Bureau, the number of followers of the Facebook page is reduced as a result of the newness of the page. The Facebook page that is managed under the Press Secretariat Office was accepted as the official Facebook page of the City Administration because it is older than the Facebook page administered by the Communication Bureau.

As the Facebook pages of the central administration were followed by a relatively large population, on average about 3 contents are posted on daily bases on the pages. The contents are published in the forms of text messages, news, photographs, graphics, videos, etc. As Facebook is the number one dominant social media outlet worldwide with 2,910,000,000 users (Stastita

2022), and the most dominant as well in Ethiopia with 6.4 million users, concentrating on Facebook to practice government communication activities by city administration is correct.

The other social media outlet used by the Addis Ababa city administration for conducting government communication activities was Telegram. According to the data obtained from the City Administrations Communication Departments, there is one Telegram channel that is administered under the Mayor's office's Press Secretariat with 3,195 followers. As 700 million active users use Telegram worldwide (telegram.org report 2022), it becomes one of the dominant social media platforms in the world. As Ethiopians are ranked fifth among African countries following Nigeria, Kenya, Ghana, and South Africa by using Telegram (telegram.org report 2022), it is important to incorporate the platform into communication activities. Regarding the communication practices of Addis Ababa City Administration Telegram is used as one social media channel to communicate City Administration's message. But the Telegram channel which is administered under the City Administrations Press Secretariat Office didn't seem active currently, as the message on the page was posted a year ago. There is also another Telegram channel which is administered by Addis Ababa Communication Bureau the channel is currently active but its followers are too less only 191. According to the information obtained from bureau heads and practitioners, the number of followers decreased because of the newness of the channel.

According to the findings, less attention is given to the usage of Telegram as one of the social media platforms to conduct communication activities of the Addis Ababa City Administration, even if it is among the widely used social media platforms in Ethiopia. It also shows the weakness of the City Administration in utilizing popular social media platforms for communicating with the public.

Regarding other social media outlets, they are not active in practicing communication as a sample the youtube channel which is administered by Addis Ababa Communication Bureau has any content yet. As YouTube has more than 2.6 billion active users (Global Media Insight, 2022). According to stat counter global stats 2022, over the past five years, YouTube users have rapidly expanded in number, making up 5% of the local internet traffic. Aside from the growth in internet users, which has contributed to the proliferation of YouTubers, the rise in ex-pats of Ethiopian descent as well as other viewers interested in Ethiopian concerns worldwide has

helped digital media gain prominence quickly. As the platform is more popular both in the World and in Ethiopia it is impossible to not take into account using YouTube as one of the social media channels for practicing communication. Based on the data obtained by assessing the social media channels of the Addis Ababa City Administration it can be concluded that less attention is given to using youtube as one of the communication tools for practicing government communication.

From the data obtained assessing the social media pages of Addis Ababa City Administration, it is concluded that other popular social media platforms like Twitter and Instagram Watsup are not in use for communication practices of the City Administration.

At the sub-city and Woreda levels, the usage of social media outlets for communication practices differs from one another. Even if they create different pages on a variety of social media platforms, as the like of the central administration they concentrate on Facebook. Some sub-cities Facebook pages are followed by a large society; Bole sub-city 89,000, AkakiKaliti sub-city 26,000, Kirkossubcity 19,000, Yeka sub-city 14,000, and Arada sub-city 12,000. The social media pages are administered and controlled by communication departments and about 3 contents on average are posted on theme daily.

Regarding the social media usage for practicing government communication activities by the Addis Ababa City Administration facebook has been highly used compared to other platforms. From the central administration to the sub-city and woreda levels facebook is used as the main communication tool. As Facebook is a popular social media platform both in Ethiopia and the world it is right to use it as a top social media platform for practicing communication activities. But utilizing all popular social media platforms are important to reach a variety of public.

4.3.2The impact of social media on the usage of other communication tools and content

Social media page	Number of contents published	Contents counter to other messages	Contents shared by other media	Contents copied from other users
Mayor'sOffice Facebook page	250	20	72	142
Communication office Facebook page	247	20	5	142

Table 2: the number of contents published city administration's social media page

As to the data obtained from participants of the interview social media has a noticeable impact on the usage of different media outlets and communication tools for practicing government communication activities of Addis Ababa city administration. Social media also has an extensive impact on the production of content to be communicated.

According to the researcher's observation, the preparation of different communication tools for practicing government communication activities was less at the central administration level as well as at sub-city levels. The media relation activity was done only for reporting events organized at the city or the sub-city and Woredas level. Rather different Media used the social media pages especially the Facebook pages of the city administration both at central and sub-city levels as their source of information for reporting the city administration's activities.

From the data obtained by assessing social media pages of the city administration from central and sub-city levels, 77 contents that are published on the Facebook pages of the Mayor's Office and communication Bureau were shared by mainstream media, From October 2021 to February 2022.

For Example, the news published on the Mayor's Office's Facebook page on October 11, 2021, about the celebration of National Flag Day was copied by 4 mainstream media outlets. The event took place in the Mayors Office's compound but media houses didn't report it in depth from the spot rather they copied information from the Facebook page.

The news that was published on October 17, 2021 on the Mayor's Office Facebook page about the 28th educational conference of the city administration was also copied and shared by 4 mainstream media, even if the conference was held in the city, the media didn't report it from the spot rather they copied the news posted on the Facebook page.

Using the city administration's social media pages as a source of information for news coverage is not a problem by itself, but the message was not communicated in-depth and it may restrict the relationship between the media and the city administration which highly affected the communication activity of the city administration.

Social media puts an impact on practicing government communication activities of Addis Ababa city administration in a planned manner. According to the observation of the researcher, contents

published on the city administration's social media pages are not only the city administration's planned messages to be communicated to its public. Rather, they are mixed with other national and regional messages. Messages copied from social media pages of, media, individuals and officials were posted on the city administration's pages.

From the data obtained by assessing social media pages of the city administration at all levels, messages communicated through the pages are not only city administrations messages 284 contents were posted by sharing or copying other media outlets, individuals, and government officials' pages.

For example, the news story about the appointment of new government officials that was reported by Fana Broadcasting Corporate on October 9, 2021, was copied and posted on the Mayors Office Facebook Page. As the news is a national issue posting it on the city administration's page is not a problem by itself. But the city administration's government communication has its own mission to achieve and it's expected to focus on the city agendas.

Prime Minister Abiy Ahmed posted the message about peace and stability of the country on his own Facebook page on November 17, 2021 to the public, but the Communication bureaus page posted it on its page. As the Prime Minister's message for all of the people of the country sharing it on the city administration's communication channel is not a problem but it's not the agenda of the city administration.

By sharing and posting readable content that is out of the city administration's agenda from other social media outlets the administrators of the site try to increase their site's viewers this forced them to enter into competition with media organizations and act as a media rather than a communication department.

As several contents are circulating on social media, some of them seem against the city administration, during this time the city administration's social media pages concentrated on countering those messages rather than sticking to their own agenda. The impact of social media forced them to create content depending on what is published on social media.

An article published on one individual's Facebook page on January 31, 2022, was the exact example of how content posted on social media channels impacts the city administration's

communication practices. The article is about the theater hall called Theater and culture hall located in the city administration's building. The theater hall is one of the four theater halls under the city administration, but it stops giving services following the renewal of the city administration building. After the accomplishment of the renewal of the building when other parts of the building continued their function, the theater hall didn't start its former function. The author of the article asks the city administration that as the hall to continue its former service.

Following the publication of that article, another article was published on the city administration's Facebook pages the same day as the previous one. It is a story about the accomplishment of the renewal of another theater hall called Hager Fikir. It sims the content published for countering the former one.

But the former individual who asked about the culture and theatre hall condemned the article published in the city governments communication bureau is against his article after one day.

The other example was news that was circulating on social media during the preparation of the Victory of Adwa's celebration. The news stated as the government changed the place where the celebration was conducted from Minilik Squier to Adwa bridge. And the association of Ethiopian patriots condemned the government's decision said the news. Following this news, an article was published on Mayors Office's Facebook page to counter it.

The other example was news that was published on the Mayor's office page for countering the news which was circulated on social regarding the school feeding program led by the city administration and the case of food contamination. After the contamination news was spread on social media the counter is published on the city administration's pages.

Another example was a piece of news published on the city administration's Mayor's office page for countering the news published on social media about the restriction of transport services operators who gives transportation service to students based on private ranting service. After the news was circulating on social media the city administration's page published counter news.

These kinds of social media usage create a problem for the city administration's communication practices because it reduces the credibility of the administration, even if countering false news protects the public from incorrect information it should be done proactively and clearly and in a way it increases the trust between the city administration and the public.

According to the researcher's observation, the government communication practices at the sub-city and woreda levels are led in the same manner. Mostly they copied content directly from the social media pages of the central administration.

The following table shows the social media's impact on contents published on the city administrations' social media pages in numbers.

In general, the impact of social media on the government communication practices of the Addis Ababa city administration is high. Social media's impact restricted the communication activity to be practiced in a way to fulfill its mission. The impact is reflected in media usage, concentrating on the city administration's agenda and content production.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1. Conclusion

This thesis aimed to examine the impact of social media, on the government communication practices of the Addis Ababa City Administration. The qualitative research method was employed in the thesis. The data gained from an interview and document review were analyzed. As a result, the study's key findings and conclusions are provided as follows.

From the data gained the research questions are answered as follows:

Regarding the acceptance of social media as a communication tool in the city administration, the findings realized that social media is perceived as a communication tool in the city administration. Different social media platforms are used in the city administration's communication practice at the central administration and the sub-city level, even if Facebook is dominantly used.

Regarding the use of social media as a communication function effectively by the city administration, the findings show that there are trials to use social media as a communication function in the city administration's communication practice. But there is a problem with utilizing all available social media platforms effectively.

Regarding the main challenges that become obstacles in using social media in communication activities of the city administration, the findings show that centralization of the communication practices, lack of knowledge and skill to utilize all social media platforms, lack of clear strategy and guidance for the usage of social media and the dissemination of fake news and hate speeches are the major challenges in using social media for communication activities in the city administration.

In general conclusion, the findings showed that social media has an impact on the government communication practices of the Addis Ababa city Administration. It affected the overall communication activity of the city administration by influencing the content production, media usage, the implementation of different communication tools, and shifting the focus from the city administration agenda. This results in making the government communication practices of the

Addis Ababa City Administration not being led in a planned, coordinated, and effective way. So these results show that the expansion and development of social media negatively impacted the government communication practices of the Addis Ababa city Administration.

On the other way development in the usage of social media brings an opportunity for practicing government communication activities in the city administration. Using social media outlets together with other media channels, helps the message to be communicated to a vast number of public simultaneously. And it helps the city government's communication activity was practiced by two-way approach, which helps to strengthen the relationship between the city administration and its public by opening the space in which the public speaks directly to the government and the government knows what the public says through comments and messages.

The absence of clear direction, strategy, and guidance in which the city administration's social media usage was led affected the communication practices of inappropriate usage of the social media platforms the city administration. While the main social media pages are concentrating on publishing content that is out of the city administration's agenda to increase their viewability, the platforms of sub-cities and Woredas also following the path of copying the main pages. Concentrating on publishing counter messages for content published on other social media pages also affects the effectiveness of the communication practices.

As social media becomes the most dominant tool in communication practices lack of utilizing the available dominant social media platforms by city administration also affects the effectiveness of government communication practices.

In conclusion, social media has a greater impact on the government communication practices of the Addis Ababa city Administration. Its negative impacts highly affected the effectiveness of the communication practices of the city administration and it may become an obstacle to fulfilling the mission of Addis Ababa city administration's communication practices, that is creating mutual understanding between the administration and its public. In other ways, if it is used properly it increases the effectiveness of the communication practices.

5.2. Recommendation

The Major purpose of this study was to examine the impact of social media on the government communication activities of the Addis Ababa City Administration. The researcher has made an effort to answer the research questions thoughtfully. As a result of the findings, the researcher makes the following recommendations:

- As social media becomes one of the dominant communication channels it is impossible to be out of its impact so to use social media for the government communication practices of Addis Ababa city administration proper directives, guidance and strategies have needed to prepare
- Departments of the city administration who are responsible to lead the overall communication activity have needed to capacitate themselves to effectively use the available social media platforms to increase their reachability
- Contents that are published on social media should have to be planned and targeted and it's needed to concentrate on a plan rather than focus on sudden issues
- All contents to be communicated are focused on the city administration agendas to achieve the mission of the communication practice
- It's needed to effectively utilize the opportunity that social media has in two-way communication to achieve the goal of government communication

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Appendix - A
Interview Questions

ADDIS ABABA UNIVERSITY

GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION

Department of Public Relations and Strategic Communication - An interview helps to
gather data for the Graduate study Thesis

This interview aims to gather data on *the impact of social media on government communication practices: the case of the Addis Ababa City Administration*. This interview's information will only be utilized for research purposes. Whatever responses the respondents provide will be kept private. Your honesty and dependability are really valuable in this study. Furthermore, your voice will be recorded by an audio recorder based on your consent. **The researcher would like to thank you in advance for your cooperation.**

1. Do you think Social media has an impact on the government communication practices of the Addis Ababa city administration?
2. What are the positive and negative impacts of social media on the government communication practices of the Addis Ababa city administration?
3. Do you think social media has an impact on the usage of the media and other communication tools in practicing the communication activities of the city administration?
4. Is there any strategy, directives, or guidance by which the communication practices of the city administration are led?
5. What are the basic communication activities affected by social media?
6. Do you think the available social media outlets are effectively used for the communication activity of the city administration?

በአዲስአበባዩኒቨርሲቲ የፓዜጦኝነት እና ኮሙኒኬሽን ትምህርት ቤት
የህዝብ ግንኙነት እና እስትራቴጂያዊ ኮሙኒኬሽን ትምህርት ክፍል

ይህ ቃለ መጠይቅ ለሁለተኛ ድግሪ ማሟያ የሚውል ጥናታዊ ዕሁፍን ለማዘጋጀት የሚውል ሲሆን ፤ ጥናቱ የሚያተኩረውም ማህበራዊ ሚዲያ በአዲስ አበባ ከተማ አስተዳደር የመንግስት ኮሙኒኬሽን አተገባበር ላይ የሚያሳድረውን ተጽዕኖ መዳሰስ ላይ ነው። በቃለ መጠይቁ የሚሰጥ ምላሽ ከጥናቱ አላማ ውጭ አይውልም። የሚሰጡት ምላሽ እና ሚስጥሮ የተጠበቀ ሲሆን እርሶ የሚሰጡት ትክክለኛ ምላሽ ለጥናቱ አላማ መሳካት ከፍተኛ አስተዋጽኦ በረክታል። ቃለ ምልልሱ በእርሶ ፍቃደኝነት ላይ ተመርኩዞ ሊቀረጽ ይችላል። አጥኚው ስለ ቀና ትብብሮ በቅድሚያ ያመሰግናል።

1. ማህበራዊ ሚዲያ በአዲስ አበባ ከተማ አስተዳደር የመንግስት ኮሙኒኬሽን አተገባበር ላይ ተጽዕኖ ያሳድራል ብለው ያምናሉ ?
2. ማህበራዊ ሚዲያ በአዲስ አበባ ከተማ አስተዳደር የመንግስት ኮሙኒኬሽን አተገባበር ላይ የሚያሳድራቸው አሉታዊ እና አውንታዊ ተጽዕኖዎች ምን ምን ናቸው ?
3. ማህበራዊ ሚዲያ በከተማ አስተዳደሩ የመንግስት ኮሙኒኬሽን አተገባበር ውስጥ ሌሎች ሚዲያዎችን እና የኮሙኒኬሽን መሳሪያዎች ጥቅም ላይ እንዳይውሉ ተጽዕኖ አለው ብለው ያምናሉ ?
4. በከተማ አስተዳደሩ ሁሉን አቀፍ የኮሙኒኬሽን ስራዎች የሚመሩበት መመሪያዎች ፤ እስትራቴጂዎች እና ሌሎች ሰነዶች አሉ ?
5. ለማህበራዊ ሚዲያ ተጽዕኖ የተጋለጡ ዋነኞቹ የከተማ አስተዳደሩ የኮሙኒኬሽን ተግባራት የትኞቹ ናቸው ?
6. በስፋት በስራ ላይ ያሉ የማህበራዊ ሚዲያ ውጤቶች በከተማ አስተዳደሩ የኮሙኒኬሽን ትግበራ ውስጥ በተገቢ ሁኔታ አገልግሎት ላይ ውለዋል ብለው ያምናሉ?

Appendix – C

Social Media Pages of Addis Ababa City Administration



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Addis Ababa communication

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This channel doesn't have any content

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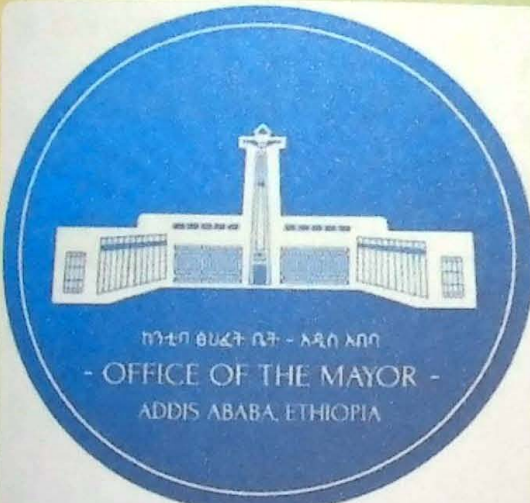
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Office of the Mayor-Addis Ababa

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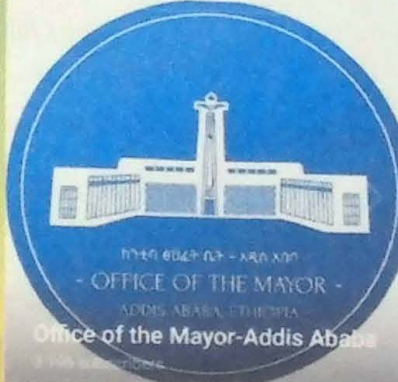
ከንቲባ ፀሀፈት ቤት - አዲስ አበባ

- OFFICE OF THE MAYOR -

ADDIS ABABA, ETHIOPIA

ከአዲስ አበባ ከተማ አስተዳደር በወቅታዊ ጉዳዮች ላይ የተሰጠ መግለጫ

Profile



ከንቲባ ፀሀፈት ቤት - አዲስ አበባ

- OFFICE OF THE MAYOR -

ADDIS ABABA, ETHIOPIA

Office of the Mayor-Addis Ababa

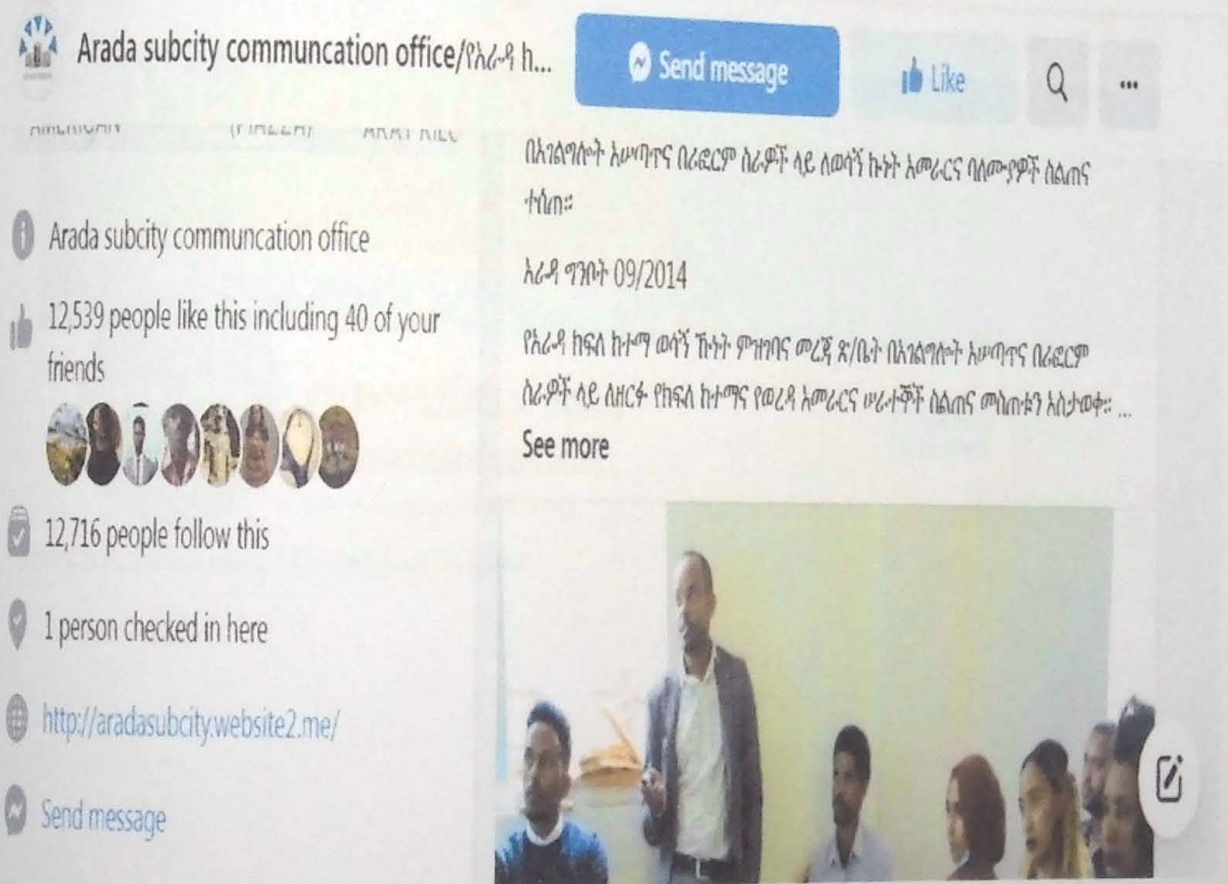
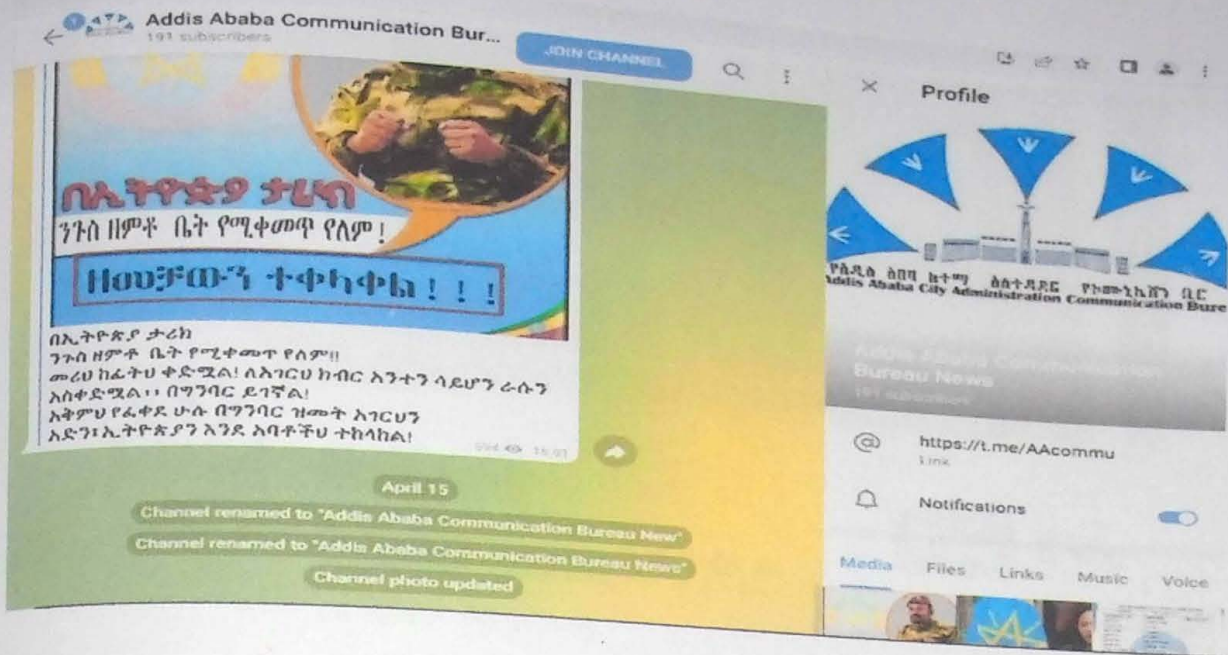
3 195 subscribers

@ https://t.me/mayorofficeAA

Link

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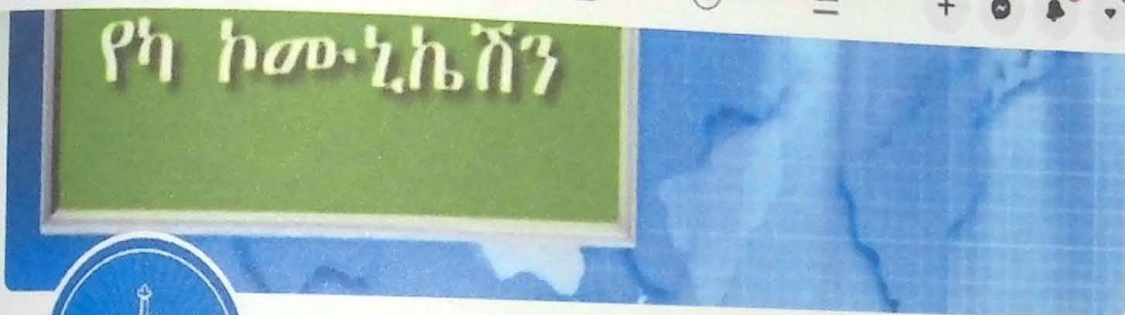
**Akaki Kality
Communication-አቃቂ ቃሊቲ**

26K followers • 449 following

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**የካ ኮሙኒኬሽን - Yeka
Communication**

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Message

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ቦሌ ኮሚኒኬሽን/Bole Communication

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ቦሌ ኮሚኒኬሽን/Bole Communication

27m ·



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ቂርቆስ ኮሙኒኬሽን/Kirkos Communication

19K followers • 53 following

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Intro

ይህ ትክክለኛው የቂርቆስ ኮሙኒኬሽን ል/ቤት የፈለጉ?

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ቂርቆስ ኮሙኒኬሽን/Kirkos Communication

5h ·



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Appendix – D
News shared by other media from the city administration's social media page



Mayor Office of Addis Ababa
October 11, 2021

የሰንደቅ ዓላማ ቀን በአዲስ አበባ ከተማ ደረጃ ተከበረ።
"በአዲስ ምዕራፍ በተሟላ ሉዓላዊነት ለሰንደቅ ዓላማችን ከፍታ!" በሚል መሪ
14ኛው የብሄራዊ ሰንደቅ ዓላማ ቀን ከንቲባ አዳነች አቤቤ፣ የአዲስ አበባ
ከተማ አፈጉባኤ ወ/ሮ ቡዜና አልቃድር፣ የከተማ አስተዳደሩ ከፍተኛ
አመራሮች እና ሰራተኞች በተገኙበት ተከብሯል።
ቀኑ በከተማ አስተዳደሩ በሚገኙ ሁሉም መንግስታዊና መንግታዊ ያልሆኑ
ተቋማት፣ በትምህርት ቤቶች፣ በወታደራዊ ካምፖች፣ ኤምባሲዎች እና
በሌሎች ተቋማት ሰንደቅ ዓላማ በመስቀል ተከብሮ ውሏል።



የሰንደቅ ዓላማ ቀን

ጥቅምት 01/2014 (ዋልታ) "በአዲስ ምዕራፍ በተሟላ ሉዓላዊነት ለሰንደቅ ዓላማችን ከፍታ" በሚል መሪ 14ኛው የብሄራዊ
ሰንደቅ ዓላማ ቀን ከንቲባ አዳነች አቤቤ፣ የአዲስ አበባ ከተማ አፈጉባኤ ወ/ሮ ቡዜና አልቃድር፣ የከተማ አስተዳደሩ ከፍተኛ
አመራሮች እና ሰራተኞች በተገኙበት ተከብሯል።

ቀኑ በከተማ አስተዳደሩ በሚገኙ ሁሉም መንግስታዊና መንግታዊ ያልሆኑ ተቋማት፣ በትምህርት ቤቶች፣ በወታደራዊ
ካምፖች፣ ኤምባሲዎች እና በሌሎች ተቋማት ሰንደቅ ዓላማ በመስቀል መከበሩን ከከተማ አስተዳደሩ ፕሬስ ቤክሬተሪያት
ያገኘው መረጃ ያመለክታል።



Mayor Office of Addis Ababa
October 17, 2021 · @

"መምህራን ሀገር ወዳድ እና ገንቢ ትውልድ እንዲፈጠር የሚያደርጉትን ጥረት አጠናክረው ሊቀጥሉ ይገባል" - ከንቲባ አዳነች አቤቤ
"በአዲስ ምዕራፍ አዲስ ተስፋ ለትምህርት ውጤታማነት እና ብልፅግና" በሚል መሪ ሲካሄድ የነበረው 28ኛው የአዲስ አበባ ከተማ አቀፍ የትምህርት ጉባኤ ተጠናቋል።
በትምህርት ጉባኤ ማጠቃለያ ላይ ተገኝተው መልዕክት ያስተላለፉት የአዲስ አበባ ከተማ ከንቲባ አዳነች አቤቤ፣ በባለፈው ዓመት ኢትዮጵያ በበርካታ ጫናዎች ውስጥ ሆኖ የመማር ማስተማሩ ሂደት ሰላማዊ እና ስኬታማ ሆኖ ማለቱን ገልጸዋል። ... See more



fanabc.com/memorandum-education-2021

መምህራን ሀገር ወዳድ እና ገንቢ ትውልድ እንዲፈጠር የሚያደርጉትን ጥረት አጠናክረው ሊቀጥሉ ይገባል -ከንቲባ አዳነች አቤቤ

Oct 17, 2021 316

አዲስ አበባ፣ ጥቅምት 7፣ 2014 (ኢ.ፍ.ቤ.ሲ) "በአዲስ ምዕራፍ አዲስ ተስፋ ለትምህርት ውጤታማነት እና ብልፅግና" በሚል መሪ ሲካሄድ የነበረው 28ኛው የአዲስ አበባ ከተማ አቀፍ የትምህርት ጉባኤ ተጠናቋል።

በትምህርት ጉባኤ ማጠቃለያ ላይ ተገኝተው መልዕክት ያስተላለፉት የአዲስ አበባ ከተማ ከንቲባ አዳነች አቤቤ፣ በባለፈው ዓመት ኢትዮጵያ በበርካታ ጫናዎች ውስጥ ሆኖ የመማር ማስተማሩ ሂደት ሰላማዊ እና ስኬታማ ሆኖ ማለቱን ገልጸዋል።

ለዚህ ውጤት ደግሞ መምህራንን ጨምሮ በየደረጃው የሚገኙ የትምህርት ዘርፍ ባለድርሻ አካላት ሚና ከፍተኛ መሆኑን የገለጹት ከንቲባዋ፣ የ2014 የትምህርት ዘመን በስኬት እንዲካሄድ፣ ሀገር ወዳድ እና ሀገር ገንቢ ትውልድ እንዲፈጠር መምህራን እና የትምህርት ዘርፍ አካላት በትኩረት ሊሰሩ ይገባል ብለዋል።

አዲሱ ስርዓት የትምህርት በዘንድሮው የትምህርት አመት በተመረጡ የትምህርት ቤቶች በሙከራ ደረጃ ተግባራዊ ይደረጋል ያሉት ወይዘሮ አዳነች፣ ስርዓተ ትምህርቱ ወደ ሙሉ ትግበራ እንዲገባ የከተማ አስተዳደሩ የሚጠበቅበትን ኃላፊነት ለመጣት ዝግጁ መሆኑን አስረድተዋል።

በፅሁፉ በ2013 ዓ.ም የትምህርት ዘመን በሰራ አፈፃፀምና በተማሪዎች ውጤት የላቀ አፈፃፀም ያስመዘገቡ የትምህርት ቤቶችን ጨምሮ ለትምህርት ቤቶች እውቅና የተሰጠ ሲሆን በ8ኛ ክፍል ከልላዊ ፈተና ከፍተኛ ውጤት ላስመዘገቡ ተማሪዎች የግብረታቸው ሽልማት መበርከቱን ከከተማ አስተዳደሩ ፕሬስ ሰብራተሪያት ያገኘው መረጃ ያመለክታል።

ከ5 ሚሊዮን በር በላይ የሚጠጉ ከኢትዮጵያ ኢኮኖሚክስ አገልግሎት የተሰረተ የገንዘብ ግብተኝነት...

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ጣ/ሚ ዐቢይ አሕመድ በአባይ ወንዝ ላይ እየተገነባ ያለውን ድልድይ የገንባታ ሁኔታ ዝነኙ

የአውሮፓ ሕብረት ከኢትዮጵያ ጋር በፖለቲካ ዘርፍ ያለውን ስትራቴጂያዊ ትብብር እንደሚያጠናክር...

በአፍሪካ ሰላም እና ደህንነት እንዲረገጥ በጋራ እና በትብብር መስራት ይገባል-ፌዴራል ግርዛል...

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Mayor Office of Addis Ababa

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Mayor Office of Addis Ababa

October 9, 2021

ጠቅላይ ሚኒስትር ዐቢይ አህመድ (ዶ/ር) ለከፍተኛ የመንግስት ሃላፊነት ቦታዎች ሹመቶች ሰጡ።

ጠቅላይ ሚኒስትር ዐቢይ አህመድ (ዶ/ር) በጥናትናው እለት ለ22ቱ ሚኒስቴር መስሪያ ቤቶች እና ለጠቅላይ ሚኒስትር ጽ/ቤት ሚኒስትር ዴኤታዎችን እንዲሁም ለሌሎች ሁለት ተቋማት ኮሚሽኖችን ሾመዋል።

ከተሟላው መካከል የተፎካካሪ ፓርቲ አመራር አካላት የተካተቱ ሲሆን ከእናት ፓርቲ ወ/ሮ ጥፋማር አባተ የፕላንና ልማት ሚኒስቴር ሚኒስትር ዴኤታ እንዲሁም ከነጻነትና እኩልነት ፓርቲ ወ/ሮ ነብያ መሃመድ የሰራና ክህሎት ሚኒስቴር ሚኒስትር ዴኤታ ሆነው ተሾመዋል።

1. ወ.ጋ ጉዳይ ሚኒስቴር - አምባሳደር ፊናንስ ሁሴን - የፖለቲካ እና ኢኮኖሚ ዲፕሎማሲ ጉዳዮች ዘርፍ ሚኒስትር ዴኤታ
2. ወ.ጋ ጉዳይ ሚኒስቴር - አምባሳደር ብርቱካን አያዳ - የኃብት ማፈጸሚያ ጉዳዮች ዘርፍ ሚኒስትር ዴኤታ
3. ገንዘብ ሚኒስቴር - ዶ/ር እየብ ተክለሻ - የፊኒሻ ጉዳዮች ዘርፍ ሚኒስትር ዴኤታ
4. ገንዘብ ሚኒስቴር - ወ/ሮ ሰመራታ ሰዋሰደ - የኢኮኖሚ ትብብር ዘርፍ ሚኒስትር ዴኤታ
5. መከላከያ ሚኒስቴር - ዶ/ር አህመድን መሐመድ - የኮንስትራክሽን ዘርፍ ሚኒስትር ዴኤታ
6. መከላከያ ሚኒስቴር - ወ/ሮ ማርታ ሉዊጂ - የፋይናንስ ዘርፍ ሚኒስትር ዴኤታ
7. ግብርና ሚኒስቴር - ዶ/ር መለሰ መኮንን - የእርሻና ሆልዲንግ ልማት

የጠቅላይ ሚኒስትር ጽሕፈት ቤት

Federal Democratic Republic of Ethiopia

MINISTER OF THE FEDERAL GOVERNMENT

ጠቅላይ ሚኒስትር ዐቢይ አህመድ ለከፍተኛ የመንግስት ሃላፊነት ቦታዎች ሹመቶች ሰጡ

Oct 9, 2021 2,482

ጠቅላይ ሚኒስትር ዐቢይ አህመድ ለከፍተኛ የመንግስት ሃላፊነት ቦታዎች ሹመቶች ሰጡ

አዲስ አበባ፣ መስከረም 29፣ 2021 (እ.ኤ.አ.) ጠቅላይ ሚኒስትር ዐቢይ አህመድ በጥናትናው እለት ለ22ቱ ሚኒስቴር መስሪያ ቤቶች እና ለጠቅላይ ሚኒስትር ጽ/ቤት ሚኒስትር ዴኤታዎችን እንዲሁም ለሌሎች ሁለት ተቋማት ኮሚሽኖችን ሾመዋል።

ከተሟላው መካከል የተፎካካሪ ፓርቲ አመራር አካላት የተካተቱ ሲሆን ከእናት ፓርቲ ወ/ሮ ጥፋማር አባተ የፕላንና ልማት ሚኒስቴር ዴኤታ እንዲሁም ከነጻነትና እኩልነት ፓርቲ ወ/ሮ ነብያ መሃመድ የሰራና ክህሎት ሚኒስቴር ዴኤታ ሆነው ተሾመዋል።

1. አምባሳደር ፊናንስ ሁሴን - የፖለቲካ እና ኢኮኖሚ ዲፕሎማሲ ጉዳዮች ዘርፍ ሚኒስትር ዴኤታ
2. አምባሳደር ብርቱካን አያዳ - የኃብት ማፈጸሚያ ጉዳዮች ዘርፍ ሚኒስትር ዴኤታ
3. ዶ/ር እየብ ተክለሻ - የፊኒሻ ጉዳዮች ዘርፍ ሚኒስትር ዴኤታ
4. ወ/ሮ ሰመራታ ሰዋሰደ - የኢኮኖሚ ትብብር ዘርፍ ሚኒስትር ዴኤታ
5. ዶ/ር አህመድን መሐመድ - የኮንስትራክሽን ዘርፍ ሚኒስትር ዴኤታ
6. ወ/ሮ ማርታ ሉዊጂ - የፋይናንስ ዘርፍ ሚኒስትር ዴኤታ

PHAA ርእሰ ሚኒስትር

ሊትድዮም ቢሮ

ሊትድዮም ቢሮ የፖለቲካና የፖሊስ ሚኒስቴር ጽ/ቤት - ጠቅላይ ሚኒስትር ወ/ሮ አህመድ

MORE STORIES

81ኛው የእርሻና ሆልዲንግ ልማት ስራ ለፖለቲካና የፖሊስ ሚኒስቴር ጽ/ቤት ሚኒስትር ዴኤታ ሆኖ ተሾመዋል።

በሁከትና ብጥብጥ በግንባር ቀደምትነት የተሰጡ 76 ግለሰቦች በቀጣዩ ሰር ሰር ቀሩ

ግንባርና የፖሊስ ስራ ለፖለቲካና የፖሊስ ሚኒስቴር ጽ/ቤት ሚኒስትር ዴኤታ ሆኖ ተሾመዋል።

የአዲስ አበባ ከተማ አስተዳደር Addis Ababa City Communication

cityaddisababa.gov.et

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Photos

See all photos



የአዲስ አበባ ከተማ አስተዳደር Addis Ababa City Communication

November 17, 2021

የተከፈተብንን የተዛባ ትርክት ለመቀላቀል እያንዳንዱ ኢትዮጵያዊ የራሱን ግን መጫወት አለበት፡፡ ጠቅላይ ሚኒስትር ፈ/ር ዐቢይ አህመድ ጠቅላይ ሚኒስትር ዐቢይ አህመድ በሀገር ላይ የተከፈተውን የተዛባ ትርክት ወደ ጎሳ በመግፋትና በመቀላቀል እያንዳንዱ ኢትዮጵያዊ የራሱን ግን እንዲጫወት ጥሪ አቀረቡ፡፡

ጠቅላይ ሚኒስትሩ በግህበራዊ ትስስር ገለገው በስተላቀቅ መልዕክት፣ ኢትዮጵያውያን ወገኖቹ በሩት እና ቅርብ ያሉ የአገራችንን በጎ የማይፈልጉ አካላት ያለ የሌለ ሀብትና ጉልበታቸውን ተጠቅመው በአገራችን ላይ የተበላሸ ትርክትን የመጫን ጦርነት ውስጥ መከፈታቸውን አገዛዝጋቸው ሳለዋል፡፡ See more



Abiy Ahmed Ali

Prime Minister of the Federal Democratic Republic of Ethiopia

Page · Politician

<<not-applicable>>

pmo.gov.et/psn

Photos

See all photos



Abiy Ahmed Ali

November 17, 2021

ኢትዮጵያውያን ወገኖቹ፡ በሩት እና ቅርብ ያሉ፡ የሀገራችንን በጎ የማይፈልጉ አካላት ያለ የሌለ ሀብትና ጉልበታቸውን ተጠቅመው፡ በሀገራችን ላይ የተበላሸ ትርክትን የመጫን ጦርነት ውስጥ መከፈታቸውን አገዛዝጋቸው፡ በብሔር ላይ እየተሠራ ያለውን የተዛባ ትርክት ለመቀላቀል እያንዳንዱ ኢትዮጵያዊ የራሱን ግን መጫወት አለበት፡፡ በጎሳ ብሔራዊ አንድነት የራሳችንን ታሪክ እኛው እንወራለን፤ እኛው እንጽፋለን፡፡

Itoophiyaanota lammiikoo, qaamoleen gaarummaa biyya keenyaa hinbarbaanne fagocfii cihhootti argaman qabeenyaafi humna qabanitti fayyadamanii biyya keenyarratti waraana oduu bodaa banuusaanii irrannachuu hin qabnu. Odeessa dogo... See more



Appendix – F Contents published on City Administrations social media pages for countering other contents

January 31

ለኢ/ር ታክለ ኡማ ምስጋና ለወ/ሮ አዳነች አቤቤ ጥያቄ አለኝ ።

31ኛው የአዲስ አበባ ከንቲባ ታክለ ኡማ የአዲስ አበባ ማዘጋጃ ቤት ህንጻ ዘመኑ የደረሰበት የቴክኖሎጂ ግብአት የተሟላበት በአፍሪካ ደረጃ እጅግ ቤቱ በተባለው ደረጃ ትንተኖች ሆኖ ታደሰ ተጠናቋል ። በእርግጥም ትያትር ኢትዮጵያ በታሪኳ ኖሯች የማያውቅ እጅግ ዘመናዊ ትያትር ቤት ኖሯታል ። ሀሳቡን ያስጀመሩትን ኢ/ር ታክለ ኡማን ለዚህ ሀሳባቸው እናመሰግናቸዋለን ። የተጀመረውን እንዲህ ባማረ ሁኔታ በማሰጠራላቸው ደግሞ ከብርት ወ/ሮ አዳነች አቤቤንም እናመሰግናለን ።

ለከብርት ከንቲባ አዳነች አቤቤ ግን ጥያቄም አለን ። አዲስ አበባ ማዘጋጃ ቤት ግቢ ውስጥ ያሉት የፖለቲካ ፣ የአስተዳደርና ስራቸውን ሲጀምሩ የትያትርና ባሕል አዳራሽ ከያዟቸው ቢሯቸው ተመልሰው እንደወጡ ቀርተዋል ። የኪነጥበቡ ስራ የፖለቲካና አስተዳደርን ያህል የኪነጥበቡ ክፍል በአስቸኳይ ስራ መጀመሩ ብዙም ያልታሰበበት መሆኑ ፣ ትያትር ቤቱ ተመልሶ ስራውን እንዲጀምር እልተፈለገም ። ለሚል ሀሟት ማሰራጀት በእጃችን የሉም ።

የአዲስ አበባ ከተማ ኮሙኒኬሽን ቢሮ Addis Ababa City Communication

Page · Government organization

Emperor Menilik Square, Addis Ababa, Ethiopia

addisababacommunication@gmail.com

cityaddisababa.gov.et

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Photos

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Studied at Addis Ababa University

Followed by 55,426 people

February 1

በለ ትያትርና ባሕል አዳራሽ ጠይቀን በለ ሀገር ፍትር ተመሰለን ትያትርና ባሕል አዳራሽ በፖለቲካ ስበብ ደም ውሏል ።
?? ?? ?? ?? ?? ?? ?? ?? ?? ?? ?? ?? ?? ?? ??



Mayor Office of Addis Ababa

ከተማችን አዲስ አበባ እንደ ስሟ አዲስ ውብና
ለነዋሪዎቿ የተመቸች እንድትሆን እንሰራለን፡፡

Page · Local business

City Hall , Piyassa , Arada Subcity , Addis
Ababa, Ethiopia

011 155 0111

addismayor.gov.et

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Mayor Office of Addis Ababa
March 1

"ከሚኒሊክ አደባባይ እስከ አድዋ ድልድይ"

እንደሚታተም 126ኛ የዓድዋ ድል በዓል በነገው እለት "ዓድዋ
ለኢትዮጵያውያን ሀብረት፤ ለአፍሪካ የነጻነት ጮራ" በሚል መሪ ሀሳብ
ይከበራል፡፡ የዘንድሮውን የዓድዋ ድል በዓል ከወትሮው በተሻለ ሁኔታ
በድምቀት ለማክበር በዝግጅት ላይ ይገኛል፡፡
አከባቢው ከወትሮው በተሻለ ሁኔታ ለማክበር የባህልና ስፖርት ሚኒስቴር፣
የኦሮሚያ ክልል፣ የአዲስ አበባ ከተማ አስተዳደርና አባት አርበኞች
በቅንጅት እየሰሩ ሲሆን የፌዴራል፣ የክልል፣ የከተማ አስተዳደሩ ከፍተኛ
የመንግስት የስራ ሃላፊዎች፣ አባት አርበኞች እና መላው የከተማችን ነዋሪ
በሚገኝበት በእግር ጉዞና በተለያዩ ደማች ዝግጅቶች ከሚኒሊክ አደባባይ
እስከ ዓድዋ ድል ድረስ ይከናወናል፡፡
የዓድዋ ድል የአንድነት ውጤት መሆኑን በማስታወስ፤ እንዲሁም ከጎረቤት
አልፎ የጥቁር... See more

የአድዋ ድል ማክበሪያ ምኒልክ አደባባይ ሆኖ መዝለቁን በፅኑ እንደሚያምን
የጥንታዊት ኢትዮጵያ ጀግኖች አርበኞች ማህበር አስታወቀ

"በዚህ አመት የማክበሪያ ቦታው ወደ ሌላ ቦታ መዛወሩ የድሉን
መታሰቢያነት ከማግነን ይልቅ ዝቅ ያደርገዋል የሚል ስጋት አለን፡፡ ማህበሩ
የአድዋ ድል ማክበሪያ ምኒልክ አደባባይ ሆኖ መዝለቁን በፅኑ ያምናል"
በሂል የጥንታዊት ኢትዮጵያ ጀግኖች አርበኞች ማህበር ዛሬ የካቲት 21 ቀን
2014 ዓ.ም. አመሽሹን ባወጣው መግለጫ፡፡... See more



የጥንታዊት ኢትዮጵያ ጀግኖች አርበኞች ማህበር
ASSOCIATION OF ETHIOPIAN PATRIOTS

ከጥንታዊት ኢትዮጵያ ጀግኖች አርበኞች
ማህበር የተሰጠ መግለጫ

የአድዋ ድል የዓለም ታሪክ የለውጠ፣ ዓለምን
ያስደመመ በጎጥጥ ምኒልክ በዓል አመራር የተገኘ
የጥቁር ሕዝብ ድል መሆኑ ይታወቃል፡፡

ይህ በዓል ከአገራችን አልፎ የጥቁር ሕዝቦች የድል
በዓል እየሆነ መጥቷል፡፡



በንፋስ ስልክ ላፍቶ ክፍለ ከተማ ሀፍ የመጀመሪያ ደረጃ ትምህርት ቤት የሚማሩ ተማሪዎች በምግብ ተመርዘዋል ተብሎ እየተሰራጨ ያለው መረጃ ሀሰት ነው ።

ከተማሪዎቹ መካከል ሁለት ተማሪዎች አጥወለወለን ብለው የወደቁ ሲሆን ሌሎች ተማሪዎች ልጆቹን በማየታቸው የህመም ስሜት ተሰምቷቸዋል።

የወደቁትንና ሌሎች ተማሪዎችን ጨምሮ ወደ ህክምና በመውሰድ ምርመራ የተደረገላቸው ሲሆን ተማሪዎቹ የምግብ መመረዝም ሆነ ሌላ ምንም አይነት ህመም ስላልተገኘባቸው ወደ ቤታቸው ተመልሰዋል።

ከምግብ መመረዝ ጋር የተያያዘ ምንም አይነት ችግር የሌለ በመሆኑ የተማሪ ወላጆች እንዲረጋጉ እና በሀሰተኛ መረጃዎች እንዳይታሉ እንገልጻለን።

መንግስት የትምህርት ቤት ተማሪዎችን በምግብ መመረዝ ምክንያት ለመጥፋት ማዘጋጀት ይጠበቃል።

የተማሪዎችን ህመም ለመቀነስ የሚያስፈልጉትን ምርመራዎች እና ሌሎችንም እናድራለን።

በግልጽ



ለተማሪዎች ሰርቪስ የሚሰጡ ታክሲዎች አገልግሎት እንዳይሰጡ ታግደዋል በሚል የሚሰራጩ መረጃዎች ሀሰተኛ መሆኑን የአዲስ አበባ ከተማ ትራንስፖርት ቢሮ አስታወቀ፡፡

የአዲስ አበባ ከተማ ትራንስፖርት ቢሮ ለተማሪዎች ሰርቪስ የሚሰጡ ታክሲዎችን በተመለከተ አገልግሎት እንዳይሰጡ የሚከለክል መመሪያ እንደተዘጋጀ የሚዘዋወረው መረጃ ትክክል አይደለም ብሏል፡፡

ሕጋዊ ፈቃድ የሌላቸው ታክሲዎች በተማሪዎች የሰርቪስ አገልግሎት ላይ በመሰማራታቸው በትራንስፖርት አገልግሎት አሰጣጡ ላይ አሉታዊ ተፅዕኖ እየፈጠረ ይገኛልም ብለዋል፡፡ ... See more



ለትምህርት ቤቶች የትራንስፖርት አገልግሎት የሚሰጡ ባለ ታክሲዎች ከድርጊታቸው እንዲቆጠቡ ተጠየቀ

ለህዝብ ትራንስፖርት መስጠት ሲገባቸው በየትምህርት ቤቶች ተማሪዎችን የሚያመላልሱ ታክሲዎች ህጋዊ እርምጃ ሳይጣልባቸው ለህዝቡ አገልግሎት እንዲሰጡ የአዲስ አበባ ትራንስፖርት ቢሮ ጠይቋል፡፡

የትራንስፖርት ቢሮ ከሰጣቸው ፍቃድ ውጪ ለተማሪዎች ሰርቪስ የሚሰጡ ባለታክሲዎች በትራንስፖርት አቅርቦቱ ላይ ችግር መፍጠራቸውን ነው ቢሮው ያስታወቀው፡፡

የአዲስ አበባ ትራንስፖርት ቢሮ በየትምህርት ቤቶቹ ለተማሪዎች ሰርቪስ እየሰጡ የሚገኙ ታክሲዎች ከዛሬ ጀምሮ እየሰጡ ያሉትን አገልግሎት እንዲያቆሙም አሳስቧል፡፡ መንግስት በትምህርት ቤቶች

የትራንስፖርት ችግር እንዳይጉላሉ በማሰብ 100 ያህል የተማሪ ሰርቪስ ተሽከርካሪዎችን አሰማርቶ እንደሚገኝም ቢሮው አስታወቋል፡፡

የአዲስ... See more