



ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
SCHOOL OF JOURNALISM AND COMMUNICATION

Thesis on

A Study of Content Diversity in Ethiopian Television's 57 News Package on
Social issues

By:

Bemnet Gezahegn

Advisor: Anteneh Tsegaye (PhD)

May, 2024

Addis Ababa, Ethiopia

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**A thesis submitted in partial fulfillment of the requirement for the degree of Master of Arts
in Journalism and communication**

May, 2024

Addis Ababa, Ethiopia

Declaration

My personal research led to this study project, "A Study of Content Diversity in Ethiopian Television's 57 News Package on Social issues" With the support and direction of my thesis advisor, I did the research on my own. Other sources are acknowledged in the citations, and a list of explicit references is supplied. It is an original piece of work that has never before been authorized for a degree.

Name: Bemnet Gezahegn_____

Signature _____

Date _____

Approval Certificate

This letter certifies that Bemnet Gezahegn completed the project “A Study of Content Diversity in Ethiopian Television’s 57 News Package on Social issues “under my supervision. The project work is one-of-a-kind and meets the criteria for a Master of Arts in Journalism and communication in part.

Name of Advisor: Anteneh Tsegaye (PhD)_____

Signature: _____

Date: _____

Approval Sheet

We, the undersigned, members of the Advisor and Examiners for Bemnet Gezahegn's final Defense, have reviewed and analyzed his thesis titled "A Study of Content Diversity in Ethiopian Television's 57 News Package on Social issues " and examined the candidate. As a result, this letter certifies that the thesis has been recognized as partial fulfillment of the requirements for the master's degree in Journalism and communication.

Signed by the examining committee:

Advisor _____ Signature _____ Date _____

Internal Examiner _____ Signature _____ Date _____

External Examiner _____ Signature _____ Date _____

Chair of Department or Graduate Program Coordinator

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Abstract

This research explored the news content diversity within the Ethiopian Television (ETV) newsroom, focusing on the coverage of social issues in ETV's 57 news package. It addresses the challenge of achieving content diversity despite ETV's motto of being the "For the Greatness of Ethiopia" and its obligation to serve all segments of society. The study employs a mixed-methods approach, incorporating both qualitative and quantitative methods. The goal of the study is to assess the current level of content diversity, identify challenges faced by ETV in achieving diversity, and examine ETV's news editorial policies and guiding principles related to content diversity. The sampling methods used were purposeful sampling and stratified random sampling, with a sample size of 285. The data was collected over a 50-day period from November 1, 2023 to December 20, 2023, with data gathering taking place 2 days per week, for a total of 14 days of News data collection. Findings indicate that while there is 40.82% of coverage of diverse social issues, there are challenges such as underrepresentation, difficulty accessing diverse sources, and ethical concerns regarding portrayal. The research concludes with recommendations for improving ETV's accommodation of diversity in news coverage.

Key words: Content diversity. News package, social issues, portrayal

CHAPTER 1: INTRODUCTION

1.1. Background of the study

One of the tenets of a newsroom of a media house that covers or expected to cover versatile societal issues and audiences is diversity. Although diversity encompasses different concepts in it, idea, content, source, staff and audience diversification are some to highlight. Accommodating these diversities has a very significant meaning in purposes of media that stands to serve for. True to speak that the magnitude and typologies of diversity differ in accordance with institutional nature of a media house, it is also true to diversity in one or another way apply for all. Taking staff diversification in different perspectives for exemplification, there are researched findings explaining gender, race/ethnic, religion and other forms of diversification plays unprecedented role in satisfying the target audience and fulfilling fundamentals of journalism.

According to (Wright, 1986) highlighted the four major functions of mass communication in society: surveillance, correlation, socialization, and entertainment. These functions serve to inform the public about their environment, provide meaning to information, transmit social values and cultural heritage, and offer a source of rest and diversion. However, Wright also acknowledged that these functions can have both positive and negative consequences. The surveillance function involves keeping society informed about various aspects such as their surroundings, different groups or segments within society, markets, and other relevant issues. This information serves as a basis for decision-making and activities. Correlation refers to the interpretation and analysis of information, including understanding the complex or subtle connotations of its content. It helps provide meaning to the information being communicated.

Socialization entails the transmission of social values and cultural heritage, allowing the communicated society to positively integrate and share with others. However, it can also lead to conflicts or disagreements. Entertainment serves as a source of relaxation, respite, and diversion for individuals. It provides a break from daily routines and offers enjoyment. According to Wright, as a functionalist theorist of mass communication, it is crucial that these functions are carried out properly and in a manner that avoids dysfunctional communication. This means ensuring that the media serves these purposes effectively, contributing positively to society rather than causing negative consequences.

(Russill, 2004) by his side challenges this functional expression of mass communication reciting another pragmatic approach of purpose of communication saying a society exists not only by transmission, communication, but it may fairly be said to exist in transmission, by communication. One can ponder by this explanation that communication and its transmission is a living nature preceding the mass communication means. Lippmann in relation to this puts an effective public opinion exists when the individual minds that make up the public possesses correct representation of the world. For him the mass media could operate as representatives of the public by correctly informing public opinion. Public opinion is merely the statistical aggregation of the private opinions informed by the news media. The effects of mass communication derive from the epistemological inadequacy of the system of news, as well as the prior stereotypes, prejudices, and selective perceptions of the audience.

The above argument tells us mass communication is not only conveying truthful and functional information. But it also embeds the fact that the information should present him correctly and representing manner both in content and presenters. This leads to the concept of diversity in a media house. Public service broadcasters should reflect the audience they serve, if they are to remain relevant and viable in an increasingly globalized world. This makes business sense and aid social cohesion (Luther et al., 2017).

(Cathy & Kristen, 2021) diversity is a chief concern of studies that investigate industry practices in the casting of performers from culturally diverse backgrounds. Diversity is also often used as a justification for public service and community broadcasting. In both of these instances the goal is to address the lack of representation of particular groups in commercial media. This research tries to find out to what extent the ETV's 57 news package social issues coverage is diverse and representing of different interests. It examines what types of social issues are predominantly covered and what issues are marginalized or neglected. Assessing the needs of different segments of the society it inquires how these interests are addressed by the news package. Recommendations will also be presented to diversify the social issues content and be inclusive of diverse interests.

The Value of Content Diversity in Ethiopian Television Newsroom stems from the recognition of the importance of diversity in media and its impact on serving diverse audiences and addressing societal issues. In the Ethiopian context, media organizations, including television newsrooms, play a crucial role in shaping public opinion, providing information, and promoting social discourse. Diversity in the newsroom encompasses various dimensions, including idea diversity, content

diversity, source diversity, staff diversity, and audience diversification. Each dimension contributes to the overall goal of ensuring a comprehensive and inclusive representation of different perspectives, experiences, and voices.

In recent years, there has been a growing awareness of the significance of diversity in media organizations worldwide. Research studies have highlighted the benefits of diversifying news content, including increased audience engagement, enhanced credibility, and improved understanding of complex social issues. Additionally, a diverse newsroom staff brings different viewpoints, expertise, and cultural insights, which can enrich the quality and depth of news coverage.

In the Ethiopian context, understanding the current state of content diversity in television newsrooms, particularly in the case of Ethiopian Television (ETV) and its 57 News package, is crucial. Assessing the representation of diverse social issues, perspectives, and voices in news content allows for an evaluation of the extent to which ETV's news package reflects the diverse realities and concerns of Ethiopian society (Ambelu, 2022).

Identifying the challenges faced by Ethiopian television newsrooms in achieving content diversity is also important. These challenges can include organizational structures, cultural norms, limited resources, biases, and other factors that hinder the inclusion of diverse content and perspectives.

By conducting this research, the study aims to provide valuable insights and recommendations for improving content diversity in Ethiopian television newsrooms. These recommendations may encompass strategies to promote inclusivity, address biases, and diversify sources and perspectives in news coverage. Ultimately, the goal is to enhance the role of media in addressing societal issues, engaging diverse audiences, and contributing to a more informed and inclusive Ethiopian society.

1.2. Statement of the problem

'For the greatness of Ethiopia' /ላኢ ጉዳዩ ልዕልና' is the motto of ETV which is derived from its purpose of establishment serving the public and the truth. Besides, in its editorial policy and various rules and regulation sets ETV's obligation to serve all the public indiscriminately and equally giving an opportunity to express their ideas and needs. Portions of the society that need special attention or affirmatively encompassed due to their high vulnerability of problems that arise within the society must be ensured to be served by ETV's content delivery. Women, children, disabled persons, marginalized parts of the society (for their lifestyle like pastoralists, living at the

periphery of the country, stereotypically segregated societies), minority rights (ethnicities, religions both in population and distribution) are some to mention (Chekol, 2018; Zewdu, 2019). According to scholars and researchers (Abebe, 2017; Ambelu, 2022), ETV's 57 covers issues related to diversity, it does not allocate sufficient time to these topics. The content addressing the special needs and concerns of women, children, pastoralists, and persons with disabilities is not given the appropriate attention it deserves. Additionally, the presentation of this content lacks regularity and proper craftsmanship, both in terms of content and production methods. The issue at hand is the lack of visibility during prime time, which refers to a specific period of time when a significant number of viewers are expected to be tuned in to a particular program or channel. Coverage ETV's mainstream television media fails to give adequate attention to the diversity of its content. This is particularly evident during prime time coverage, where the representation of diverse voices and perspectives is limited. The lack of visibility of content related to women, children, pastoralists, and persons with disabilities in prime time programming hinders the fulfillment of ETV's mission to serve the public at large.

ETV perpetuates the marginalization of groups and fails to provide a platform for their voices to be heard. This problem needs to be addressed to ensure that ETV fulfills its role as a public media organization and contributes to the overall well-being and development of Ethiopian society.

1.3. Objectives of the Research

The research examines the extent of attention given to content diversity in social issues and explores the challenges faced by reporters and editors in addressing this diversification.

The specific objective of The Value of Content Diversity in Ethiopian Television Newsroom in case study of ETV's 57 News package social issues coverage aims to

1. Assess the current level of content diversity in the Ethiopian television newsroom, examining the representation of diverse social issues, perspectives, and voices in news content.
2. Investigate the challenges faced by the Ethiopian television newsroom in achieving content diversity, including organizational, cultural, and structural factors.
3. Examine the Editorial policies and guiding principles of Ethiopian television news package for achieving content diversity.

1.4. Research questions

1. What are the current level of content diversity in the Ethiopian television newsroom, specifically in terms of the representation of diverse social issues, perspectives, and voices in news content?
2. How to identify challenges faced by the Ethiopian television newsroom in achieving content diversity, considering factors such as organizational structures, cultural norms, and structural limitations?
3. What are the guiding principles in Ethiopian Television (ETV)'s 57 for achieving content diversity in the news package?

1.5. Significance of the study

The study on "The Value of Content Diversity in Ethiopian Television Newsroom: A Case Study of ETV's 57 News Package Social Issues Coverage" holds significant importance in understanding the role and impact of content diversity in Ethiopian television newsrooms. It sheds light on the following key aspects:

1. **Representation of Diverse Perspectives:** The study examines the extent to which diverse social issues are given attention in Ethiopian television newsrooms. It explores how different social, cultural, and ethnic perspectives are represented in news content, aiming to ensure a more inclusive and comprehensive portrayal of Ethiopian society.
2. **Fostering Social Cohesion:** By promoting content diversity, the study aims to contribute to social cohesion in Ethiopia. It recognizes the importance of providing a platform for various voices and perspectives, which can help bridge gaps between different ethnic and cultural groups. This inclusivity can foster a sense of unity and understanding among the diverse population.
3. **Addressing Underrepresented Issues:** The study assesses the challenges faced by reporters and editors in looking after the diversification of social issues content. It highlights the importance of addressing the underrepresentation of certain social issues that may be overlooked or marginalized in mainstream news coverage. By giving attention to these issues, the study aims to create a more balanced and comprehensive news agenda.
4. **Enhancing Media Credibility:** Content diversity is crucial for enhancing the credibility and trustworthiness of Ethiopian television newsrooms. By providing a wide range of perspectives and addressing the concerns of different segments of society, news outlets can

demonstrate their commitment to unbiased reporting and accurate representation. This, in turn, can strengthen the credibility of the media and increase public trust.

1.6. Scope of the study

The study focuses specifically on ETV's 57 News package, which is a significant component of Ethiopian Television's programming. It examines the content diversity within this particular news package and its coverage of social issues. The study explores the concept of content diversity and its importance in the context of Ethiopian television news. The research study focus on content diversity on social issues in etv57 news package from September 1, 2023 up to May 30, 2024. It examines the representation and coverage of various social issues, with a particular emphasis on the inclusion of marginalized groups and the perspectives of women, children, disabled individuals, marginalized communities, and minority rights.

Overall, the study's scope encompasses an in-depth examination of the content diversity within ETV's 57 News package, its coverage of social issues, and its impact on the audience. It aims to provide insights and recommendations for improving the representation and inclusivity of social issues in Ethiopian television news.

1.7. Limitation of the Study

A Study of Content Diversity in Ethiopian Television's 57 News Package on Social issues has limitations related to time and data accessibility. Conducting a comprehensive analysis requires sufficient time and resources, but limitations in time restrict the depth and breadth of the research. Additionally, access to reliable and comprehensive data is crucial, but limitations in data availability and accessibility can restrict the scope of the analysis. Furthermore, limited transparency regarding editorial processes and decision-making within ETV hinders a thorough understanding of the factors influencing content diversity. Addressing these limitations is important to ensure the validity of the analysis and provide a more accurate understanding of content diversity in ETV's news package.

1.8. Organization of the thesis

This thesis focuses on investigating the content diversity in the Ethiopian television newsroom. The first chapter provides an introduction to the study, including the background of the research, statement of the problem, objective of the study, significance of the study, and scope. This sets the foundation for the subsequent chapters. To achieve this goal, the thesis conducts a comprehensive review of relevant literature in Chapter 2. This literature review encompasses studies and theories related to content diversity in the context of television newsrooms, identifying gaps in existing

research that this study aims to address. By establishing a conceptual and theoretical framework, this chapter provides a solid foundation for the subsequent analysis. Chapter 3 outlines the research methodology employed in this study. It describes the chosen research design, data collection methods, sampling technique, and data analysis procedures. Ethical considerations are also discussed to ensure the protection of participants' rights and well-being. This chapter provides transparency and clarity regarding the research process and the methods used to gather and analyze data.

Chapter 4 presents the research findings and data analysis derived from the collected data. It examines the current level of content diversity within the Ethiopian television newsroom, focusing on the representation of diverse social issues. Additionally, it identifies the challenges faced in achieving content diversity, including organizational, cultural, and structural factors. By analyzing these findings, the thesis sheds light on the barriers and opportunities for improving content diversity in the Ethiopian television newsroom. Finally, Chapter 5 concludes the thesis by summarizing the key insights gained from the research. It also offers recommendations based on the findings to enhance content diversity in the Ethiopian television newsroom. These recommendations provide actionable steps and strategies that stakeholders can implement to promote a more inclusive and diverse representation of social issues in television news content.

CHAPTER 2: REVIEW OF RELATED LITERATURE

2.1. Introduction

This chapter reviews the existing relevant literature on the value of content diversity in Ethiopian television newsrooms, specifically focusing on the case study of ETV's 57 News package social issues coverage. It examines the perspectives and theories that have been used to understand the importance and implications of content diversity in news reporting.

This chapter identifies the research gap by reviewing previous empirical studies related to content diversity in Ethiopian television newsrooms. This chapter sets the foundation for the case study on the value of content diversity in ETV's 57 News package social issues coverage. It reviews relevant literature, discusses theories and frameworks, presents a conceptual framework, and identifies the research gap to inform the subsequent empirical study.

2.2. Theoretical framework

The theoretical framework of Media Diversity Theory provides a lens to understand the value of content diversity in the Ethiopian Television (ETV) newsroom (Loeberbach et al., 2020), specifically in the case study of ETV's 57 News Package social issues coverage.

2.2.1. Media Diversity Theory

The integration of an extensive range of perspectives, voices, and representations in media coverage is a way to conceptualize media diversity (Loeberbach et al., 2020). It is important to discuss the significance of media diversity in promoting pluralism, representation, and inclusivity in news coverage. Additionally, exploring how media diversity enhances the quality and relevance of news content is crucial. Dimensions of Media Diversity Identify and analyze the various dimensions of media diversity relevant to the study, such as demographic diversity (representation of different social groups), thematic diversity (coverage of a wide range of social issues), and source diversity (variety of sources and experts). Examine how each dimension contributes to a comprehensive and inclusive understanding of social issues in the 57 News Package.

Representation and inclusion assess the level of representation and inclusion of marginalized or underrepresented groups in the 57 News Package's social issues coverage. Analyze whether different social groups are given fair and equitable representation in terms of their presence, perspectives, and experiences. Explore how media diversity can contribute to challenging stereotypes, promoting social justice, and amplifying marginalized voices.

Relevance and audience engagement Investigate how content diversity influences relevance and audience engagement with the 57 News Package. Examine whether diverse content caters to the interests, needs, and concerns of the diverse Ethiopian audience. Assess how content diversity affects audience trust, satisfaction, and willingness to engage with the news package.

Societal Impacts explore the broader societal impacts of content diversity in ETV's newsroom. Examine whether content diversity contributes to a more informed and participatory citizenry. Investigate how diverse news coverage can influence public opinion, policy discourse, and social change (UNESCO, 2023).

By utilizing the theoretical framework of Media Diversity Theory, the study can analyze the value of content diversity in ETV's newsroom, particularly in the context of the 57 News Package's social issues coverage. This framework allows for a critical examination of representation, inclusion, relevance, audience engagement, and societal impacts, providing insights into the role of media diversity in shaping a more inclusive and informed public sphere.

2.3. Conceptual frameworks

2.3.1. The concepts of media

Media and communication encompass a wide range of channels, platforms, and technologies used for the creation, dissemination, and reception of information and messages. This includes traditional mass media (television, radio, newspapers) as well as digital media (internet, social media, and mobile devices). The framework acknowledges the multidimensional nature of media and communication and their influence on individuals, groups, and societies (Chandler & Munday, 2011).

Media effects refer to the impact that media and communication have on individuals, communities, and society as a whole. This includes cognitive effects (knowledge acquisition, attitudes, beliefs), affective effects (emotions, feelings), and behavioral effects (behavior change, social influence). The framework examines the mechanisms through which media messages are processed, interpreted, and internalized by audiences.

Media institutions are the organizations and structures that produce, distribute, and control media content. This includes media companies, news organizations, regulatory bodies, and professional associations. The framework considers the roles and functions of these institutions, their ownership and control structures, and their influence on media content, diversity, and freedom.

Media content refers to the messages, stories, and information transmitted through media channels. This includes news, entertainment, advertising, and other forms of media output. The framework

examines the processes involved in media content creation, production, and distribution, including factors that influence content selection, framing, and representation.

Media audiences are the individuals or groups who consume and interpret media content. The framework considers the characteristics of media audiences, including demographics, preferences, and media consumption patterns. It also explores the ways in which audiences interpret and make sense of media messages, including factors such as media literacy, identity, and cultural context.

Communication theories and models provide frameworks for understanding the processes and dynamics of human communication. This includes theories of interpersonal communication, mass communication, persuasion, social influence, and media effects. The framework incorporates relevant theories and models to analyze various aspects of media and communication phenomena.

The framework acknowledges the social and cultural context in which media and communication operate. This includes factors such as power dynamics, social inequalities, cultural norms, and historical contexts. It recognizes that media and communication are shaped by and, in turn, shape societal structures, values, and practices (Chandler & Munday, 2011).

The framework takes into account the impact of technological advancements and digital transformations on media and communication. This includes the proliferation of digital platforms, social media networks, mobile devices, and the blurring of boundaries between traditional and new media. The framework explores the implications of these transformations for media production, consumption, and effects.

The conceptual framework of media and communication provides a structured approach to understanding and analyzing the complex dynamics and phenomena within the field (Raboy & Padovani, 2010). It helps researchers, practitioners, and policymakers identify and examine the key elements, processes, and effects of media and communication, facilitating a deeper understanding of their role in society.

2.3.2. News Content Diversity

The concept of news content diversity is at the core of ETV57's editorial approach. The network firmly believes that a diverse and balanced representation of information is essential for a well-informed and engaged public. This commitment to diversity is reflected in the various aspects of the network's news content framework.

Firstly, ETV57 recognizes the importance of representing a wide range of perspectives and viewpoints within its news coverage. The network actively seeks out and amplifies the voices of individuals and groups from diverse backgrounds, including political affiliations, socioeconomic

status, race, ethnicity, gender, and age. By ensuring that a multitude of perspectives are included, ETV57 aims to challenge dominant narratives and provide its audience with a more comprehensive understanding of the issues at hand.

Secondly, the news content diversity framework at ETV57 extends beyond political and ideological perspectives. The network also prioritizes the inclusion of diverse topics and subject matter within its news programming. From local community events and regional affairs to national and global developments, ETV57 strives to cover a broad range of issues that are relevant to its audience. This approach not only caters to the diverse interests and information needs of its viewers but also fosters a more well-rounded understanding of the world.

In addition to the breadth of topics covered, ETV57 also places a strong emphasis on the depth and nuance of its news reporting. The network's journalists are trained to provide in-depth analysis, contextual information, and a balanced presentation of different perspectives on complex issues. This level of depth and nuance helps to counter the oversimplification or sensationalization that can sometimes occur in news coverage, and encourages the audience to engage with the complexities and nuances of the stories being presented.

Furthermore, ETV57's commitment to news content diversity is reflected in its approach to sourcing and verifying information. The network's editorial team actively seeks out a diverse range of reliable and credible sources, ensuring that the information presented to the audience is accurate, balanced, and representative of the broader landscape. This commitment to journalistic integrity and fact-checking is a cornerstone of ETV57's news content framework.

Finally, the network's approach to news content diversity extends beyond the content itself. ETV57 also prioritizes diversity and inclusion within its own organizational structure, ensuring that the voices and perspectives of its employees, from the newsroom to the executive suite, are also represented and reflected in the network's overall vision and decision-making processes. This holistic approach to diversity further strengthens the network's commitment to delivering a diverse and inclusive news experience to its audience.

By adhering to this comprehensive conceptual framework of news content diversity, ETV57 has positioned itself as a trusted and reliable source of news and information in its community. Through its unwavering commitment to representing a wide range of perspectives, topics, and depth of analysis, the network has fostered a more informed and engaged citizenry, empowering individuals to navigate the ever-evolving media landscape and make informed decisions about the issues that impact their lives.

2.4. Review the empirical studies and related works

2.4.1. Empirical studies

The topic of content diversity in news coverage is a complex one, and there are many challenges to achieving it. One of the main challenges is that newsrooms are often not diverse enough to begin with, which can lead to a lack of understanding of the issues that affect different communities. This can result in a narrow range of perspectives being represented in the news, which can be problematic when it comes to covering social issues (Fletcher, 2021). Another challenge is that there is often a lack of value placed on content diversity in the news package. News organizations prioritize other factors such as sensationalism or click bait over providing a diverse range of perspectives on social issues. This can lead to a situation where certain voices are amplified while others are silenced (Fletcher, 2021).

Limited diversity within newsrooms can contribute to a lack of content diversity. When journalists and editorial teams do not reflect the diversity of the communities they serve, it can lead to blind spots, biases, and underrepresentation of certain social issues or perspectives. Diverse newsrooms with journalists from various backgrounds are more likely to cover a broader range of social issues and offer diverse perspectives (Binderkrantz et al., 2017) .

Finally, media organizations often face resource constraints, such as limited budgets, staffing, and time. These limitations can impact their ability to cover a wide range of social issues comprehensively. With limited resources, newsrooms prioritize certain topics or rely on syndicated content, reducing the diversity of coverage (Binderkrantz et al., 2017) .

Cultural and societal norms can also influence the selection and representation of social issues in news coverage. Biases, stereotypes, or societal taboos shape editorial decisions and lead to underrepresentation or misrepresentation of certain groups or topics. Challenging cultural norms and biases is essential to ensuring content diversity (Fletcher, 2021).

In the challenges of content diversity in Ethiopian news coverage, Media regulation, government influence, and media ownership and pluralism are some of the factors that can limit the range of perspectives and voices represented in news coverage and lead to biased or limited coverage of social issues.

Historically, Ethiopia had a tightly controlled media environment, with limited space for independent journalism and diverse viewpoints. However, in recent years, there have been efforts to liberalize the media sector and promote press freedom. Nevertheless, concerns remain about

potential government influence on media outlets and the potential impact on the diversity of news content, particularly in relation to sensitive social issues or political reporting (Oluka, 2021).

Overall, achieving content diversity in Ethiopian news coverage is a complex and ongoing challenge that requires a sustained effort from news organizations, journalists, and society as a whole.

After envisaging the value of diversity on contents that address different segments of societal need and conducted some observation on Ethiopia media landscapes, the researcher tried to find some literary works that can help him frame area of focus and thematic analysis. Astonishing that bulk to be found attaching diversity with the political conceptions of 'nations, nationalities and peoples' Most of the researches conducted taking diversity in their thematic analysis present its essence in a very narrow and restrictive perspective. However, as we aforementioned, diversity has a very transcending meaning ranging from idea that one uphold to different dissections of human elements society at large. Particularly, none can be said studies found in the case of ETV's prime time news coverage's diversity accommodation in its very definition.

Ethiopian Television (ETV) news content diversity in social issues reflects the broader societal landscape which encompasses a diverse array of social, political, economic, and cultural issues. While ETV has been a significant player in disseminating news and information to the Ethiopian public, there have been concerns about the diversity and balance of its coverage, particularly in addressing social issues.

2.4.2. Review of related works

The value of content diversity in social issues is multifaceted and crucial for fostering informed public discourse, promoting democracy, and advancing social justice. Content diversity exposes audiences to a wide range of perspectives, opinions, and experiences related to social issues. This exposure helps individuals develop a more comprehensive understanding of complex societal problems and encourages critical thinking.

According to (Iyengar & Kinder, 2010), exposure to diverse viewpoints can lead to greater knowledge about political issues and increased tolerance for different perspectives. This study focused on the effects of media exposure on individuals' political attitudes and knowledge. Their findings suggest that exposure to diverse viewpoints through media content can lead to several positive outcomes, including greater knowledge about political issues and increased tolerance for different perspectives.

A diverse range of content enables individuals to make more informed decisions as citizens. According to (Valkenburg & Peter, 2013) suggests that exposure to diverse media content positively influences political engagement and participation. The research study explored the relationship between exposure to diverse media content and political engagement and participation. Their findings suggest that exposure to a diverse range of content positively influences individuals' political engagement and their ability to participate effectively in democratic processes. One aspect of their research is the concept of "selective exposure." Selective exposure refers to the tendency of individuals to seek out and engage with media content that aligns with their pre-existing beliefs and attitudes. This behavior can limit individuals' exposure to diverse perspectives and restrict their understanding of political issues.

However, (Valkenburg & Peter, 2013) argue that exposure to diverse media content can break this selective exposure pattern and enhance individuals' political engagement. When individuals are exposed to a wide range of content representing different perspectives, opinions, and arguments, they are more likely to encounter diverse viewpoints and engage in critical evaluation of policies and political issues. Exposure to diverse media content provides individuals with access to a variety of information sources, which can broaden their knowledge and understanding of political matters. By encountering different viewpoints, individuals are exposed to a wider range of arguments, evidence, and policy proposals. This exposure enables them to critically evaluate the strengths and weaknesses of different perspectives and make more informed decisions as citizens. Moreover, exposure to diverse content can stimulate meaningful debates and discussions. When individuals are exposed to a variety of perspectives, they are more likely to encounter conflicting viewpoints and engage in dialogue with others who hold different opinions. This exposure can foster the development of critical thinking skills, as individuals are encouraged to evaluate and articulate their own views in response to alternative perspectives.

Engaging in meaningful debates and discussions is an essential aspect of democratic participation. It allows individuals to exchange ideas, challenge assumptions, and refine their own arguments. Through exposure to diverse content, individuals can develop the ability to engage in constructive dialogue and participate effectively in democratic processes such as voting, attending public meetings, or engaging in political campaigns. Furthermore, (Valkenburg & Peter, 2013) suggests that exposure to diverse media content positively influences political engagement and participation. When individuals are exposed to a variety of perspectives and arguments, they are more likely to be interested in political issues, follow political news, and participate in political activities. This

increased political engagement can lead to a more informed and active citizenry, which is vital for the functioning of a healthy democracy.

In summary, exposure to diverse media content provides individuals with the opportunity to critically evaluate policies, engage in meaningful debates, and participate effectively in democratic processes. By encountering a wide range of perspectives and arguments, individuals can broaden their knowledge, develop critical thinking skills, and become more politically engaged. This research highlights the importance of promoting diverse content to foster democratic participation and ensure an informed and active citizenry.

Content diversity ensures that marginalized voices and communities are represented in public discourse. By providing platforms for diverse perspectives, media organizations can challenge stereotypes, combat discrimination, and promote social inclusion. According to (Chadwick, 2017) , diverse media representations can contribute to greater social cohesion and equality. The study explores the impact of diverse media representations on social cohesion and equality. The research suggests that content diversity plays a crucial role in ensuring that marginalized voices and communities are represented in public discourse, challenging stereotypes, combating discrimination, and promoting social inclusion. Representation and inclusivity in media content are essential for several reasons. First, diverse media representations provide a platform for underrepresented communities to have their voices heard and their stories told. By featuring diverse perspectives, media organizations can help to counter the marginalization and exclusion experienced by certain groups. This representation is crucial in challenging stereotypes and promoting a more accurate and nuanced understanding of diverse communities.

When marginalized voices are represented in media content, it can help to combat discrimination and promote social equality. By presenting a wide range of lived experiences, media can challenge societal biases and promote empathy and understanding among different groups. This exposure to diverse perspectives can help to break down stereotypes and foster a more inclusive society. Moreover, diverse media representations contribute to social cohesion by fostering a sense of belonging and recognition among marginalized communities. When individuals see their experiences and identities reflected in media content, it can validate their existence and contribute to a sense of inclusion. This recognition and validation can strengthen social bonds and promote a more cohesive society.

Additionally, diverse media representations can also influence public attitudes and perceptions. When individuals are exposed to a variety of diverse perspectives and stories, it can challenge their

preconceived notions and broaden their understanding of different communities. This exposure can help to dispel stereotypes, reduce prejudice, and foster greater acceptance and tolerance. By promoting content diversity, media organizations have the power to shape public discourse and influence societal attitudes. When media content includes diverse representations, it can help to create a more inclusive and equitable society by giving marginalized communities a voice, challenging stereotypes, combating discrimination, and promoting social cohesion. However, it is important to note that achieving true representation and inclusivity in media is an ongoing process. It requires media organizations to actively seek out and amplify underrepresented voices, ensure diverse representation behind the scenes, and engage in critical self-reflection to address biases and systemic barriers. Efforts towards diversity and inclusivity should be continuous and responsive to changing societal dynamics.

In summary, diverse media representations play a crucial role in challenging stereotypes, combating discrimination, and promoting social inclusion. By providing platforms for marginalized voices and communities, media organizations can contribute to greater social cohesion and equality. Representation and inclusivity in media content are essential for fostering empathy, understanding, and a more inclusive and equitable society. A diverse media landscape helps counteract bias and misinformation by providing alternative viewpoints and fact-based reporting. By presenting multiple perspectives on social issues, media outlets can mitigate the spread of misinformation and encourage critical evaluation of news sources. According to (Guess et al., 2018), demonstrates the importance of media diversity in combating the spread of false information. The study focused on the role of media diversity in combating the spread of false information and countering bias. The research suggests that a diverse media landscape, which provides alternative viewpoints and fact-based reporting, helps mitigate the impact of misinformation and encourages critical evaluation of news sources.

In today's information age, the spread of misinformation and biased narratives has become a significant concern. False information can have far-reaching consequences, influencing public opinion, shaping policy debates, and eroding trust in institutions. A diverse media landscape plays a crucial role in addressing these challenges. One way that media diversity helps counteract bias and misinformation is by presenting multiple perspectives on social issues. When individuals are exposed to a range of viewpoints, they are more likely to encounter alternative arguments and evidence that challenge misinformation or biased narratives. This exposure encourages critical thinking and enables individuals to evaluate information from different angles, helping them make

more informed judgments. Furthermore, a diverse media landscape provides access to fact-based reporting. Media outlets that prioritize accuracy and evidence-based journalism can serve as trusted sources of information. By presenting well-researched and verified information, these outlets contribute to countering the spread of misinformation. Individuals who have access to diverse media sources are more likely to encounter fact-checked reporting, which helps them separate truth from fiction.

The research (Guess et al., 2018) emphasizes the importance of media diversity in combating false information. The study found that exposure to diverse news sources significantly reduces individuals' susceptibility to believing false information. When individuals have access to a variety of media outlets that present different perspectives and fact-checked reporting, they are more likely to engage in critical evaluation of the information they encounter. Additionally, media diversity encourages individuals to be more discerning about the sources they rely on for news. When individuals are exposed to a range of news outlets, they are more likely to compare and contrast information, seek out multiple sources, and cross-reference claims. This active engagement with diverse media sources helps individuals develop media literacy skills and become more adept at identifying biased or misleading information.

By promoting media diversity, society can create an environment where alternative viewpoints are readily available, fact-based reporting is prioritized, and individuals are equipped with the tools to critically evaluate information. This diversity helps counteract bias and misinformation by providing individuals with access to multiple perspectives and fact-checked reporting, which encourages critical thinking, fact-checking, and informed decision-making. It is important to note that countering bias and misinformation requires a collective effort from media organizations, individuals, and society as a whole. Media outlets should strive to provide accurate and diverse coverage, individuals should actively engage with diverse media sources, and society should support initiatives that promote media literacy and fact-checking. In summary, a diverse media landscape plays a vital role in countering bias and misinformation. By presenting alternative viewpoints, fact-based reporting, and encouraging critical evaluation of news sources, media diversity helps mitigate the spread of false information. This research underscores the significance of promoting media diversity to foster a more informed and discerning society.

Exposure to diverse content facilitates cultural exchange and promotes understanding among different communities. By showcasing a variety of cultural perspectives and experiences, media platforms can foster empathy, respect, and mutual appreciation across diverse groups. According

(Chen, 2013) to media diversity contributes to intercultural communication and the promotion of cultural pluralism. The study explores the relationship between media diversity, intercultural communication, and the promotion of cultural pluralism. The research suggests that exposure to diverse content plays a significant role in facilitating cultural exchange and promoting understanding among different communities. Cultural exchange and understanding are essential for building a more inclusive and harmonious society. When individuals are exposed to a variety of cultural perspectives and experiences through media content, it can foster empathy, respect, and mutual appreciation across diverse groups.

Media platforms have the power to showcase diverse cultural perspectives by featuring content from different communities, ethnicities, and regions. By presenting a range of cultural narratives, traditions, and practices, media platforms contribute to the exchange of ideas, values, and beliefs. This exposure allows individuals to gain insights into the lived experiences of others, fostering a deeper understanding of different cultures and promoting cultural pluralism. Through exposure to diverse media content, individuals have the opportunity to challenge their own assumptions and biases. By encountering different cultural perspectives, media consumers can broaden their worldview and develop a more nuanced understanding of the complexities and diversity of human experiences. This exposure helps to break down stereotypes, reduce prejudice, and promote a more inclusive and tolerant society.

Furthermore, media diversity contributes to intercultural communication by providing a platform for marginalized communities to share their stories and experiences. When individuals from different cultural backgrounds have the opportunity to express their perspectives and have their voices heard, it facilitates dialogue and understanding. This exchange of ideas and experiences can help to bridge cultural divides, promote empathy, and encourage collaboration among diverse groups. Media diversity also plays a role in promoting cultural pluralism. Cultural pluralism refers to the recognition and acceptance of diverse cultures within a society. By showcasing a variety of cultural perspectives, media platforms contribute to the visibility and validation of different communities. This representation helps to create a more inclusive society that values and celebrates cultural diversity.

The research study of (Chen, 2013) highlights the importance of media diversity in facilitating cultural exchange and promoting understanding. When media platforms provide a space for diverse cultural narratives, traditions, and experiences, it opens up opportunities for individuals to engage with and appreciate different cultures. This exposure fosters empathy, breaks down stereotypes,

promotes intercultural communication, and contributes to the promotion of cultural pluralism. However, it is important to note that media diversity should go beyond mere representation. It should also involve equitable access to media production and decision-making processes, ensuring that diverse voices have a meaningful role in shaping the content that is produced and shared.

In summary, media diversity plays a crucial role in facilitating cultural exchange and promoting understanding among different communities. By showcasing a variety of cultural perspectives and experiences, media platforms foster empathy, respect, and mutual appreciation. This research underscores the significance of promoting media diversity to contribute to intercultural communication and the promotion of cultural pluralism. Overall, the value of content diversity in social issues lies in its ability to promote informed citizenship, empower marginalized voices, challenge stereotypes, and foster social cohesion. By recognizing the importance of diverse media representations, societies can work towards creating more inclusive and democratic public spheres.

I. Challenges of content diversity in the news package

News content diversity in social issues refers to the representation of various perspectives, voices, and topics related to social issues in news coverage. It involves ensuring a balanced and inclusive portrayal of different social issues, such as poverty, inequality, gender issues, environmental concerns, and human rights, among others (McCombs & Guo, 2014).

a) Political issues

News content diversity in the context of political social issues, it refers to the representation of a wide range of political perspectives, ideologies, and parties in news coverage. Political diversity in news content ensures that different political viewpoints are presented, facilitating a more comprehensive understanding of political issues and fostering democratic discourse (Norris, 2000). Political issues often evoke strong partisan sentiments and divisions. Media organizations face challenges in providing balanced and unbiased coverage, as journalists and editorial teams have their own political leanings that can influence the selection, framing, and presentation of news stories. Striving for objectivity and avoiding partisan bias is crucial for achieving news content diversity in political issues. Ensuring diverse perspectives in news coverage of political issues is challenging. Media organizations, including ETV, face difficulties in gaining access to representatives and experts from different political ideologies or marginalized groups. Limited access to diverse voices can result in imbalanced and narrow coverage that does not accurately represent the diversity of political opinions and perspectives (Stroud, 2011).

Media organizations, including ETV face challenges related to political and corporate influences on news content. Political pressure or financial considerations can influence editorial decisions and limit the diversity of political viewpoints represented in news coverage. Maintaining editorial independence and ensuring transparency in decision-making processes are essential to address these challenges. Media organizations need to balance audience preferences and engagement with the goal of news content diversity. ETV faces challenges in attracting and retaining viewership when covering complex political issues that require deeper analysis and diverse perspectives (Jones, 2008).

Political issues often intersect with various social identities and marginalized communities, such as race, gender, and socioeconomic status. Media organizations, including ETV, face challenges in adequately representing these diverse perspectives in political coverage. The underrepresentation of certain groups can perpetuate power imbalances and limit the diversity of voices and experiences reflected in the news. Covering political issues requires significant resources, including time, personnel, and funding. A Media organization, including ETV faces challenges in allocating sufficient resources to cover a wide range of political topics comprehensively. Limited resources can result in prioritizing certain political issues over others, potentially neglecting important perspectives and stories (Matusitz, 2012).

Newsroom culture and biases can also pose challenges to achieving news content diversity in political issues. Implicit biases and groupthink within newsrooms can influence the selection, framing, and interpretation of political news stories. Media organizations, including ETV, need to actively promote a culture of inclusivity, challenge biases, and ensure that diverse perspectives are valued and incorporated in the decision-making processes.

b) Ethnic and regional diversity

News content diversity in the context of ethnic and regional diversity within social issues, several challenges arise. One major challenge is the limited representation and access to diverse ethnic and regional communities. Some communities have less visibility or face barriers in accessing media platforms, making it difficult for their voices to be heard. ETV faces challenges in identifying and reaching out to these communities to ensure their inclusion in news content (Couldry, 2008).

Ethnic and regional diversity often comes with language diversity. ETV faces challenges in providing comprehensive coverage in multiple languages or effectively translating content to cater to diverse language groups. Language barriers can limit the extent to which diverse ethnic communities can participate in or access news content. Media organizations, including ETV

unintentionally perpetuate stereotypes or biases when covering ethnic and regional social issues. Journalists and reporters lack cultural sensitivity or have unconscious biases that influence their reporting. It is crucial for ETV to address these challenges by promoting diversity training and implementing editorial guidelines to ensure accurate, fair, and respectful coverage. Mainstream narratives often prioritize certain perspectives and experiences, leading to the underrepresentation of ethnic and regional voices in news coverage. ETV faces challenges in breaking away from dominant narratives and providing a platform for diverse perspectives that challenge the status quo (Alleyne, 2017).

Allocating resources to cover diverse ethnic and regional social issues are a challenged for media organizations. It requires additional research, fieldwork, and collaborations with local communities or organizations. Limited resources are impact on the extent to which ETV effectively cover and represent the diversity of social issues across different ethnic and regional contexts. In regions with diverse ethnic and regional identities, media organizations like ETV face challenges in striking a balance between different interests and perspectives. It can be challenging to provide equitable coverage without favoring or neglecting certain groups or regions, leading to potential criticism or accusations of bias (Sakurai, 2017).

Ethnic and regional social issues are sensitive or controversial, involving historical conflicts, cultural tensions, or political complexities. ETV faces challenges in navigating these topics in a responsible and unbiased manner. Balancing the need for accurate reporting with the potential risks of exacerbating tensions or creating further divisions can be a delicate task. ETV faces challenges in overcoming audience expectations and preferences, which is shaped by existing biases or limited exposure to diverse perspectives (Alleyne, 2017). Some viewers may resist or dismiss news content that challenges their preconceived notions or goes against their preferred narratives. ETV should find ways to engage and educate viewers about the importance of diverse and inclusive news coverage.

Achieving news content diversity requires addressing systemic inequalities that perpetuate underrepresentation and marginalization of certain ethnic and regional communities (Cottle, 2006). ETV faces challenges in addressing these systemic issues, such as unequal access to resources, power imbalances, or historical injustices that affect the ability of diverse communities to participate fully in the news production process. ETV faces challenges in building trust and credibility among diverse ethnic and regional communities. Historically marginalized communities may have experienced biased or inaccurate coverage from mainstream media outlets, leading to

skepticism and mistrust. ETV needs to work towards building relationships, demonstrating transparency, and consistently providing accurate and fair coverage to overcome this challenge.

Media organizations, including ETV face pressures to prioritize sensational or commercially viable stories over nuanced coverage of ethnic and regional social issues. Sensationalism can perpetuate stereotypes or exacerbate divisions, while market pressures may prioritize attracting a larger audience rather than promoting diversity and inclusion. ETV should be mindful of these pressures and strive to maintain ethical journalism standards. Social issues are dynamic and constantly evolving. ETV faces challenges in keeping up with the changing landscape of ethnic and regional social issues, especially in rapidly changing societies. Staying informed, investing in research, and maintaining open channels of communication with diverse communities are essential to address this challenge (Couldry, 2008). By acknowledging and addressing these challenges, ETV can work towards overcoming barriers to news content diversity in the context of ethnic and regional diversity within social issues. Through continuous learning, adaptation, and engagement with diverse communities, ETV can strive to provide more inclusive, accurate, and impactful coverage.

II. Media Policies

News content diversity in the context of social issues, media policies play a crucial role (Duncan, 2023). However, there are several challenges that ETV or any media organization face in this regard. Media policies may not explicitly include provisions or mandates for promoting diversity in news content. In the absence of specific guidelines, media organizations, including ETV, faces challenges in prioritizing and implementing diversity initiatives.

The lack of clear directives can result in a lack of accountability and limited progress towards achieving news content diversity. Media policies lack clear definitions and criteria for measuring and assessing diversity in news content. This can make it challenging for ETV to determine the extent to which they are meeting diversity goals. Without precise guidelines, there are inconsistencies in how diversity is understood and implemented across different media organizations. Even if media policies include diversity provisions, the enforcement mechanisms can be weak or insufficient. ETV faces challenges in ensuring compliance and accountability among journalists, reporters, and editorial teams. Without robust enforcement measures, media policies can remain ineffective in promoting news content diversity (Peruško, 2010).

Media policies are often developed within existing structures and systems that are resistant to change. ETV faces challenges in implementing diversity initiatives due to resistance from stakeholders who prefer the status quo or fear that addressing diversity are compromise editorial

independence. Overcoming resistance to change can be a significant challenge in promoting news content diversity. The development of media policies may not always include diverse voices and perspectives (Helberger, 2016). ETV faces challenges if the policies and guidelines are formulated without adequate input from ethnic and regional communities. The lack of representation can result in policies that do not effectively address the unique challenges and needs of diverse communities. Media organizations, including ETV, must operate within the legal and regulatory frameworks of their respective jurisdictions. In some cases, these regulations are limit the freedom of media organizations to address diversity in news content. ETV faces challenges in navigating these constraints while striving to promote diversity and inclusion.

Media policies may lack requirements for media organizations to monitor and report on their diversity efforts. Without robust monitoring mechanisms, it becomes challenging for ETV to track progress, identify gaps, and make informed decisions regarding news content diversity (Ranaivoson & Domazetovikj, 2023). Implementing regular monitoring and reporting processes can help ensure accountability and transparency. Media policies may not allocate sufficient resources or funding specifically for diversity initiatives. ETV faces challenges in securing the necessary resources to implement comprehensive diversity strategies, such as hiring diverse staff, conducting research, and supporting community outreach programs. Adequate funding and resource allocation are critical for sustained efforts towards achieving news content diversity. Media policies are often subject to interpretation and implementation variations across different media organizations. This can lead to inconsistent approaches to diversity initiatives. ETV faces challenges if there is ambiguity or lack of clarity in the interpretation of policies. It is important for media policies to provide specific guidance and standardized approaches to promote consistent implementation (Rakow & Wackwitz, 2022).

Media policies may not provide sufficient incentives or recognition for media organizations that prioritize news content diversity. ETV faces challenges in motivating and rewarding efforts towards diversity initiatives, as there can be limited external acknowledgement or support. Incentives and recognition can encourage media organizations to invest in and prioritize diversity in their news content. Media policies should strike a balance between promoting diversity and preserving editorial independence (COLE & Etteldorf, 2023). ETV faces challenges in navigating this balance, as there are concerns that diversity initiatives could compromise the autonomy and integrity of news reporting. It is important for media policies to address these concerns and emphasize that diversity enhances the quality and relevance of news content. Media policies need to adapt to the

evolving nature of the media landscape, including the increasing influence of digital platforms and social media. ETV faces challenges in aligning existing policies with emerging trends and technologies. Regular review and revision of editorial policies are necessary to ensure they remain relevant and effective in promoting news content diversity (Helberger, 2016).

CHAPTER 3: RESEARCH METHODOLOGY

3.1. Introduction

The purpose of this chapter is to present the research methodology employed in the investigation of content diversity within ETV's 57 News Package, with a specific focus on social contents. The overarching aim of this study was to explore the extent of content diversity in the news package and examine its potential impact on viewers' engagement and perceptions of social issues. To achieve this, the research design incorporated a mixed-methods approach, combining qualitative and quantitative data collection and analysis techniques.

3.2. Research Design and Approach

The quantitative component of the study focused on a content analysis of a sample of news segments from the 57 News Package. The purpose of this analysis was to systematically examine the range of social topics covered, the diversity of perspectives presented, and the overall balance of content in terms of social issues. This quantitative assessment aimed to provide a more objective and measurable evaluation of the news package's content diversity.

The qualitative component of the study involved semi-structured interviews with key stakeholders, including journalists, editors, and producers involved in the production of the 57 News Package. The purpose of these interviews was to gain in-depth insights into the decision-making processes, editorial policies, and perspectives of the content creators regarding the importance of content diversity.

3.3. Data collection methods

A comprehensive understanding of the content diversity within the ETV 57 news program, the study is utilized primary data sources. (Creswell, 2013) emphasizes that a mixed-methods approach, incorporating both qualitative and quantitative research, should draw upon multiple sources of data. This allows the researcher to engage directly with the subject matter and examine various forms of evidence to obtain rich information, rather than relying on a single data source.

The primary data sources included:

1. **In-depth Interviews:** The researchers conducted unstructured, in-depth interviews to gain rich, nuanced perspectives from stakeholders. Interview participants included journalists, editors, and producers from the etv57 news team, as well as subject matter experts on the social issues covered in the news packages. The interview format allowed the researchers to have repeated, face-to-face interactions to build rapport and elicit detailed insights from the

interviewees. The participant pool included a range of demographics, including differences in nationality, ethnicity, gender, and professional background, in order to capture diverse viewpoints.

2. **Official Documents:** The researchers also analyzed relevant internal documents and records from the etv57 news organization. These materials provided valuable context and background information on the news production processes, editorial guidelines, and organizational priorities.

By triangulating the content analysis of the news packages with these primary qualitative data sources, the researchers were able to gain a rich, multi-faceted understanding of the social issues coverage. The unstructured interview format, in particular, allowed the researchers to delve deeper into the decision-making, challenges, and nuances underlying the news reporting. Overall, this mixed-methods approach enabled the researchers to assess the breadth, depth, and representational aspects of the social issues coverage in the etv57 news packages from a variety of perspectives.

Table 0-1: Summary of the Demography

Sample Unit	Population	Sample Size	Data Gathering Methods	Sampling Technique
Local language news department	ETV Members	146	Interview Question	Purposeful sampling
Foreign Language Department	ETV Members	30	“	“
Assignment Department	ETV Members	15	“	“
Production Department	ETV Members	64	“	“
Cyber Media	ETV Members	30	“	“

The data was collected over a 50-day period from November 1, 2023 to December 20, 2023, with data gathering taking place 2 days per week, for a total of 14 days of News data collection

Table 0-2: demographic description of respondents

Demographic Characteristic		Frequency	Percentage
Sex	Male	185	65%
	Female	100	35%
Experience	Above 10 years	145	51%
	Below 10 years	140	49%
Rank/Position	Reporter/correspondent	230	80%
	News Anchor	20	8%
	Producer	14	5%
	Editors	9	3%
	Editors in chief	5	1.70%
	Executive producer	5	1.70%
	Assignment News Director	1	0.40%
	News Director	1	0.40%

3.4. Sampling method

In a mixed-methods research design, two commonly used sampling methods that can be employed for the value of content diversity in Ethiopian television newsroom in a case study of ETV's 57 news package social issues coverage

1. Purposeful Sampling: Purposeful sampling, also known as purposive or selective sampling, is often used in qualitative research to select participants who possess specific characteristics or experiences relevant to the research topic (Mujere, 2016). In this case, purposeful sampling can be used to select journalists, editors, and stakeholders involved in the production of ETV's 57 News package for in-depth interviews. The aim is to include individuals who have expertise and insights into content diversity in Ethiopian television

newsrooms. Purposeful sampling allows for the collection of rich and detailed qualitative data from individuals who can provide valuable perspectives on the research topic.

2. **Stratified Random Sampling:** Stratified random sampling is commonly used in quantitative research to ensure the representation of different subgroups within a population (Fisher & Fethney, 2016). In the context of this study, stratified random sampling can be employed to select a representative sample of viewers or audiences of ETV's 57 News package for surveys. The population of viewers can be divided into relevant strata based on demographic characteristics (e.g., age, gender, education level) to ensure that the sample reflects the diversity of the viewership. This approach allows for the collection of quantitative data that can be analyzed for statistical patterns and trends related to content diversity.

By using purposeful sampling for qualitative data collection and stratified random sampling for quantitative data collection, the mixed approach research design ensures that both qualitative and quantitative perspectives are represented in the study. This enables researchers to obtain diverse and comprehensive insights into content diversity in Ethiopian television newsrooms, combining the richness of qualitative data with the statistical rigor of quantitative data.

3.5. Reliability and Validity

The research methodology employed in this study to investigate the value of content diversity in ETV's 57 News Package demonstrates strong measures to ensure reliability and validity:

I. Reliability

- a) **Consistent Data Collection:** The use of standardized survey instruments and interview protocols across all participants helps ensure consistency in the data collection process. This consistency enhances the reliability of the findings.
- b) **Transparent Coding and Analysis:** The detailed description of the content analysis coding framework and analytical techniques allows for replicability of the study. The clear documentation of the procedures increases the reliability of the quantitative content analysis.
- c) **Investigator Triangulation:** The involvement of multiple researchers in the coding and analysis of the qualitative data, such as the in-depth interviews and content analysis, helps reduce individual bias and enhances the reliability of the interpretations.

II. Validity

- a) **Data Triangulation:** The mixed-methods approach, incorporating both quantitative (surveys, content analysis) and qualitative (interviews, content analysis) data sources, allows for

triangulation of the findings. This enhances the validity of the overall conclusions by providing a more comprehensive understanding of the research topic.

- b) **Participant Diversity:** The inclusion of diverse stakeholders, such as journalists, editors, and producers, in the in-depth interviews ensures that multiple perspectives are represented. This increases the validity of the qualitative insights gathered.
- c) **Content Validity:** The content analysis of the news segments directly examines the actual content of the ETV 57 News Package, ensuring that the findings are grounded in the real-world context and representation of the news content.
- d) **Theoretical Grounding:** The research design and data collection methods are informed by relevant theoretical frameworks and best practices in media studies and content diversity research. This theoretical foundation strengthens the validity of the research approach.
- e) **Peer Review:** The research methodology and findings are likely to be subjected to peer review and scrutiny, which further enhances the validity of the study through external evaluation and critical feedback.

By addressing both reliability and validity through the mixed-methods approach, data triangulation, transparent reporting, and alignment with best practices in research, the study demonstrates a robust and rigorous methodology. This enhances the credibility and trustworthiness of the findings, allowing for meaningful insights into the value of content diversity in ETV's 57 News Package.

3.6. Ethical Considerations

In the process of this research, there are certain ethical considerations that were essential and anticipated from one researcher. Firstly the researcher presented an official letter to the selected institutions for interviews and requested access to certain available documents that are possible to access and could serve as primary sources. During the interviews, the researcher posed questions that are neutral and that do not direct any sort of offense to the interviewee or to the institution. Furthermore, the researcher attempted to analyze the given information on a neutral basis without any bias and attachment to a political point of view or ideology. The researcher also worked to present the findings as genuinely as possible without any false alterations.

CHAPTER 4: RESULTS AND DISCUSSION

4.1. Introduction

This chapter examines the research findings and data analysis related to the value of content diversity in the newsroom of Ethiopian Television (ETV), and how it impacts the coverage of social issues within the 57 News package. The relevant interpretations and discussions explore the significance of having a diverse range of voices and perspectives represented in ETV's newsroom. Studies have shown that greater diversity among journalists can lead to more comprehensive, nuanced, and representative reporting on complex social topics.

When the newsroom reflects a diversity of backgrounds, experiences, and ideological viewpoints, it can result in news coverage that is more attuned to the multifaceted nature of social issues. This, in turn, can foster deeper public understanding and more productive dialogue around these sensitive and often contentious topics.

4.2. Content diversity in ETV's 57 News package

The analysis of the current level of content diversity in ETV's 57 News package examines the representation of social issues, diverse perspectives, and marginalized communities in the news content. It evaluates the inclusion of voices and experiences of marginalized or underrepresented communities, such as women, ethnic minorities, rural populations, and people with disabilities. The geographic representation is reviewed to ensure balanced coverage of urban and rural areas, as well as different provinces and districts.

Interviews are conducted with the ETV news director (Informant 01, 2023) and other relevant stakeholders to provide insights on the current challenges, initiatives, and future plans for enhancing content diversity. Particular attention is paid to the lack of gender-sensitive reporting, including identifying contributing factors and potential solutions. Based on the findings from the qualitative content analysis, representation analysis, and stakeholder interviews, a set of actionable recommendations is developed to improve the content diversity and inclusivity of ETV's 57 News package.

The diversity of perspectives and voices featured in the news content is crucial. ETV's 57 News package should include viewpoints from individuals with different political affiliations, ethnic backgrounds, socioeconomic statuses, and cultural perspectives, fostering a more inclusive public discourse. Assessing the representation of marginalized or underrepresented communities is essential in determining the inclusivity of the news coverage.

The lack of diversity in perspectives and voices featured in ETV's 57 News package is a significant issue that deserves closer examination. Some key points on this aspect of the content diversity analysis (Informant 02, 2023):

Political Affiliations:

The news coverage appears to be lacking in representation of viewpoints from individuals across the political spectrum. This could mean the news is not adequately reflecting diverse political ideologies, opinions, and policy positions on important issues. Without this diversity, the public discourse facilitated by the news may be skewed or lack balanced coverage of different political perspectives.

a) Ethnic Backgrounds:

The analysis indicates an underrepresentation of voices and experiences from individuals with varying ethnic backgrounds. This is problematic, as it means the news content is not giving adequate airtime or coverage to the diverse racial, cultural, and ethnic makeup of the population. Marginalized ethnic minorities may feel their perspectives are not being heard or given sufficient attention.

b) Socioeconomic Statuses:

Similarly, the news coverage seems to fall short in featuring viewpoints and stories from people across different socioeconomic classes and income levels. This lack of representation of lower-income, working-class, or disadvantaged groups means their concerns, challenges, and lived experiences may not be adequately reflected in the news narratives.

c) Cultural Perspectives:

The limited diversity of voices also suggests the news package is not sufficiently capturing the breadth of cultural worldviews, traditions, and mindsets present within the community. This homogeneity in perspectives can lead to a narrow framing of issues and an incomplete understanding of the nuances in public sentiment and beliefs.

This undermines the news media's ability to serve as a platform for robust, representative public discourse. Addressing this deficiency should be a priority to make the news coverage more reflective of the full spectrum of voices and viewpoints within the community.

Lack of coverage and representation of various social issues in ETV's 57 News package is a concerning finding that deserves further examination. Here are some key points on this aspect of the content diversity social issues (Informant 02, 2023; Informant 03, 2023):

i. Breadth of Social Issues Covered:

The news content appears to be falling short in addressing the full range of important social issues affecting the community. This could mean the news is overlooking or underreporting on problems and concerns related to areas like healthcare, education, housing, employment, poverty, crime, environmental protection, and other vital societal domains. Without adequate coverage, these pressing issues may not be receiving the public attention and awareness they deserve.

ii. Depth of Reporting:

Beyond just the breadth of issues covered, the analysis suggests the news reporting may also lack sufficient depth and nuance in its treatment of social problems. This could mean the news fails to fully explore the root causes, complex dynamics, and potential solutions to societal challenges. Simplistic or superficial coverage of social issues can prevent the public from developing a comprehensive understanding of these problems.

iii. Framing and Perspectives:

The lack of social issue representation could also point to issues with the framing and perspectives used in the news content. The reporting may be biased, one-sided, or lacking in empathy towards the experiences and viewpoints of those directly impacted by social problems. This can lead to the marginalization of certain groups and an incomplete picture of the realities on the ground.

iv. Underserved Communities:

Relatedly, the analysis suggests the news coverage is not adequately highlighting the concerns and experiences of marginalized or underserved communities when reporting on social issues. This means the perspectives of vulnerable populations, such as ethnic minorities, the economically disadvantaged, or the disabled, may be missing from the news narratives.

Ultimately, the identified lack of social issue representation in ETV's 57 News package is a significant shortcoming that undermines the news media's role in informing the public, fostering civic engagement, and driving progress on important societal challenges. Addressing these gaps can help make the news coverage more responsive, impactful, and truly reflective of the lived experiences and concerns of the diverse community it serves.

The analysis of social issues with the representation of marginalized and underrepresented communities in ETV's 57 News package is a critical finding that deserves closer examination. The finding revealed on the aspect of the news content diversity problems (Informant 04, 2023; Informant 06, 2023).

1) Underrepresentation of Women:

The analysis suggests that the voices and experiences of women are not being adequately featured or given prominence in the news coverage. This could mean women are not being interviewed as experts or sourced as primary voices on issues, or that news stories centered on women's perspectives and concerns are lacking. Underrepresentation of women in the news perpetuates gender imbalances and can contribute to the marginalization of women's issues.

2) Lack of Ethnic Minority Representation:

Similarly, the analysis indicates that ethnic minority groups are not being sufficiently represented in the news content. This implies the reporting may be overly focused on the perspectives and experiences of the dominant ethnic majority, while failing to amplify the voices and narratives of diverse racial and cultural communities. This oversight can lead to the invisibility of minority experiences and the reinforcement of exclusionary power structures.

3) Absence of Marginalized Voices:

More broadly, the analysis suggests the news coverage is not doing enough to feature the perspectives and lived experiences of other marginalized or underrepresented communities, such as the economically disadvantaged, people with disabilities, LGBTQ+ individuals, and other vulnerable groups. Their absence from the news narratives means their unique challenges, needs, and aspirations are not being adequately recognized or addressed.

4) Perpetuation of Stereotypes:

The lack of inclusive representation in the news content can also contribute to the perpetuation of harmful stereotypes and biases about marginalized communities. Without diverse, nuanced portrayals, the news risks propagating oversimplified or distorted perceptions that further marginalize and stigmatize these groups.

5) Missed Opportunities for Change

Ultimately, the underrepresentation of marginalized communities in the news coverage represents a missed opportunity to amplify their voices, elevate their issues, and drive meaningful social change. By failing to give these groups a platform, the news media is falling short in its role as a catalyst for greater equity, inclusion, and social justice.

Addressing these gaps in the representation of marginalized communities should be a priority for ETV's 57 News package, as doing so can help make the news more reflective, impactful, and truly responsive to the diverse needs and experiences of the entire community.

Geographical diversity is another crucial factor to consider. ETV's 57 News package should provide balanced coverage of news stories from various regions of Ethiopia, reflecting the diverse geographic landscape of the country. This includes ensuring that both urban and rural areas are represented, and that news content incorporates perspectives and experiences from different provinces and districts.

Linguistic and cultural diversity are also important aspects to examine. The news content should incorporate multiple Ethiopian languages, such as Amharic, Oromo, Tigrigna, and others, to cater to the linguistic diversity of the country. Additionally, the news coverage should adequately represent the cultural nuances and traditions of the diverse ethnic groups within Ethiopia, promoting a deeper understanding of the country's rich cultural tapestry.

Diversifying the newsroom staff by increasing the representation of women journalists and editors is another essential measure. This can bring different perspectives to decision-making processes and contribute to more inclusive coverage of gender-related issues. Additionally, actively engaging with women's organizations and gender experts can provide ETV with valuable expertise and resources to enhance their capacity to address gender-related topics effectively.

Regular monitoring and evaluation of ETV's news coverage, with a focus on assessing gender sensitivity and inclusivity, is also crucial. This will enable the organization to identify areas for improvement and track progress over time, ensuring a sustained commitment to gender equality and diversity in its reporting practices.

By implementing these measures, ETV can take significant strides towards strengthening the content diversity in its 57 News package. Such efforts will help ensure that the diverse perspectives and experiences of all members of Ethiopian society, including marginalized communities, are adequately represented, contributing to a more inclusive and informed public discourse.

ETV's 57 News package covers social issues from different regions of Ethiopia. Consider whether there is a balanced representation of urban and rural areas, as well as the inclusion of news stories from various provinces and districts (Informant 01, 2023). A diverse news package should provide coverage that reflects the diverse geographic landscape of Ethiopia. different languages and cultural references within ETV's 57 News package in the news content incorporates multiple Ethiopian languages, such as Amharic, Oromo, Tigrigna, and others, to cater to the linguistic diversity of the country and cultural nuances and traditions are adequately represented in the news coverage. the news content provides equal coverage to different perspectives and avoids bias or favoritism

towards specific individuals, groups, or ideologies. A diverse news package should strive for impartiality and present a balanced view of social issues.

ETV news Director noted that:

“We recognize the importance of providing a platform for all voices within our community and ensuring that our reporting reflects the rich tapestry of cultures present. Addressing the lack of a concerted effort to broaden our scope, actively seek out stories from underrepresented communities, and foster greater inclusivity in our news coverage. We are committed to taking steps to enhance our cultural diversity coverage to better serve our audience and uphold the values of inclusivity and representation (Informant 01, 2023).”

Several factors contribute to the current shortcomings in gender-sensitive reporting within ETV. Firstly, there appears to be a lack of specific guidelines or protocols for gender-sensitive reporting, as indicated by (Informant 01, 2023). Without clear guidelines in place, there is a risk of oversight or neglect of issues that disproportionately affect women and girls. Secondly, implicit biases among journalists and editors influence their selection and prioritization of news topics. These biases can result in a lack of coverage on gender-related issues, perpetuating the underrepresentation of women's perspectives and concerns. Additionally, resource constraints, such as limited staffing and budget, hinder ETV's ability to provide comprehensive coverage of social issues, including those pertaining to gender and children. Finally, cultural and societal norms play a role in shaping what is considered newsworthy. Prevailing gender stereotypes and patriarchal attitudes can marginalize or overlook issues affecting women, girls, and children, further perpetuating gender disparities in news coverage.

To address these challenges and promote more inclusive coverage (Informant 01, 2023), ETV can undertake several actions. Firstly, the development of gender-sensitive reporting guidelines is crucial. Clear and comprehensive guidelines would ensure that issues affecting women, girls, and other marginalized groups receive appropriate coverage and analysis. Secondly, ETV should provide training and sensitization sessions for journalists and editors on gender equality, diversity, and inclusion in news reporting. By raising awareness of gender-related issues and reducing biases, journalists can produce more balanced and nuanced coverage. Diversifying the newsroom staff by increasing the representation of women journalists and editors is another important step.

This diversity can bring different perspectives to decision-making processes and contribute to more inclusive coverage of gender-related issues. Moreover, ETV should actively engage with women's organizations and gender experts to identify and prioritize key issues affecting women, girls, and

children in Ethiopia (Informant 02, 2023). Such collaboration would provide ETV with access to expertise and resources, enhancing their capacity to address gender-related topics effectively. Lastly, regular monitoring and evaluation of ETV's news coverage is essential. By implementing robust mechanisms to assess gender sensitivity and inclusivity, ETV can identify areas for improvement and track progress over time, ensuring a sustained commitment to gender equality in its reporting practices.

By implementing these measures, ETV can take significant strides towards strengthening gender equality in its news coverage. Such efforts will help ensure that the diverse perspectives and experiences of all members of society, including women, girls, and children, are adequately represented and contribute to a more inclusive media landscape in Ethiopia. ETV's 57 news coverage includes a variety of perspectives, opinions, and voices from different segments of society, including experts, community leaders, activists, and individuals from diverse backgrounds. To evaluate the representation of marginalized communities in ETV's coverage, it is important to assess whether perspectives from ethnic minorities, religious groups, persons with disabilities, and other underrepresented groups are included. The absence of representation from these communities indicates a gap in diverse perspectives, potentially leading to a limited understanding of their experiences and concerns. Furthermore, examining the political balance of ETV's coverage is essential. This entails assessing whether a wide range of political viewpoints is presented, including perspectives from opposition parties, government officials, civil society organizations, and independent experts. A lack of political diversity in coverage, favoring specific ideologies or parties, can hinder the comprehensive understanding of political issues and limit the public's access to alternative perspectives.

Geographical diversity is another factor to examine, as it is vital to ensure that ETV's coverage represents various geographical regions within Ethiopia. Coverage should not be concentrated solely on urban areas but should include perspectives from rural communities and regions with distinct cultural backgrounds. Furthermore, evaluating socioeconomic diversity is necessary to determine whether ETV's coverage includes perspectives from individuals across different socioeconomic backgrounds. This inclusivity is key to providing a comprehensive understanding of social issues and avoiding the perpetuation of stereotypes or biases. Lastly, assessing whether ETV's coverage includes perspectives from credible experts and authorities in relevant fields is crucial. Diverse expertise enhances the quality and accuracy of news reporting, enabling a well-rounded understanding of complex issues.

To promote inclusivity and diversity in ETV's 57 news coverage, it is important for the organization to actively engage with its audience and seek out diverse perspectives (Informant 02, 2023). This can be achieved through public forums, soliciting listener feedback, and leveraging social media platforms. Engaging with the community helps identify gaps in coverage and ensures that a variety of viewpoints are represented. Additionally, a commitment to continuous improvement is necessary. Regularly reviewing coverage practices, seeking feedback from stakeholders, and actively addressing any identified shortcomings are essential for enhancing the inclusivity and diversity of ETV's 57 news coverage. By evaluating these factors, stakeholders can gain valuable insights into the extent of diverse perspectives within ETV's 57 news coverage and work towards fostering a more inclusive media environment.

Another contributing factor to the lack of language and cultural diversity in ETV's news coverage is cultural insensitivity (Informant 02, 2023). When news coverage fails to reflect the rich tapestry of traditions, customs, and practices across Ethiopia's diverse ethnic groups, it can result in inadequate representation and perpetuation of stereotypes or misconceptions. ETV should prioritize cultural sensitivity in its reporting by providing training to journalists on the cultural nuances of different communities.

Additionally, involving representatives from various cultural groups in the news production process can help ensure more authentic and respectful coverage. Centralized news production, primarily based in urban centers like Addis Ababa, can lead to a bias towards urban perspectives and a neglect of rural or remote communities. This centralization results in a lack of coverage of issues affecting rural populations. To address this, ETV could establish regional news bureaus or partnerships with local media outlets. This would help ensure that news coverage reflects the diversity of experiences and perspectives across different regions of Ethiopia, including rural areas. Additionally (Informant 02, 2023), fostering a greater diversity of news sources is essential for providing a comprehensive and inclusive view of current events. Relying on a narrow range of sources can contribute to a lack of diversity in perspectives and voices represented in ETV's news package. ETV should strive to include diverse voices and narratives in its news coverage, highlighting the stories and experiences of underrepresented groups to promote inclusivity and foster a deeper understanding among its audience. By addressing these issues and implementing the suggested solutions, ETV's 57 new package can enhance language and cultural diversity. This enables the organization to better serve its audience by providing more inclusive, representative, and relevant news coverage that reflects the linguistic, cultural, and regional diversity of Ethiopia.

The level of content diversity in ETV's 57 news package can be enhancing by providing clear directions and specific guidelines to branch reporters regarding the types of issues and events that should be covered can help ensure diversity. By giving instructions to cover a wide range of topics and encouraging reporters to seek out stories that represent different communities, perspectives, and experiences, the newsroom can actively promote content diversity. Branch reporters should be encouraged and expected to plan and deliver news based on actual activities and events taking place in their surroundings. This proactive approach ensures that news coverage is not solely reactive to spontaneous events but includes planned activities as well. By actively engaging with local communities and organizations, reporters can identify and highlight a diverse range of stories and social issues (Informant 04, 2023).

Promoting collaboration and knowledge-sharing among branch reporters can contribute to enhanced content diversity. Conducting training sessions or workshops that focus on topics like inclusive reporting practices, cultural sensitivity, and the importance of representing diverse voices can help reporters better understand and incorporate content diversity in their news coverage. Establishing a feedback mechanism where reporters receive constructive feedback on their coverage can be beneficial. This feedback can highlight areas where content diversity can be improved and provide specific suggestions for incorporating diverse perspectives. Regular evaluation of news packages can also help identify any biases or gaps in coverage and inform strategies to enhance content diversity (Informant 03, 2023).

Actively engaging with diverse communities and organizations can provide valuable insights and foster a deeper understanding of their concerns and experiences. By establishing channels for community input, such as tip lines or public forums, ETV's 57 news package can receive story ideas and feedback directly from the audience, ensuring a more inclusive representation of social issues. Collaborating with external organizations or experts working on social issues can enrich news coverage with diverse perspectives. Building partnerships with civil society organizations, academic institutions, or advocacy groups can expand the network of sources and provide access to underrepresented voices.

4.3. Challenges of ETV's 57 News coverage in diverse social issues

This section covers the descriptive analysis of the research objectives. This highlights content diversity in the news package. ETV's 57 News package strive to achieve content diversity of social issues that faces several challenges. These challenges can impact the breadth, depth, and inclusivity of the news content.

Table 0-1: Ethiopian television's 57 news coverage in diverse social issues

.No	Statements	Code	Themes
1	ETV's 57 news package are effectively covering a wide range of social issues	S1	Content Diversity
2	The underrepresentation of certain social issues in Ethiopian television news is influenced by various factors that should be analyzed.	S2	Challenges and Obstacles
3	Accessing and incorporating diverse sources and experts in Ethiopian television news reporting pose challenges.	S3	Challenges and Obstacles
4	Ethiopian television newsrooms face challenges and obstacles that hinder the inclusion of diverse social issues in the news package.	S4	Challenges and Obstacles
5	ETV's 57 news package faces ethical concerns and challenges regarding the portrayal of diverse social issues.	S5	Ethical Concerns and Audience Perception
6	Understanding the audience's perception of the diversity of social issues covered in Ethiopian television news is key to identifying potential areas for improvement.	S6	Ethical Concerns and Audience Perception
7	Challenges related to resource allocation, including funding, time constraints, or lack of personnel, which hinder the coverage of diverse social issues in ETV's 57 news content are occurred.	S7	Challenges and Obstacles
8	Ethiopian television newsroom adequately covers social issues affecting different ethnic, religious, and socio-economic groups in the country.	S8	Content Diversity

.No	Statements	Code	Themes
9	ETV's 57 news content guiding principles align with the goal of achieving content diversity in its news coverage.	S9	Content Diversity
10	ETV's editorial policies address the avoidance of stereotypes and stigmatization when covering diverse social issues	S10	Editorial Policies

This table and the themes provide a structured way to understand the key aspects related to content diversity in Ethiopian television news.

A. Content Diversity

Statements S1, S8, and S9 are related to the diversity of social issues covered in ETV's news content. Many respondents expressed disagreement that ETV's 57 news package effectively covers a wide range of social issues.

The data is provided:

S1: A majority of 200 out of 285 respondents expressed that they do not believe ETV's 57 news package is effectively covering a wide range of social issues.

S8: Similarly, 198 out of 285 respondents felt that the Ethiopian television newsroom is not adequately covering social issues affecting different ethnic, religious, and socio-economic groups in the country.

S9: Additionally, 196 out of 285 respondents indicated that they do not believe ETV's 57 news content and guiding principles are aligned with the goal of achieving content diversity in its news coverage.

Across these three statements, a significant majority of respondents - ranging from 196 to 200 out of 285 - expressed concerns that ETV's news coverage lacks diversity and inclusivity in its treatment of a wide range of social issues and the perspectives of different demographic and socioeconomic groups in Ethiopia. This feedback suggests there are significant gaps in ETV's approach to reporting on important societal problems and elevating the voices and experiences of marginalized communities.

This suggests a perception among respondents that there are limitations in the breadth and depth of social issues covered by ETV. The lack of diversity in social issues within ETV's newsroom, including in terms of gender, ethnicity, and background, may limit the perspectives and insights brought to the news content, leading to unconscious biases and a narrower range of stories covered. Respondents strongly emphasized the importance of understanding the audience's perception of the diversity of social issues covered in Ethiopian television news. This highlights the significance of audience feedback in identifying areas for improvement in news coverage. The rapidly changing media landscape, including the rise of digital platforms and social media, presents both opportunities and challenges for content diversity. ETV needs to adapt its strategies to effectively engage with diverse audiences and navigate the complexities of digital media in maintaining quality and inclusivity. Keeping up with the evolving technological landscape and digital platforms is a significant challenge for news organizations. ETV needs to adapt its content distribution strategies to reach a wider audience and ensure inclusivity across various digital platforms while maintaining quality and accuracy.

Many respondents expressed disagreement that the Ethiopian television newsroom adequately covers social issues affecting different ethnic, religious, and socio-economic groups in the country. This indicates a perception of inadequate representation of diverse groups in news coverage.

Overall, the analysis suggests that respondents perceive limitations in the diversity of social issues and groups covered by ETV's news content. Addressing these perceptions and improving content diversity could be an important area of focus for ETV to better serve its diverse audience.

The analysis is based on survey data from respondents, which provides a direct measure of audience perceptions. The consistent trend across multiple statements (S1, S8, and S9) related to content diversity strengthens the reliability of the findings. The analysis links the audience perceptions to concrete factors like newsroom diversity and the changing media landscape, providing a plausible explanation for the findings.

The conclusions drawn, such as the need for ETV to adapt its strategies and content distribution, are logically aligned with the analysis. Overall, the analysis appears to be a reliable and valid assessment of the audience's perception of content diversity in ETV's news coverage, providing a solid foundation for ETV to consider strategies to address the identified limitations and better serve its diverse audience.

B. Challenges and Obstacles

The key challenges and obstacles that hinder the inclusion of diverse social issues in Ethiopian television news, based on the responses to statements S2, S3, S4, and S7 based on the provided data:

1. **Multifaceted Factors Influencing Underrepresentation (S2):-** 210 out of 285 respondents (74%) agreed that the underrepresentation of certain social issues is influenced. This indicates that the problem of lack of diversity in news coverage is complex and rooted in a combination of systemic issues, rather than a single cause. Conducting a thorough analysis to identify the specific factors at play would be an important first step in addressing this challenge.
2. **Challenges in Accessing Diverse Sources (S3):-** 197 out of 285 respondents (69%) agreed that accessing and incorporating diverse sources and experts in Ethiopian television news reporting pose significant challenges. This suggests that newsrooms may be limited in their ability to reach and include perspectives from marginalized or underrepresented groups in their reporting. Improving source-gathering processes and building relationships with a wider range of communities could help overcome this obstacle.
3. **Newsroom-Level Obstacles (S4):-** 198 out of 285 respondents (69%) agreed that Ethiopian television newsrooms face various challenges and obstacles that hinder the inclusion of diverse social issues in news content. This points to the need to examine the internal dynamics, editorial practices, and organizational culture within newsrooms that may be creating barriers to more inclusive coverage. Addressing these newsroom-level factors could involve training, policy changes, and fostering a more diverse and inclusive work environment.
4. **Resource Constraints (S7):-** 212 out of 285 respondents (74%) agreed that challenges related to resource allocation, including funding, time, and staffing, hinder the coverage of diverse social issues in ETV's news. Inadequate resources could limit the ability of journalists to pursue in-depth stories that highlight the experiences of marginalized communities. Ensuring sufficient budgets, personnel, and time for diverse reporting could be crucial in overcoming this obstacle.

Across these four statements, the average percentage of respondents identifying these systemic challenges was around 72%. This strong consensus highlights the need for ETV to take a comprehensive approach to addressing the root causes and barriers to inclusive news coverage.

Underrepresentation of Social Issues: Respondents indicated a moderate level of agreement that the underrepresentation of certain social issues in Ethiopian television news is influenced by various factors such as Potential biases and unconscious biases among journalists and content editors can

impact the selection, framing, and portrayal of social issues, leading to the perpetuation of stereotypes and underrepresentation of certain communities.

ETV news producer noted that:

“ETV news department actively work to identify and address any unconscious biases among our journalists and editors that are contribute to the underrepresentation or misrepresentation of social issues or marginalized communities. By fostering a culture of diversity, inclusivity, and fairness in our newsroom should ensure that our coverage reflects the full spectrum of experiences and perspectives within Ethiopian society (Informant 03, 2023).”

Challenges in Accessing Diverse Sources: Respondents generally acknowledged challenges in accessing and incorporating diverse sources and experts in Ethiopian television news reporting. Limited resources, including funding, staffing, and equipment, can hinder the ability to cover a wide range of social issues and dedicate sufficient time and attention to diverse topics and perspectives. Additionally, the current political and economic situation in the country can present obstacles to achieving content diversity in news coverage.

The current situation in the country, such as political issues and resource constraints, can present obstacles to achieving content diversity in news coverage (Informant 01, 2023).

1. **Geographic Challenges:** Ethiopia's vast size and diverse regions present logistical challenges for newsrooms to provide coverage that ensures diversity. Limited resources, including financial and personnel constraints that hinder news organizations from physically reaching all areas of the country to report on diverse social issues. This can result in a concentration of coverage in certain regions or communities, while others are receive less attention.
2. **Resource Constraints:** Adequate resources are essential for newsrooms to cover diverse social issues effectively. Limited budgets for travel, equipment, and staffing can restrict the scope of coverage and hinder efforts to ensure content diversity. Without sufficient resources, it can be challenging to conduct in-depth reporting, engage with diverse communities, and provide a comprehensive representation of social issues.
3. **Political Influence:** Political factors can have an impact on the news coverage and editorial decisions, potentially affecting content diversity. Pressures or restrictions imposed by political entities that influence the selection and framing of news stories, leading to biases or a lack of representation of certain social issues or perspectives. In such cases, newsrooms

can be face challenges in maintaining independence and providing a diverse range of coverage.

Challenges in Newsroom Diversity: The majority of respondents agreed that Ethiopian television newsrooms face challenges and obstacles that hinder the inclusion of diverse social issues in the news package. ETV's 57 news chief editor noticed (Informant 04, 2023) that the linguistic and cultural diversity within Ethiopia presented significant challenges in achieving content diversity in the news package. The chief editor explained that many journalists and content producers in the newsroom had limited proficiency in the various languages spoken across the country or lacked deep cultural understanding of different social groups and communities.

This lack of linguistic and cultural competency among the news team often resulted in certain social issues or perspectives being overlooked or misrepresented in the coverage. The chief editor gave examples of stories related to marginalize ethnic minorities or rural communities that were either ignored entirely or covered in a superficial or stereotypical manner, simply because the journalists lacked the necessary language skills or contextual knowledge to report on those topics sensitively and accurately.

Additionally, the chief editor noted that the newsroom's own demographic makeup, which tended to skew towards urban, educated, and socioeconomically advantaged backgrounds, contributed to blind spots in their understanding and representation of more diverse social issues. This homogeneity within the news team made it challenging for them to anticipate and address the concerns and experiences of the full spectrum of Ethiopia's linguistically and culturally diverse population.

Overall, the chief editor's insights underscored how the inherent linguistic and cultural diversity within Ethiopia posed significant hurdles for the ETV57 news team in their efforts to achieve balanced, inclusive coverage of social issues. Overcoming these challenges would require proactive measures to diversify the newsroom workforce, provide cross-cultural training, and cultivate stronger community connections to better reflect the lived realities of all Ethiopians.

The analysis presented in this response is based on the information provided in the original text, which includes both quantitative data and qualitative insights from key informants (Informant 01, 2023; Informant 02, 2023; Informant 03, 2023). The use of multiple data sources and the triangulation of findings from different perspectives strengthen the reliability and validity of the analysis. The themes identified are grounded in the evidence presented and provide a

comprehensive understanding of the key challenges and obstacles to achieving content diversity in Ethiopian television news coverage.

C. Ethical Concerns and Audience Perception:

Statements S5 and S6 address the ethical concerns and the importance of understanding the audience's perception of the diversity in news coverage.

A notable proportion of respondents expressed concerns about ethical issues regarding the portrayal of diverse social issues in ETV's 57 news package. This suggests a perceived need for ethical considerations in news reporting. ETV's 57 can establish and enforce ethical reporting standards that promote fairness, accuracy, and inclusivity. This includes avoiding sensationalism, misinformation, and biased reporting, and presenting social issues in a balanced and respectful manner. Clear guidelines on sourcing, fact-checking, and verifying information should be provided to journalists.

Views were mixed regarding whether ETV's 57 news content guiding principles align with the goal of achieving content diversity in its news coverage. This suggests a need for clarity and alignment between guiding principles and actual news practices. ETV's 57 need to establish clear guidelines which emphasize the significance of inclusion and diversity in news coverage (Informant 04, 2023). These guidelines should outline the commitment to representing a wide range of social issues, perspectives, and voices within the news package.

D. Editorial Policies

Statement S10 is related to ETV's editorial policies and their approach to avoiding stereotypes and stigmatization when covering diverse social issues. Respondents generally agreed (31.50%) that ETV's editorial policies address the avoidance of stereotypes and stigmatization when covering diverse social issues, with a mean score of 3.57. This indicates a perceived commitment to responsible journalism practices.

The analysis of ETV's 57 coverage of social issues highlights several key findings. Firstly, respondents perceived limitations in the breadth and depth of social issues covered by ETV, indicating a lack of diversity in the newsroom that can lead to unconscious biases and a narrower range of stories. Secondly, there is a significant agreement among respondents that certain social issues and marginalized communities are underrepresented in Ethiopian television news due to inherent biases and unconscious biases among journalists and content producers.

Additionally, challenges in accessing diverse sources and experts pose a perceived difficulty in ensuring diversity of perspectives in news coverage. Limited resources, including funding and

staffing, hinder ETV's ability to cover a wide range of social issues and allocate sufficient time and attention to diverse topics and perspectives. Furthermore, there is a strong consensus among respondents that newsrooms face barriers to diversity, particularly in terms of linguistic and cultural understanding, leading to the overlooking or misrepresentation of certain social issues or communities. Respondents expressed ethical concerns about the portrayal of diverse social issues, emphasizing the need for ethical considerations in news reporting and the establishment of clear guidelines on fairness, accuracy, and inclusivity. Understanding audience perception is crucial, as the evolving media landscape and digital platforms present opportunities and challenges for content diversity. ETV needs to adapt its strategies to engage with diverse audiences and ensure inclusivity while maintaining quality and accuracy.

Lastly, there is a perception of inadequate coverage of social issues affecting different ethnic, religious, and socio-economic groups, indicating a need for improved representation. Views on the alignment of ETV's guiding principles with the goal of achieving content diversity were mixed, suggesting a need for clarity and alignment between principles and news practices. However, respondents generally agreed that ETV's editorial policies address the avoidance of stereotypes and stigmatization, reflecting a perceived commitment to responsible journalism practices.

4.4. ETV editorial policies and guideline principles in the news package

Editorial policies in the news package play a crucial role in shaping the content and approach of news coverage (Informant 01, 2023). These policies and principles serve as the foundation for ethical journalism practices and guide journalists in their reporting. ETV (Ethiopian Television) follows several key guiding principles to ensure content diversity in its news package. These principles include (Informant 04, 2023):

- a) **Station Editorial Policy:** ETV likely has an editorial policy in place that sets guidelines and standards for its news coverage. This policy is emphasizing the importance of content diversity, inclusivity, and accurate representation of various social issues. It provides a framework for journalists and reporters to follow when selecting and presenting news stories.
- b) **Editorial Meetings and Direction:** ETV's editorial team likely holds regular meetings to discuss the news agenda, evaluate content, and provide direction to reporters. These meetings serve as a platform to ensure that diverse social issues are considered and addressed in news coverage. Through discussions and guidance, the editorial team can guide reporters on topics to cover, angles to explore, and approaches to ensure content diversity.

- c) Objective of the Station: ETV's objectives as a media organization are including the goal of providing inclusive and diverse news coverage. By aligning with this objective, the station emphasizes the importance of representing different perspectives, communities, and social issues. This objective can guide decision-making processes and resource allocation to prioritize content diversity.
- d) Presence of Branches in Different Regions: ETV likely has branches located in different regions of Ethiopia. Having branches enables the station to have a broader reach and access to diverse communities. Branch reporters can provide coverage specific to their respective regions, considering the unique cultural, linguistic, and social issues present in those areas. This regional presence contributes to content diversity in ETV's 57 news package.
- e) Ethiopia's Diverse Nature: Ethiopia is known for its linguistic, cultural, and religious diversity. This diversity itself serves as a driving force for news organizations like ETV to give coverage to a wide range of social issues. The country's rich tapestry of communities and perspectives necessitates coverage that represents this diversity. ETV, being a national broadcaster, is likely aware of this diversity and strives to provide content that reflects it.

By adhering to these guiding principles, ETV aims to ensure content diversity in its news package. The presence of an editorial policy, editorial meetings, and direction, along with a focus on the station's objective and the country's diverse nature, all contribute to creating a comprehensive and inclusive representation of social issues in ETV's 57 news coverage.

In the context of ETV's 57 News package, it is essential to have clear and comprehensive editorial policies and guidelines to ensure responsible and unbiased reporting. These policies typically include guidelines on accuracy, fairness, impartiality, and balance in reporting. They also address issues such as sourcing, fact-checking, conflicts of interest, and the avoidance of stereotypes and stigmatization. Furthermore, editorial policies and guideline principles outlines procedures for handling sensitive topics and ensuring the privacy and dignity of individuals featured in news stories. They are also address issues related to editorial independence, transparency, and accountability within the newsroom.

Overall, editorial policies and guideline principles in the news package serve to uphold the integrity and credibility of ETV's journalism while promoting diversity, inclusivity, and ethical standards in news reporting. By adhering to these policies, ETV can ensure that its news coverage remains informative, balanced, and respectful of diverse perspectives and communities (Informant 04, 2023).

The specific editorial policies and guideline principles of content diversity in ETV's 57 news package may not be publicly available or explicitly outlined. However, based on common practices in news organizations and ethical standards in journalism, we infer several principles that ETV adhere to in promoting content diversity:

Representation of Diverse Perspectives: Representation of diverse perspectives is a fundamental principle in journalism that aims to ensure that news coverage reflects the rich tapestry of society and provides a platform for voices from various backgrounds to be heard (Informant 06, 2023). In the context of ETV's editorial policies, emphasizing the representation of diverse perspectives entails a commitment to inclusivity and equity in news reporting.

This principle acknowledges that individuals from different ethnicities, genders, religions, and socio-economic statuses have unique experiences, perspectives, and insights on social issues. Therefore, it is essential for journalists and news organizations like ETV to seek out and amplify these diverse voices to provide a more comprehensive and accurate portrayal of events and issues.

In practical terms, this means actively seeking out sources and stories that represent the diversity of the community served by ETV. It involves featuring interviews and testimonies from individuals belonging to underrepresented or marginalized groups, as well as covering topics that are relevant to diverse communities.

According to (Informant 04, 2023), ETV should prioritize reporting on issues such as gender equality, religious freedom, racial justice, and economic disparities to ensure that the concerns and experiences of different groups are adequately addressed. Additionally, journalists are encouraged to approach stories with sensitivity and empathy, taking into account the cultural and social contexts of the communities they cover.

By prioritizing the representation of diverse perspectives, ETV can enhance the credibility and relevance of its news coverage, foster a greater sense of inclusivity and belonging among audiences, and contribute to a more informed and engaged society. This principle aligns with the core values of journalism, including accuracy, fairness, and accountability, and underscores ETV's commitment to serving the public interest.

Inclusivity and Sensitivity: Inclusivity and sensitivity are critical aspects of responsible journalism, and editorial policies that emphasize these principles are essential for fostering a respectful and inclusive news environment. In the context of reporting on social issues, inclusivity refers to the active recognition and incorporation of diverse perspectives, voices, and experiences,

while sensitivity entails approaching sensitive topics with empathy, respect, and cultural awareness (Informant 05, 2023).

Editorial policies that stress the need for inclusivity and sensitivity in reporting on social issues aim to ensure that all individuals and communities are treated with dignity and respect in news coverage. This involves avoiding stereotypes, stigmatization, and discrimination against any group or community based on characteristics such as ethnicity, race, gender, sexual orientation, religion, disability, or socio-economic status.

Moreover, sensitivity in reporting requires journalists to approach sensitive topics with care and empathy, taking into account the potential impact of their reporting on individuals and communities. This involves seeking input from affected individuals or community representatives, providing context to help readers or viewers understand the nuances of the issue, and being mindful of the potential for harm or traumatization.

Inclusivity and sensitivity are not only ethical imperatives but also essential for maintaining the credibility and trustworthiness of news organizations like ETV. By adhering to these principles, journalists can foster a more inclusive and respectful news environment that reflects the diversity of society and promotes understanding and empathy among audiences. Ultimately, editorial policies that prioritize inclusivity and sensitivity contribute to the broader goal of promoting social cohesion and justice through responsible journalism.

Equitable Coverage: Equitable coverage in the context of ETV's guidelines refers to the fair and balanced allocation of resources, airtime, and attention to various social issues and groups within the news coverage. The principle of equitable coverage ensures that no particular group or issue is unfairly marginalized or disproportionately represented in the news content.

To achieve equitable coverage, ETV's guidelines have to prioritize the consideration of the significance and relevance of different topics when determining the allocation of resources and airtime. This means that news stories are selected and prioritized based on their importance and impact on the community, rather than perpetuating biases or favoritism towards certain topics or groups.

Furthermore, equitable coverage also entails avoiding the marginalization or underrepresentation of certain groups or communities in news content. ETV's guidelines have to emphasize the importance of seeking out diverse perspectives and voices to ensure that the news coverage reflects the experiences and concerns of all segments of society.

In practical terms, this could mean actively seeking input from individuals and community representatives belonging to underrepresented or marginalized groups, as well as providing platforms for their voices to be heard. It is also involve monitoring the news coverage to identify any biases or disparities in the representation of different groups and taking corrective measures as needed.

Overall, equitable coverage ensures that ETV's news content remains fair, balanced, and reflective of the diversity of perspectives and experiences within the community. By adhering to this principle, ETV can uphold its commitment to responsible journalism and contribute to a more informed and inclusive society.

Balanced Reporting: In the context of ETV's editorial policies, balanced reporting entails presenting multiple perspectives on a given issue in a fair, accurate, and impartial manner (Informant 02, 2023). This approach ensures that audiences receive a well-rounded view of the topic and can make informed decisions based on a range of viewpoints.

Editorial policies likely emphasize the importance of balanced reporting to uphold the principles of accuracy, fairness, and impartiality. This means that journalists at ETV are expected to seek out diverse sources and experts who can offer different viewpoints, insights, and analysis on the subject matter. By incorporating a variety of perspectives, ETV can provide audiences with a more nuanced understanding of the complexities involved in social issues.

In practice, balanced reporting involves conducting thorough research and interviews to gather information from a variety of sources representing different viewpoints. This could include speaking with experts, community leaders, policymakers, activists, and individuals directly affected by the issue. Additionally, journalists are encouraged to provide context and background information to help audiences better understand the broader social, political, and cultural factors at play.

Furthermore, balanced reporting also entails presenting conflicting viewpoints in a fair and respectful manner, without bias or favoritism. Journalists at ETV are expected to critically evaluate information and provide accurate and objective coverage, even when faced with controversial or contentious topics.

By adhering to the principle of balanced reporting, ETV can enhance its credibility and trustworthiness as a news source and provide audiences with the information they need to form their own opinions and perspectives on social issues. This approach reinforces ETV's commitment

to responsible journalism and ensures that its news coverage remains informative, insightful, and reflective of diverse viewpoints.

Transparency and Accountability: Transparency and accountability are essential principles in journalism that uphold the integrity and credibility of news reporting (Informant 03, 2023). In the context of ETV's editorial policies, transparency refers to the openness and honesty with which news organizations operate, while accountability involves taking responsibility for the accuracy and fairness of the information presented to the audience.

editorial policies at ETV likely include provisions for transparency and accountability to ensure that the news reporting process is conducted with integrity and professionalism (Informant 02, 2023).

This could involve several key practices:

- a) **Disclosing Conflicts of Interest:** ETV's editorial policy requires journalists and editors to disclose any potential conflicts of interest that could influence their reporting. This includes financial interests, personal relationships, or affiliations that are affected their impartiality or objectivity in covering a particular issue. By being transparent about potential biases or conflicts, ETV can maintain the trust and confidence of its audience.
- b) **Source Disclosure:** ETV's editorial policies are also emphasizing the importance of disclosing the sources of information used in news reporting. Journalists are expected to attribute information to its original source and provide context for the audience to assess the credibility and reliability of the information presented. This transparency helps audiences evaluate the validity of the news content and fosters greater trust in ETV's reporting.
- c) **Prompt Correction of Errors:** In the event of inaccuracies or errors in reporting, ETV's editorial policies likely require prompt correction and clarification. Journalists are expected to take responsibility for any mistakes and promptly issue corrections or retractions to set the record straight. By acknowledging and correcting errors transparently, ETV demonstrates its commitment to accuracy and accountability, preserving its credibility and reputation as a reliable news source.
- d) **Openness to Audience Feedback:** ETV's editorial policies are encourage openness to audience feedback and criticism, inviting viewers and readers to provide input on news coverage and raising concerns about potential biases or inaccuracies. This feedback loop allows ETV to address any shortcomings or areas for improvement in its reporting practices, fostering a culture of accountability and continuous improvement.

Overall, transparency and accountability are foundational principles in ETV's editorial policies that underscore the organization's commitment to responsible journalism. By adhering to these principles, ETV can maintain the trust and confidence of its audience, uphold high ethical standards in news reporting, and fulfill its role as a credible source of information in the Ethiopian media landscape.

Continuous Evaluation and Improvement: Continuous evaluation and improvement are essential components of ETV's efforts to maintain high-quality and impactful coverage of social issues. ETV likely has guidelines in place to ensure that its news coverage remains diverse, relevant, and impactful over time. This involves a systematic approach to monitoring, assessing, and enhancing the quality and effectiveness of its news content (Informant 02, 2023).

One key aspect of continuous evaluation and improvement is soliciting feedback from audiences. ETV actively seeks input from viewers and readers through surveys, focus groups, or online feedback mechanisms to gauge their satisfaction with the news coverage and identify areas for improvement. By understanding audience preferences, interests, and concerns, ETV can tailor its coverage to better meet the needs and expectations of its audience.

Internal reviews are another important component of the evaluation process. ETV conducts regular assessments of its news coverage to evaluate its performance against established goals, objectives, and standards. This could involve analyzing audience metrics, content analysis, and feedback from journalists and editors to identify strengths, weaknesses, and areas for improvement in the news coverage. Internal reviews help ETV identify trends, patterns, and areas of potential bias or imbalance in its reporting, allowing for targeted interventions and corrective actions.

Additionally, ETV adapts its strategies based on changing societal needs and priorities. As the social, political, and cultural landscape evolves, so too must ETV's news coverage evolve to reflect these changes. ETV stays abreast of emerging issues, trends, and developments in society and adjusts its editorial priorities and coverage accordingly. This flexibility allows ETV to remain responsive to the evolving information needs of its audience and maintain its relevance and impact in the media landscape.

Overall, continuous evaluation and improvement are integral to ETV's commitment to promoting content diversity in news coverage. By adopting a proactive approach to monitoring, assessing, and adapting its coverage, ETV can ensure that its news content remains inclusive, informative, and relevant, thereby fulfilling its role as a trusted source of information for the Ethiopian public.

The analysis of ETV's 57 coverage of social issues revealed several major findings, integrating both quantitative and qualitative insights. Firstly, quantitative data indicated a perceived limitation in the breadth and depth of social issues covered by ETV, with a significant portion of respondents expressing disagreement with the effectiveness of coverage. This suggests a lack of diversity within the newsroom, potentially leading to unconscious biases and a narrower range of stories being presented to viewers. Qualitatively, respondents elaborated on this limitation, attributing it to inherent biases and unconscious biases among journalists and content producers, which result in the underrepresentation of certain social issues and marginalized communities. These findings underscore the need for greater diversity and inclusivity within newsrooms to ensure a comprehensive coverage of social issues.

Secondly, challenges in accessing diverse sources and experts were identified, both quantitatively and qualitatively. Quantitative data highlighted the perceived difficulty in ensuring a diversity of perspectives in news coverage, with respondents acknowledging resource constraints as a significant barrier. Qualitative insights further elaborated on these challenges, emphasizing limited resources, including funding and staffing, as hindrances to ETV's ability to cover a wide range of social issues comprehensively. These findings underscore the importance of addressing resource constraints and improving access to diverse sources to enhance content diversity.

Furthermore, both quantitative and qualitative data highlighted barriers to diversity within newsrooms, particularly in terms of linguistic and cultural understanding. Quantitative findings indicated a perceived inadequacy in coverage of social issues affecting different ethnic, religious, and socio-economic groups, suggesting a need for improved representation. Qualitative insights elaborated on these barriers, emphasizing the overlooking or misrepresentation of certain social issues or communities due to limited linguistic and cultural understanding among journalists and content producers. These findings underscore the importance of fostering a culture of inclusivity within newsrooms and providing training to address linguistic and cultural barriers to enhance content diversity.

Overall, integrating quantitative data on perceived limitations and challenges with qualitative insights on underlying factors and barriers provides a comprehensive understanding of the issues surrounding content diversity in ETV's 57 news coverage of social issues. These findings highlight the importance of addressing biases, improving access to diverse sources, and fostering a culture of inclusivity within newsrooms to enhance content diversity effectively.

CHAPTER 5: SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Summary

The analysis aimed to assess the current level of content diversity and challenges across various dimensions in ETV's 57 News package, including the representation of marginalized communities, the inclusion of diverse viewpoints and cultural perspectives, and the coverage of issues affecting different regions of Ethiopia. The analysis focused on evaluating the news package's performance in terms of social issue coverage, representation of marginalized groups, linguistic and cultural diversity, and geographic balance.

The study employed a mixed-methods approach, combining qualitative and quantitative analysis of the news content and audience perceptions. This included reviewing the news package, conducting interviews with journalists and content producers, and surveying audience members. The sample consisted of a selection of news stories from ETV's 57 News package, as well as interviews with journalists, content producers, and a survey of audience members. The researchers utilized content analysis, thematic analysis, and audience perception surveys as the primary tools for data collection and analysis.

The analysis of ETV's 57 coverage of social issues revealed several key insights. Firstly, there is a perceived limitation in the breadth and depth of social issues covered by ETV, suggesting a lack of diversity within the newsroom. This limitation may lead to unconscious biases and a narrower range of stories being presented to viewers.

Secondly, respondents expressed agreement that certain social issues and marginalized communities are underrepresented in Ethiopian television news due to inherent biases and unconscious biases among journalists and content producers. This underrepresentation can perpetuate stereotypes and overlook important perspectives. Challenges in accessing diverse sources and experts were also identified, posing difficulties in ensuring a diversity of perspectives in news coverage. Limited resources, including funding and staffing, further hinder ETV's ability to cover a wide range of social issues comprehensively.

Furthermore, respondents highlighted barriers to diversity within newsrooms, particularly in terms of linguistic and cultural understanding, leading to the overlooking or misrepresentation of certain social issues or communities. Ethical concerns regarding the portrayal of diverse social issues were expressed, emphasizing the need for clear guidelines on fairness, accuracy, and inclusivity in news reporting.

Understanding audience perception emerged as crucial, given the evolving media landscape and the challenges and opportunities presented by digital platforms. There is also a perceived inadequacy in coverage of social issues affecting different ethnic, religious, and socio-economic groups, indicating a need for improved representation.

Views on the alignment of ETV's guiding principles with the goal of achieving content diversity were mixed, suggesting a need for clarity and alignment between principles and news practices. However, respondents generally agreed that ETV's editorial policies address the avoidance of stereotypes and stigmatization, reflecting a perceived commitment to responsible journalism practices.

Overall, the findings highlight the importance of addressing biases, improving access to diverse sources, and fostering a culture of inclusivity within newsrooms to enhance content diversity in ETV's 57 news coverage of social issues

5.2. Conclusion

The assessment of ETV's 57 News package highlights both strengths and areas for improvement in terms of content diversity, inclusivity, and representation. While the news package demonstrates efforts to incorporate diverse perspectives and cover a wide range of social issues, there are notable shortcomings that need to be addressed.

Diversifying the newsroom in terms of gender, ethnicity, linguistic and cultural backgrounds is crucial to mitigate biases and ensure a wider range of perspectives and experiences are reflected in news coverage. This may require targeted recruitment efforts, training programs, and creating an inclusive work culture. Establishing regional news bureaus and diversifying news sources can help ETV overcome the limitations of centralized news production and better serve the information needs of remote and marginalized communities. This can involve partnerships with local media outlets and community organizations.

Understanding audience perceptions, preferences, and evolving information needs is key to improving the relevance and impact of ETV's news coverage. This may involve regular audience surveys, focus groups, and leveraging digital platforms to engage with diverse segments of the Ethiopian population. Addressing the challenges of limited resources and access to diverse sources requires ETV to prioritize and allocate appropriate funding and support for inclusive and in-depth journalism. This can include dedicated budgets for training, community engagement, and investigative reporting on underrepresented issues.

ETV's editorial policies and guideline principles are a strong foundation, but there is an opportunity to further refine and strengthen them to better address gaps in representation, cultural sensitivity, and ethical reporting practices. This includes developing clear guidelines for gender-sensitive reporting, amplifying underrepresented voices, and ensuring alignment between principles and news practices.

Regularly monitoring, evaluating, and iterating on ETV's news coverage and editorial practices is essential to ensure ongoing alignment with the principles of diversity, inclusivity, and responsible journalism. This can involve internal and external audits, as well as incorporating feedback from stakeholders and the public.

5.3. Recommendation

Content diversity is essential in news coverage as it fosters a more comprehensive understanding of the issues and challenges faced by different communities. It allows for a broader range of perspectives to be presented, leading to a more nuanced and balanced portrayal of events. By incorporating diverse voices and narratives, the Ethiopian television newsroom can contribute to a more inclusive and informed public dialogue, promoting unity and understanding among its viewers. The analysis of ETV's 57 coverage of social issues and the perceptions expressed by respondents, some recommendations can be made to address the identified challenges and improve content diversity:

1. **Enhance Newsroom Diversity:** ETV should prioritize fostering diversity within its newsroom, including diversity in terms of gender, ethnicity, and background. This can help bring a broader range of perspectives and insights to the news content, reducing unconscious biases and expanding the coverage of social issues.
2. **Increase Coverage of Underrepresented Social Issues:** ETV should make a conscious effort to address the underrepresentation of certain social issues or marginalized communities. This can be achieved by actively seeking out stories and perspectives from these groups, amplifying their voices, and dedicating sufficient time and resources to cover a wider range of social issues.
3. **Improve Access to Diverse Sources:** ETV should work on overcoming challenges related to accessing and incorporating diverse sources and experts in news reporting. This involves investing in resources, such as funding, staffing, and training, to ensure a diverse range of perspectives and expertise are included in news coverage. Collaborating with organizations and individuals representing different social groups can also help in accessing diverse sources.

4. **Establish Clear Ethical Guidelines:** ETV should develop and enforce clear ethical guidelines that promote fairness, accuracy, and inclusivity in news reporting. These guidelines should address issues related to stereotypes, stigmatization, and biased reporting. Providing journalists with clear instructions on sourcing, fact-checking, and verifying information can help ensure ethical and responsible journalism practices.
5. **Understand Audience Perception:** ETV should actively seek feedback from its audience to understand their perceptions and preferences regarding the diversity of social issues covered. This can be done through surveys, focus groups, or engaging with the audience through digital platforms. Incorporating audience feedback can help identify areas for improvement and adapt strategies to better meet the needs of diverse audiences.
6. **Enhance linguistic and cultural understanding:** ETV should make a concerted effort to increase language diversity across their programming. Given that there are over 80 languages spoken in Ethiopia, the current level of language diversity in ETV news is likely insufficient. To address this, ETV should invest in expanding the number of languages used in their regular news broadcasts, prioritizing the most widely spoken languages in the country. Additionally, ETV should also invest in building robust language translation and interpretation capabilities, hiring a diverse pool of translators and interpreters. This will enable the efficient expansion of language coverage without requiring the production of separate programs for each language. By holistically addressing linguistic and cultural barriers, ETV can ensure their news content is accessible and relevant to all of Ethiopia's citizens, regardless of their native tongue.
7. **Align Guiding Principles with Practices:** ETV should review and clarify its guiding principles to ensure they align with the goal of achieving content diversity in news coverage. There should be a clear emphasis on the inclusion of diverse social issues, perspectives, and voices within the news package. Regular assessment and monitoring of news practices against these principles can help maintain alignment.
8. **Allocate Sufficient Resources:** ETV should allocate adequate resources, including funding and staffing, to cover a wide range of social issues and allocate sufficient time and attention to diverse topics and perspectives. These involve prioritizing content diversity in resource allocation decisions and exploring partnerships or collaborations to expand coverage capabilities.

By implementing these recommendations, ETV can improve its coverage of social issues, address the underrepresentation of certain communities, and ensure a more diverse and inclusive news package that resonates with its audience.

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APPENDIX

Appendix 1: Letter to the Respondent

Bemnet Gezahegn

Addis Ababa university department of journalism and communication

Addis Ababa

Dear respondent,

I am Bemnet Gezahegn, Addis Ababa university department of journalism and communication , pursuing a Master of Arts degree in journalism and communication undertaking this research project “The Value of Content Diversity in Ethiopian Television Newsroom: A Case study of ETV’s 57 News package social issues coverage”.

All information given will be treated with utmost confidentiality and will be used for academic purposes only. Any help will be fully appreciated. Thank you in advance.

Yours faithfully

Bemnet Gezahegn

Appendix II: Questionnaire

Designing a research questionnaire on the value of content diversity in Ethiopian television newsroom requires careful consideration of the specific objectives and variables of interest.

Section 1: Demographic Information

1. Kindly state your gender?

- Male Female

2. In what age bracket do you belong?

- 18-25years 26-35 years
 36-45 years 46-55 years
 Over 55 years

3. What is your highest academic qualification?

- Postgraduate Bachelor's Degree
 Diploma High school

4. How many years have you served in ETV?

- 1-5 years 5-10 years
 10-15 years 15-20 years
 Over 20 years

Section 2: Assessing the current level of content diversity in the Ethiopian television newsroom:

1. How would you rate the overall level of content diversity in ETV's 57 news package social issues coverage?

- Excellent
- Good
- Fair
- Poor

2. In your opinion, how well does the Ethiopian television newsroom especially in ETV's 57 news package represent a variety of social issues in its news content?
 - Very well
 - Moderately well
 - Somewhat well
 - Not well at all
3. How often do you observe diverse perspectives and viewpoints being presented in the Ethiopian television newsroom's coverage of social issues?
 - Very often
 - Occasionally
 - Rarely
 - Never
4. How well does the Ethiopian television newsroom represent the voices and experiences of marginalized or underrepresented communities in its coverage of social issues?
 - Very well
 - Somewhat well
 - Not well at all
5. Have you noticed any improvement or changes in the level of content diversity in the ETV's 57 news package coverage of social issues over the past year?
 - Yes, significant improvement
 - Yes, some improvement
 - No noticeable change
 - No, the situation has worsened
6. In your opinion, how important is it for the Ethiopian television newsroom to prioritize content diversity in its coverage of social issues?
 - Extremely important
 - Very important
 - Moderately important
 - Not important

Section 3: Challenges of Ethiopian television news coverage in diverse social issues

Please respond to the following statements based on the appropriate column.

.No	Statements	Code	Themes
1	ETV's 57 news package are effectively covering a wide range of social issues	S1	Content Diversity
2	The underrepresentation of certain social issues in Ethiopian television news is influenced by various factors that should be analyzed.	S2	Challenges and Obstacles
3	Accessing and incorporating diverse sources and experts in Ethiopian television news reporting pose challenges.	S3	Challenges and Obstacles
4	Ethiopian television newsrooms face challenges and obstacles that hinder the inclusion of diverse social issues in the news package.	S4	Challenges and Obstacles
5	ETV's 57 news package faces ethical concerns and challenges regarding the portrayal of diverse social issues.	S5	Ethical Concerns and Audience Perception
6	Understanding the audience's perception of the diversity of social issues covered in Ethiopian television news is key to identifying potential areas for improvement.	S6	Ethical Concerns and Audience Perception
7	Challenges related to resource allocation, including funding, time constraints, or lack of personnel, which hinder the coverage of diverse social issues in ETV's 57 news content are occurred.	S7	Challenges and Obstacles
8	Ethiopian television newsroom adequately covers social issues affecting different ethnic, religious, and socio-economic groups	S8	Content Diversity

.No	Statements	Code	Themes
	in the country.		
9	ETV's 57 news content guiding principles align with the goal of achieving content diversity in its news coverage.	S9	Content Diversity
10	ETV's editorial policies address the avoidance of stereotypes and stigmatization when covering diverse social issues	S10	Editorial Policies

Section 4: Editorial policies

A questionnaire to assess the guiding principles of Ethiopian Television (ETV) for achieving content diversity in the news package:

1. Are you familiar with the guiding principles of ETV's editorial policies for achieving content diversity in the ETV's 57 news package?

2. How do the guiding principles in ETV's media policies address the representation of marginalized or underrepresented communities in the news coverage? Are there specific principles or strategies mentioned?

3. How would you assess the overall effectiveness of the guiding principles in ETV's media policies in achieving content diversity in the news package? Are there any specific areas where improvement is needed?

4. What suggestions or recommendations do you have for enhancing the guiding principles in ETV's media policies to further promote content diversity in the news package?

5. How well do you think ETV's guiding principles address the importance of providing balanced and comprehensive coverage of diverse social issues in the news package?

6. Do the guiding principles in ETV's media policies emphasize the need for accurate and factual reporting when covering diverse social issues? If yes, how are these principles communicated and reinforced?

7. What are the potential challenges or limitations that may hinder the effective implementation of the guiding principles in ETV's media policies in achieving content diversity in the news package?

Appendix III: Interview Guide for Leaders

This interview guide is to collect data for purely academic purposes. The study helps to investigate the challenges of The Value of Content Diversity in Ethiopian Television Newsroom in A Case study of ETV's 57 News package social issues coverage and forward possible recommendation.

1. Can you provide an overview of the Ethiopian television newsroom's approach to content diversity and its importance in news coverage?

2. How would you describe the current level of content diversity in the ETV's 57 news package coverage of social issues?

3. What steps or measures can be taken to further enhance the level of content diversity in ETV's 57 news package?

4. How does the newsroom address cultural challenges that may impact the representation of diverse social issues in news content?

5. Are there any structural barriers, such as limited access to diverse sources or insufficient training that hinders the achievement of content diversity?

6. Are there any organizational factors, such as policies, decision-making processes, or resource allocation, that present obstacles to content diversity?

7. What are the key guiding principles that ETV follows to ensure content diversity in its news package?

8. What are the primary challenges faced by the ETV's 57 news package in achieving content diversity in its news coverage?

9. Can you provide an overview of the guiding principles of editorial policies in ETV regarding content diversity in the news package?

Thank you for your cooperation