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Perception of Journalists on Brown Envelop in the Selected Ethiopian Media:

ETV, FM Addis 97.1, ENN and Zami 90.7

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This is to certify that the thesis prepared by Kassaye Dametie entitled: Comparative analysis on the trend of Brown Envelops in the Selected Ethiopian Media.

Submitted in partial fulfillment of the requirement for the Degree of Master of Arts in Multimedia Journalism complies with the regulations of the university and meets the accepted standards with respect to originality and quality.

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ACRONYMS

E.C- Ethiopian calendar

EBC- Ethiopian broadcasting corporation

ENN- Ethiopian news network

Etv- Ethiopian television

ABSTRACT

Even though journalists are obligated to be free and fair reporters, when it comes to the ground different factors affect the way they report the story directly or indirectly. One of these factors is accepting brown envelope from sources. In Ethiopia Brown envelope journalism is observed in a wide range for a multiple of reasons.

This research intends to analyze the trend of accepting Brown envelope by comparing private and government owned media institutions namely ETV, FM Addis 97.1, ENN TV and Zami 90.7 FM radio. And also this paper lookup the extent and existence of brown envelop in Ethiopian media.

The purpose of this research is to make a comparative analysis between the selected state and private owned news media concerning the acceptance (trend) of brown envelope.

The data was collected both in quantitative and qualitative research method. Through questionnaires and in-depth interview data was collected. A total of 95 questionnaires were used to collect data from reporters and PR officials. Social responsibility theory and media ethics are used as a theoretical and conceptual frame work in this study.

This study found out that accepting brown envelop is higher in private media (ENN and Zami 90.7 FM radio) than the government (ETV, FM Addis 97.1). Payment in private media's was found out to be lower than the government media's comparatively.

Generally speaking low salary is the main reason that the reporters accept money. Brown envelope has an impact in news content, quality, length or duration even tone of the news. Brown Envelopes journalism is at a rampant stage in Ethiopia. Cash for coverage is being practiced in news media houses. Reporters are chasing events and covering more stories that have promising money rather than shouldering their social responsibility.

Raising reporter's salary that is adequate to the living standard needs to be implemented to avoid brown envelope and its influence. Private media's should develop a working in house ethics and system that guides reporters. To control the trend of accepting brown envelope, tightening up media ethics regulations should be embedded.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

According to Nkwocha (2004:68) as cited by (Williams, 2014) *Brown Envelope can be defined* as the money given to reporters or editors to persuade them to write positive stories or kill a negative story. It is unethical trend that is widely practiced by reporters, but journalists demand it as a right; a situation that portrays the *brown envelope* as a journalism convention rather than a condemnable act.

Brown envelop is a common practice of giving some either monetary, material, food, drink by institution managers private companies and even government organizations to unethical journalist to pressurize him or her into doing what the bribe giver wants. The purpose of that action is to curve the news into wrong way. Once accepted, monetary bribes and other gifts tie the hands of journalists who then become incapable of being objective in reporting events and issues involving people who give the gifts (ibid).

In everyday work journalists are challenged by ethical values and the responsibilities of telling the truth. Despite the set of professional codes of ethics, journalists may breach the rules. Ristow (2010) states the depth of bribery in day today work of journalism as a crime done by journalists, especially in developing continents.

Journalists may use the news media for their own personal benefits. They possibly perhaps accept bribe in order to cover the story one sided or beneficiary to few people. Berhanu (2008) describes such kind of misconduct coming from selfish motivations, which leads to ignoring the social responsibility of a journalist. And such misbehavior damages journalists' and the profession's integrity and reputation.

Journalists under normal circumstance are to gather news or cover some sort of story for their media houses without being paid by their sources or without being partial. But according to (Skjerdal, 2010) the reality is far from this.

When a reporter accepts some kind of bribery, it means he/she is entered into an informal contract whereby both sides have certain expectations afterwards.

Truth telling, independency and impartiality (values of journalism) face challenges in every day of work of journalists. And these kinds of violating code of ethics inferior trustworthiness and undermine the professional career. And also abuses the journalist's responsibility to the society.

Ristow (2010, p 04) argues that throughout journalism history, people have been fighting for the development of media and press freedom, not the corruption made by journalists. "With all the organized efforts to support media development and defend press freedom around the world, there has been remarkably little done in any concerted way to reduce the problem of corrupt journalism." (Ristow 2010, p 04)

It is no secret that journalists abuse their social responsibility, public's right to know and telling the truth by accepting bribery. Ristow (2010) also agrees with this point. According to him in Ghana and Russia journalists are not surprised when they get brown envelope containing cash in press briefings or some other event. They also ask for cash in order to run a story that may or may not be newsworthy. Rosental Alves, director of the Knight Center for Journalism in the Americas at the University of Texas, quoted by Ristow (2010) calls brown envelop journalism as "the dark part of journalism" and it happens every day somewhere in the world.

Worldwide, the occurrence of "brown envelope journalism" is not a covert that is done in the shadowy to most journalists. In every country local terminology are used for the synonym of brown envelop. According to studies done by African Communication Research, (2010) "brown envelop journalism's" local terminology in Cameroon is *Gombo*. In Ghana it is called *Soli*. In Ethiopia "brown envelope journalism" also has quite few local terminologies. But the most common one is *Buche*, short for *Bucheka*.¹

When we come to the definition of brown envelop journalism, the term has a lot of definition by different scholars.

For instance Okunna (2004) cited by Akabogu (2005) defines Brown envelope as a monetary bribe handed out to a person to pressurize him or her into doing what the bribe giver wants. But the shared common definition of brown envelop is this one; It is the journalistic practice of receiving cash from persons or organizations to influence the story content.

¹ *Bucheka*. Literally means giving away something.

According to Skjerdal (2010) the term “brown envelope journalism” is applied to denote journalistic activity which involves transfer of various types of rewards from sources to the reporter. He argues that Brown envelop varies from context to context and has three characteristics of looking at it. The first one is Brown envelop occurs on the *personal level*, the second one it has some degree of *confidentiality* and the third, it denotes an *informal contract* between the source and the reporter whereby both parties have certain obligations, (p369). According to him, these three characteristics can help to visualize source physically handing over cash to journalist.

Therefore, the researcher is interested to conduct this study for the reason that as a journalist (the researcher) have able to observe accepting browns envelope and its influence on news making. And also as far as the researcher reading is concerned there aren't enough researches that were conducted on this issue except Berhanu Lodamo, (2008) '*Freebies*' and '*Brown Envelopes*' in *Ethiopian Broadcast Media*, Birhanu Olana Dirbaba, (2010) '*The growing influence of bribery in Ethiopian journalism* a collaboration research done for *African Journalism Studies* Volume 30 (2009) by Berhanu Lodamo and Terje S. Skjerdal '*Freebies and Brown Envelopes in Ethiopian Journalism*'.

Since the above mentioned researches deals only in the existence of brown envelope, the researcher believed new and advanced output might be found by doing a comparative analysis in the selected private and government media's.

And also the mentioned researches were conducted almost a decade ago, the researcher assumes that there might have some new progress undergoing in the news media regarding the trend of Brown Envelopes. And the researcher is going to reflect on not only the practice of brown envelop but also the appearance and its impact on ethical news making by comparing ETV, FM Addis 97.1, ENN and Zami 90.7 FM radio.

So this research might contribute new information about a comparison of receiving brown envelope in private and government media's. And also Berhanu L's, (2008) and Berhanu O's (2010) theses over see the general Ethiopian media trend of '*Freebies*' and '*Brown Envelope*' *the growing influence of brown envelop*'.

Thus the researcher aims to do comparative analysis on the private and government owned media houses in the trend of brown envelop.

1.2 Statement of the Problem

In late 2009 E.C the house of people representative in its mandatory meeting reported that, the practice of brown envelope in the Ethiopian news media especially in the state owned media's like EBC is greater than ever. Along with this, the report added that the media houses lack shouldering their social responsibility because they prefer to cover a story that has promising cash rather than a story that can indicate and solve social issues and maladministration.

Even though journalists are expected to be free and fair reporters of an issue but when it comes to the ground different factors affect the way they report the story directly or indirectly. Among these factors as the researcher mentioned in the background of the study, brown envelop or "*buche*" is the one. In the Ethiopian Media context it seems that the trend of accepting bribes knowingly or unknowingly is increasing from time to time. An editor form the former ETV who participated in Berhanu's (2008) study testifies for this. He elaborated the impact of envelopes and freebies in Ethiopia on news and programs as obvious. "They (News sources) expect something in return, with the amount directly or indirectly influencing what the journalist produces." (p39)

When it comes to the media houses, this problem (accepting brown envelop) is observed in a wide range for a multiple of reasons. Ethical violations and misconducts are becoming familiar to journalists. As far as the researcher reading is concerned there is no clear released record or reports of violation that led to firing or dismissing journalists because they allegedly accept bribe or misconduct media ethics. But there has been some rumors flying around of firing and demotion of reporter in journalist's radar because of accepting brown envelope.

Therefore, this research intends to analyze this trend by comparing private and government owned media institutions namely ETV, FM Addis 97.1, ENN TV and Zami 90.7 FM radio. The reason is that, there haven't been researches done specifically by contrasting private and government Ethiopian media's. Besides this the researcher wants to investigate the root reason if accepting brown envelop might be found bigger in one the selected ownership media's.

And also this research paper aim's to fill the research gap in the area by investigating and identifying factors that motivate journalists to accept brown envelope, its effect on the journalists and the practice (profession).

1.3 Objectives of the Study

1.3.1 General Objective

The general objective of the study is to make a comparative analysis between the selected state and private owned news media concerning the trend of brown envelope.

1.3.2 Specific Objectives

- To analyze the extent of accept brown envelop
- To identify the cause why journalists accept bribery from source while they are covering news
- To compare the extent/rate of brown envelop between the selected government and private media journalists
- To examine the effect of brown enveloping in news making

1.4 Research Questions

- In what extent dose journalists accept brown envelop?
- Why do journalists accept bribery from source while they are covering news?
- Is there any difference in regard to accepting brown envelop between the selected government and private media journalists?
- How does brown enveloping affect news making?

1.5 Significance of the Study

The researcher believes that the study is important for the media houses to rework on their code of ethics. As mentioned above (Berhanu (2008) study finding) one of the factors that drives journalists to accept bribe is low salary. Lack of proper training and job dissatisfaction are among the factors contributing to brown envelop journalism (Berhanu 2008). So this study will assist to media institutions to overview their payroll, motivation and training system. In addition this paper will be significant for the journalists in order to be responsible in their field.

It may also help media managers check how their journalists' ethical behavior and then put their broadcast stations on the right track by encouraging higher ethical standards.

The other significance of this study is for journalists' associations. It may help them to tighten up the rules and to be strong as associations' of journalists.

Finally, this research will serve as a reference for researchers who want to conduct further studies on the area.

1.6 Proposed Methodology

1.6.1 Research Design

This study employed mixed method research design. This followed the logic that qualitative method is useful to see through the eyes of the people being studied (Creswell, 2007). In this study the qualitative data provided the researcher to know the journalists' perceptions towards bribery or brown envelop from the selected media.

Whereas the quantitative data was used to know the number of journalists accepting the brown envelops. As Creswell (2007) stated the quantitative research method is useful when the phenomena of interest can be classified either as present or absent or when the phenomena have measurable attributes that vary in degrees or amounts. So this approach, gave the researcher numerical data that is used to analyze comparatively.

1.6.2 Data Collection Methods

In this study with respect to the quantitative method the researcher used both quantitative and qualitative data collection method.

1.7 Scope of the Study

As the researcher has tried to explain in the methodology part of the research, the study has limited itself to make a comparative analysis on the trend of brown envelops in the above mentioned media outlets. Like pointed out in the above, the researcher focused only on four media houses because of ownership and media type. The scope of the research includes journalists of ETV news, Addis Ababa head office, FM Addis 97.1, Zami FM 90.7 and ENN TV.

No media branches are included in the study. Editors, news room heads and PR and communication practitioners of governmental, private and NGO organizations are a part of this research. Journalists who are used in the study as informants are permanently employed female and male reporters who only work in newsroom.

1.8 Limitation of the Study

The issue this study raising is that corruption in media done by the practitioners themselves. Since media corruption remained unnoticed and not admitted as a crime, getting information is not going to be an easy task. So the researcher feels that the target population especially journalists may hold back the most important information of the study. They may be with holding information's.

And also the journalist might view and suspect that the information they give could endanger their job or fear getting expose by the researcher to their media house.

So, since the researcher is practitioner of the profession, by trying to convince and recruit different journalist's the restraint will be overcome. The journalist population of Ethiopia is increasing from time to time due to the rising of media outlets and journalism and communication schools. So when some informant journalists refused to participate, the researcher used snowball sampling which is the best to buildup next contact and new recruits. And the researcher tried to assure journalists that the information they give is confidential and is not going to be used against them.

The other limitation of this study is that one of the sample media, ENN TV has been closed in July 2018. The good news is that the researcher collected the relevant data before this unfortunate event. All data's were collected before April 2018.

CHAPTER TWO

REVIEW OF LITERATURE

2.1 Introduction

This chapter reviews a variety of literature that provides insights on the perception of the brown envelope in Journalism practice and the effect of it towards the practice and the practitioners. It also identifies theories of mass communications that separate the field from ethical to unethical.

2.2 Media in Ethiopia

Since the ancient time, the world has been using media as a medium to communicate with each other. When we see Ethiopian modern media history, the record gets back to 1900's. The emergence of journalism in Ethiopia as a modern mediated form of communication is only a century old (Birhanu, 2010). According to Makuria (2005) quoted in (Netsanet, 2007) in early 1900s, the first Amharic newspaper *Aemero* was published. The weekly *Aemero* newspaper appeared in 24 hand written copies (Ellene, Mesfin and Alemayehu, 2003). According to Makuria (2005, p. 4) the Italian invasion from (1935–1941) changed Ethiopian media landscape likes never before. In this period the Italian themselves were engaged in news paper production.

As cited in Netsanet (2007) until in early 1940's the press showed a slow development. in 191 and 1943 respectively two daily newspapers *Addis Zemen* and *The Ethiopian Herald* was established. Afterwards Radio came to business.

2.2.1 Brief history of Broadcast Media in Ethiopia

Since the print media of Ethiopia goes way back to the 1900s, the press precedes the broadcast media age. Radio in Ethiopia started its transmission during the reign of Emperor Haileselesie I in 1941 with a 7 kilo watt shortwave transmitter and five full time employees which hardly covered the scale of Addis Ababa (Netsanet, 2007).

In 1960, two 10 KW short wave transmitters were installed, and in 1961 one KW medium wave transmitter was set up at Akaki for listeners in Addis Ababa (Ellene, Mesfin and Alemayehu, 2003).

Since the first step of radio transmission, Ethiopia has been working to cover 40 percent of the people in all major cities and towns by claiming radio to be the voice of Ethiopia. But according to (Netsanet, 2007), radio took three decades to reach the masses. “...it was only after 30 year of service that radio was really able to reach the masses. However, in the meantime there was a religious radio station – Voice of the Gospel, owned by the Lutheran World Federation –which reached a significant portion of the country’s population.” (p.18)

In the early years especially in the 1950s, when people were eager to listen to the radio but they didn’t own such a device. According to Ellene, Mesfin and Alemayehu (2003) a curious thing occurred called horn speakers (public address systems). Large crowds of Ethiopians congregate at various squares and around monuments and listened to horn speakers (public address systems) which broadcast the daily radio programs.

Television was first introduced in Ethiopia in 1963 for the sake of transmitting the first Organization of African Union meeting. Though the history of Ethiopian broadcast media traces back some six decades, it did not show much of a change except for rolling in hands of different regimes and moving from an old roof to a marble building (Netsanet, 2007).

In the two previous successive governments, when an independent press hardly existed, the media industry of the country was buried. But there has been a massive increase in the number of private print publications during the current government since 1991. By January 2010, the Ethiopian Broadcasting Authority (EBA) had registered 153 periodicals, 57 newspapers and 66 magazines (Birhanu, 2010). Netsanet (2007) also states that Post-1991 brought new chapter in the country’s history of media. But it is argued the broadcast media did not show much of a change.

“Though the history of Ethiopian broadcast media traces back some six decades, it did not show much of a change except for rolling in hands of different regimes and moving from an old roof to a marble building. This goes to have a different meaning when it comes to the press. For the press there have indeed been signs of real freedom, although a little freedom with much punitive lines. The government however, even after 1991, did not give a way into broadcast freedom” (Netsanet, 2007 p. 21).

As of 2010 E.C According to Ethiopian Broadcasting Authority (EBA), there are 10 government radio stations and six television and seven satellite television stations. 10 radio stations and six

satellite television stations are licensed privately. There are also 49 community radio stations across the country. After 2002 E.C registration and licensing media were moved from the former Ministry of Information to Ethiopian Broadcast Authority. Following this 394 print media's took license until 2010 E.C.

2.3 Brown Envelop Journalism

Forbes (2005) and Bartlett (1999) cited in Skjerdal (2010) clarifies about the origin of brown envelop. The term supposedly originated in the UK in the 1990s which lobbyist's allegedly paid two members of the British parliament on behalf of the influential businessman Mohamed Al-Fayed to post specific questions on the agenda for the House of Commons.

According Forbes (2005) cited in Richmond &S, Jesse (2017) The Guardian exposed the "cash-for-questions affair" in October 1994 and reported that the cash was in brown envelopes. Consequently, brown envelopes evolved to mean the equivalence of news sources giving money to journalists.

Different scholars have said a lot about brown envelop. But they all agreed on some basic and key concepts. Like giving cash, pay for coverage, and gratification from sources to journalists, to sway, informal contract and so on.

Nkwocha (2004) as cited by (Williams, 2014) defines Brown Envelope journalism as money given to reporters or editors to persuade them to write positive stories or kill a negative story. Brown envelopes refer to incentives that have cash value and that can be put aside by the journalist for future use (Skjerdal, 2010). Brown envelope is a monetary bribe handed out to a person to pressurize him or her into doing what the bribe giver wants cited in (Okunna, 2004).

Oshunkeye (2011) cited in (Quansah, Ako-gyima & Boateng, 2012) says brown envelope is a euphemism for corruption in the media. And corruption is like a virulent cancer, blights what it touches.

Brown envelope undermines the journalist's independence as the facts of stories are often distorted to suit the interest of news sources that have money to pay for coverage (ibid)

Since media is the fourth estate, it is filled with power. And that power according to Semiu, Aminat & Folarin (2012) is the power of journalists. As a result of the enormous power vested on this profession; it will no doubt have its own share of the resultant effect in the society.

One ethical challenge which poses a threat to the image of the journalism profession and ability of practitioners to perform their duties objectively is brown envelope (Nwabueze 2010). The trend according to Akabogu (2005) compromises objective journalism and leads to betrayal of trust reposed on the media. And also the trend of brown envelop often associated as a syndrome like a diseases, abbreviated as BES (Obianigwe and Ekeanyanwu 2012; Williams, 2014; and Akabogu, 2005). BES is a system whereby journalists collect money or other material gifts from news sources, company executives or event organizers to cover such events and probably give it the wildest publicity as the case may be (Obianigwe and Ekeanyanwu 2012).

And as Ekeanyanwu & Obianigwe, (2012) points out it has become so common that a journalist might accept it without knowing that he/she has actually accepted a bribe that can make him/her compromise journalistic principles or expected ethical standards.

In short brown envelop means news for sale which destabilize integrity and objectivity. “Bribery for news coverage undermines the integrity, and impartiality of media reporting culminating in widespread practice of fictional news, biased news or news for sale.” Spence (2008) cited in Richmond &S, Jesse (2017).

2.4 Brown Envelop Journalism and Ethiopian Media

According to Belay (2009) cited in Birhanu (2010) there is a centuries old custom in called *eje mensha*, literally, “greeting enticement”. This is a widely practiced traditionally which official service providers receive assorted presents from citizens as an expression of appreciation of services given.

In past times, the custom was not considered a form of bribery, but was looked upon as a “motivational” reward. But gradually this practice evolved into the systematic and widely rampant culture of *gubbo*, which means “bribe”, at organizational and individual levels of public service institutions in the country (ibid).

Throughout time the so called *eje mensha* become as forms of legitimized bribes necessary to obtain services and put an impact in changing attitudes in Ethiopian society. Birhanu (2010) states that over the years this custom becomes part of everyday life especially it is true in the case of professional journalism where norms of honesty, trustworthiness and integrity are expected of journalists.

According to Birhanu (2010) there is no documentary evidence available that locates the early historical beginnings of journalistic bribery in Ethiopia. But asked journalists suggested journalistic bribery was familiar during the military leadership. “Journalists suggest that receiving incentives of different kind (allowances from two or more offices; incentives in kind; and freebies) was common during the leadership of the military Junta (1974–91)” (p. 477).

Despite Ethiopia established Federal Anti-corruption and Ethics Commission in 2001, the country’s journalist’s work in an environment noted for corruption (Berhanu, 2008).

2.5 Theoretical Framework

To support this study the theoretical framework is based on two theoretical models: Ethical theories and social responsibility theory.

2.5.1 Theories of Ethics

Ethical theories are theories about justifying our moral actions (as cited in Semiu, Aminat & Folarin, 2012, p.211). Ethical theory can be defined as a principle put forward to explain, describe, prescribe or predict human ethical behavior (ibid).

The concept of ethics is very subjective and relative. But to determine correct media behavior, three efficient theories are consistently employed. The most frequently discussed theories of ethics in ethical literature are Egoism, Utilitarianism and Deontology (Sadler 2011).

Egoism -one should promote one’s own good

Egoism is based on self interest and maximizing good consequence for oneself (Okunna 2003) cited in Semiu, Aminat & Folarin (2012).

“The ethical egoist...believes that an action is right if the consequences or results of that action are good or beneficial to him or her, irrespective of the effect of the action on other people. In other word egoism advocates that one should promote one’s own good” (Semiu, Aminat & Folarin, 2012, p.212).

Sadler (2011) also points out that egoism can be seen as what makes something good or bad, right or wrong, is that it satisfies one’s desires, or meets one’s needs. And the boundaries of an egoist’s ethical system include only one person.

Utilitarianism- Greatest Happiness Principle

Utilitarianism assume the greatest amount of pleasure (or lack of pain) for the greatest number of people or Maximizing positive outcomes for the largest number of people, negative outcomes for lowest number of people (Sadler 2011).

Broad (1950, p.251) also stated that Utilitarianism believes in one's duty to try to increase the numbers of a community, even though one reduced the average total happiness of the members. As long as the total happiness in the community would be in the least increased, Utilitarianism begs to defer.

As Dominick (2005) cited in Semiu, Aminat &Folarin (2012) points Utilitarianism is a type of ethical theory that considers the general public. And it usually uses as yardstick in measuring the ethical behavior of journalists - to be either ethical or unethical.

Utilitarianism theory is based on calculations. Bauman-Vitolina (2016) state that in utilitarianism it is believed the quantity and quality of happiness can be measured. Philosopher Jeremy Bentham (1982) the prominent author of this ethical theory cited in Bauman-Vitolina (2016) defined utilitarianism characteristics to be accounted in calculations. (p.110)

- Intensity;
- Duration;
- Certainty – a probability of happiness or suffering taking place;
- Volume – a number of involved individuals;
- Time – whether happiness or suffering will happen now or in the future;
- Future consequences – whether the particular activity bring benefit also in the future;
- Purity – whether the outcome delivers solely benefit or does it bring also suffering?

Utilitarianism suggests that one of the most fundamental parts of human nature is a desire for happiness and that the goal of all human action is to attain it.

Mill (1972) cited in Joseph and Boczkowski (2012) clarifies that, this happiness should not be sought on an individual basis alone; instead, people must choose the action that will provide the greatest amount of happiness for the greatest amount of people (p.17).

Deontology -End never justifies means/ fulfilling duties

Deontological class of ethical theories states that people should adhere to their obligations and duties when engaged in decision making when ethics are in play. Dr Larry Chonko from the University of Texas, Arlington explains this as a person follows his or her obligations to another individual or society because upholding one's duty is what is considered ethically correct.

Following the law is a good example for Deontology. Following and obeying media law and journalism code of ethics are parts of deontology. Deontological theories stress the presence of universal ethical principles that need to be followed irrespective of the outcome (Baumane-Vitolina 2016).

Semiu, Aminat & Folarin (2012) points out that in deontologist the acceptance of brown envelopes are basically wrong, whether the consequences of such actions are beneficial or not. Similarity, such a journalist accepts that truth telling is basically right irrespective of its consequences.

To summarize, this research uses all the three mentioned ethical theories. Egoism deals with selfishness of a person. It has a motto of one should promote one's own good. So if media personnel runs for his/hers own self interest only and forget to stand for the mass, it is neglecting the professions value and principles.

At some point journalism outputs has an impact to society and those outputs must be treated carefully. But egoists think irrespective of the effect of the action they made on other people, as long as they satisfy their desire.

On the other hand Utilitarianism believes on the larger picture which is the community. And this type of ethics theory deals with yardstick in measurement. It measures the ethical behavior of journalists to be either ethical or unethical. Utilitarianism can be measured in intensity, duration, Certainty, volume, time. So since this research study cover the ethical issue of the journalism profession, Utilitarianism fits right as a framework.

Deontology means in short obeying media law and journalism code of ethics because of the duty requires so. So practitioners of the profession following or ignoring media law and ethics of journalism as their day to day work, deontology deals with; so does this study. The basic difference between utilitarianism and deontology is that, in deontology if Killing is wrong, it is always wrong even if killing someone will save lives. Deontology rules by the rule no matter

what consequences. But utilitarianism only sees the ultimate goal of satisfying or maximizing positive outcome for the larger peoples.

2.5.2 Ethics in Journalism

Ethics is a branch of philosophy. Obianigwe and Ekeanyanwu (2012 p.516) defines ethics as a division of philosophy which deals with judgment as to the rightness or wrongness, desirability or undesirability, approval or disapproval, or acceptability or the unacceptability of our actions and deeds.

Ethics serves as guidance against lack of responsibility by such professions. Foreman (2010) cited in Adeyemi (2013) also defines ethics as a set of moral principles, a code often unwritten that guides a person's conduct.

As Eiiilm University Media ethics and laws book states, the fundamental objective of journalism is to serve the people with news, views, comments and information on matters of public interest in a fair, accurate, unbiased, sober and decent manner. Due to this the press is expected to conduct itself in keeping with certain norms of professionalism universally recognized (P.159).

Like other professions journalism has its own ethics. As Obianigwe and Ekeanyanwu (2012, p. 516) states that in media practice, ethics aims at regulating the behavior of journalists and guarding against the abuses of their power as gate keepers and watchdogs. Therefore Media ethics remains a core element of media professionalism. So in short media professionalism and media ethics cannot be separated one from each other (ibid).

2.5.2.1 Media Code of Ethics

Retief (2002) and Duncan (2010) cited in Mare and Brand (2013) defined Codes of ethics as a document that sets out guidelines aimed at proscribing certain types of conduct deemed unethical, and identifying other types of conduct as being ethical are at the core of media regulation, as they define the standards that are expected of the media in their reporting.

Codes of ethics are at the core of media regulation, as cited in Mare and Brand (2013 p.411) they define the standards that are expected of the media in their reporting. Many African countries including Ethiopia have journalists' associations with code of ethics and press counsels that can

monitor such misconducts. But there are numerous records cases breaches of general journalism ethics (ibid).

Even though code of media ethics may differ from country to country, there are few fundamental ethics that are shared around the globe. Nahida (2014) also agrees with this point.

As Nahida (2014) points, throughout the world, the press system of one country differs from the other. This similarly goes to the ethical standards. According to (Nahida, 2014) the press system is shaped by the society and the regulations and it reflects Press ethics.

Almost six decades ago the International Federation of Journalists in a brief and inclusive statement said the following about ethics in journalism (White, 2008). “It is universal. It has been endorsed by unions and associations of journalists coming from vastly different cultures and traditions.” (p. iii) For example, when we see the Professional Code of Ethics of the Ethiopian Free Press Journalists’ Association (EFJA) article 15 forbids accepting bribes; “The journalists not degrade the profession by directly or indirectly accepting bribes, gifts or other benefits for the news, commentaries, programs, photographs or films he has disseminated.”

The ethical journalist’s initiative IFJ embraces code the core values of journalism such as truth, independence and the need to minimize harm. And the initiative says that the aspiration of all journalists to respect the truth and to provide it through the honest collection and publication of information whatever the mode of dissemination is the starting point.

Media institutions, journalist associations and press councils have their own working code of ethics. The following four are the fundamental and universal code of ethical principles shared all over the globe.

Truth telling; is the first Principle of journalism. Journalism’s neutral pursuit of the truth ultimately sets it apart from all other forms of communication (Kovach and Rosenstiel, 2001). White (2008) drawn out truth telling as an addiction to factual accuracy, checking and rechecking; the skill of anticipating the possibility of error; establishing authenticity through questioning; being ready to admit and correct mistakes; recognizing that underlying truths can only be revealed by rigorous research, in-depth interviews and good understanding of the issues. (p. iv) News is the material that people use to learn and think about the world beyond themselves. And as Kovach and Rosenstiel (2001) emphasizes, the most important quality of

news is that it is useable and reliable. So media houses who are in producing and disseminating news sector has obligation to tell the truth.

Chiyamwaka (2008) who says truth involves basing a story on solid evidence listed why truth is important (p. 06).

1. Without the truth a journalist has neither integrity nor credibility
2. Truth demonstrates a respect for people as people (that is dignified human beings) who are not objects of manipulation.
3. It builds relationship of trust between the media and the public

In 1954, The International Federation of Journalists adopted a declaration which prescribes the rules of professional decency (Goran and Karamarko, 2015). “Respecting the truth and the public right to the truth is the first obligation of journalists. A journalist, in recognition of this commitment, defends the principles of freedom and the right to comment and critique, while finding and reproducing the news properly.” (p. 142)

As many scholars of the field describe, truth is relative. One’s truth may not be the truth to other. Some professions like journalism and medicine begs the truth in the practice. In medicine doctors are obligated to tell the truth to their patients. In journalism profession, truth is also the obligated ethical principle. But this may not be true in all circumstance. For example in national interest situations deontology ethical theory doesn’t seem to work, rather utilitarianism theory. In news stories that affect one’s country national interest and security, telling the truth may hurt many peoples. Hull (1979) says that, it may be right to obey a rule like telling the truth. But even when in a few individual situations telling the truth may not in fact lead to the best consequences. So not telling the truth is acceptable in utilitarianism theory. But in Deontology way of seeing we cannot justify lying from the intentions of effecting a good empirical outcome (Wheeler, 2007)

Independence; sources, audiences, and information providers are players in media game. And according to Singer, J. (2008) journalists no longer control who gets to play. A considerable number of those people are challenging the journalist’s exclusive right to deem information credible or behavior ethical Hayes, Singer & Ceppos (2007) cited in Singer, J. (2008).

Independence is an underlying requirement of journalism, a cornerstone of its reliability (www.journalism.org). In 1997 Project for Excellence in Journalism (PEJ) Director Tom Rosenstiel and Committee of Concerned Journalists (CCJ) Chairman and PEJ Senior Counselor Bill Kovach come up with principles that underline journalism after four years of research. One of this principles is practitioners must maintain an independence from those they cover a story from.

The Canadian association of journalists in its principles of ethics states that “we are independent and transparent”.

We don't accept or solicit gifts or favors from those we might cover.

We don't report about subjects in which we have a financial interest.

We don't participate in movement and activities that we cover.

Journalists should not allow themselves to be influenced by any consideration, gift or advantage offered to them, or by advertising or other commercial considerations (Rioba, 2008)

Fairness and accuracy; it means that equality towards all sources and reporting appropriate and fair about all segments of society (Goran and Karamarko, 2015). Fuller (2001) point out that in journalism the truth we tell cannot be fairly accurate, so it requires representing other point of views.

Individuals, organizations or parties, who are involved in a story always fight to satisfy their own interest. Chiyamwaka (2008) suggests using each source for their version of the truth or facts as a way to achieve balance and fairness.

Accountability; since media is the fourth state and watch dog of the society, it holds a power that can destroy or build a society or a country. So wherever there is a power like this, there is a need for public accountability (Marder, 2001).

McQuail (2010) also agrees with this point. Media can and should be held to account for the quality and consequences of their publishing activities to society in general and/or to other interests that may be affected.

Denis McQuail (2003) summarizes the line of accountability by saying “media are typically beholden to a range of potential claimant that can call them to account for acts and omissions, according to a diverse expectation” (p. 18). Journalist is also accountable in that he or she is held liable for the consequences of his or her reporting.

According to McQuail (2003) all media may depend on their audiences, but not usually directly and immediately. In theory it is assumed the concept of accountability is easy and digestible, but on the ground, on the practice of the profession it is difficult to implement it (Joseph and Boczkowski, 2012)

2.6 principles of Journalism

As cited in American press institution (API), Kovach and Rosenstiel identify 10 essential principles and practices of journalism.

Truth: is the first obligation of journalism. But journalists have never been very clear about what they mean by truthfulness says Getler (2011). According to him the first principle of journalism is ultimately what sets journalism apart from all other types of communication.

As point out in American press institution (API) Journalistic truth is a process. It begins with the professional discipline of assembling and verifying facts. Then journalists try to convey a fair and reliable account of their meaning, subject to further investigation. But Lister (2001) point out that the pursuit of truth in Africa media can be elusive. In Africa besides the media is monopolized by the government, but also independent media’s that emerged recently are labeled as anti government and unpatriotic for telling the truth (ibid).

Loyalty to citizen: it has been said one of media’s role is being voice to the voiceless. Whether the publisher, a media corporation answering to advertisers and shareholders or a blogger with his own personal beliefs and priorities, journalists must show an ultimate allegiance to citizens says API. Loyalty in journalism Principle is a commitment of reporters to their audience and this alliance builds credibility which leads to a loyal audience (ibid).

Independence from sources: due to the nature of the profession, sources might deceive or mislead journalists. When it is said practitioners must maintain an independence from those

while they cover news, API says it means not becoming seduced by sources, intimidated by power, or compromised by self-interest. On a deeper level it speaks to an independence of spirit and an open-mindedness and intellectual curiosity that helps the journalist see beyond his or her own class or economic status, race, ethnicity, religion, gender or ego.

Responsibility to conscience: According to Kovach and Rosenstiel cited in Marin (2001) Journalists should have a personal sense of ethics and a responsibility- a moral compass. Those who provide news have a responsibility to voice their personal conscience out loud and allow others to do so as well. They must be willing to question their own work and to differ with the work of others if fairness and accuracy demand they do so (API).

2.7 Social Responsibility Theory

Media has a big role in shaping and influencing society's attitude, mind and behavior (Bolin, 2006). Besides journalism role as informant, educator and entertainer, Ravi (2012) states that society has grown to include media as a forum for discussion, watchdog function, leadership to the community, empowerment (p.308).

Because of the huge role media are playing, some obligation are needed to serve the society and for guidance. Responsibility comes from variety sources. As McQuail (2003) points out, legal, moral, ethical and social are types of responsibility each with its own more or less given form of accountability. The definition of social responsibility traces back its origins to Hutchins Commission.

In 1947, an independent commission was established with the aim of 'to examine areas and circumstances under which the press of the United States is succeeding or failing; to discover where free expression is or is not limited, whether by government censorship pressure from readers or advertisers or the unwisdom of its proprietors or the timidity of its management' as cited in (McQuail, 2010).

The findings of the commission coined the notion of social responsibility. The report was critical of the press for its frequent failings and for being so limited in the access it gave to voices outside the circle of a privileged and powerful minority (ibid)

The Robert M. Hutchins Independent Commission on the Freedom of the Press who used the term ‘social responsibility’ for the first, concluded by stating the following:

Media must be accountable to society for meeting the public need and for maintaining the rights of citizens and the almost forgotten rights of speakers who have no press. It must know that its faults and errors have ceased to be private vagaries and have become public dangers. Freedom of the press for the coming period can only continue as an accountable freedom. Its moral right will be conditioned on its acceptance of this accountability. (Quoted in Berhanu, 2008, p.05)

The inquiry also named the key journalistic standards that the press should seek to maintain. “A responsible press should ‘provide a full, truthful, comprehensive and intelligent account of the day’s events in a context which gives them meaning’. It should ‘serve as a forum for the exchange of comment and criticism’ and be a ‘common carrier of the public expression’. Thirdly, the press should give a ‘representative picture of constituent groups in society’ and also present and clarify the goals and values of society” (McQuail, 2010)

Theorist Simmel cited in Ravi (2012) puts two definition of society. The first definition says “*Individuals interact with one another at a social level and therefore mutually influence one another. As this interaction and influence carries on, society is created.*”

The interaction of individuals at a social level with a shared culture and identity and has service provider institutions like protection giver, security, continuity is society. The second definition also says that “*A system of human organizations generating distinctive cultural patterns and institutions and usually providing protection, security, continuity and a national identity for its members*” (P. 306-307).

McQuail (2010) describes Social responsibility as unwritten obligations towards society and its members that are implicit in freedom of publication.

When media institutions are said to have a responsibility towards the society, as cited in Changarawe (2014) it means to educate citizens on matters affecting them and their surroundings, and consistently strives to set ahead of others, for the public and national interest. This applied to all types of media sectors private and government ownership.

The social responsibility theory that believes freedom comes with concomitant obligation, also serves as a means of calling the press to order, especially as it was beginning to abuse the unrestrained freedom the libertarian theory afforded it (Williams, 2014 p. 150).

As pointed out in Ravi (2012) the prominent communication scholar Denis McQuail summarizes the basic principles of Social Responsibility Theory as the following (p.307)

- Media should accept and fulfill certain obligations to society.
- These obligations are mainly to be met by setting high or professional standards of informativeness, truth, accuracy, objectivity and balance.
- In accepting and applying these obligations, media should be self-regulating within the framework of law and established institutions.
- The media should avoid offensive content triggering crime, violence, or civil disorder or harm to minority groups.
- The media as a whole should be pluralist and reflect the diversity of their society, giving access to various points of view and rights of reply.
- Society and the public have a right to expect high standards of performance, and intervention can be justified to secure the, or a, public good.
- Journalists and media professionals should be accountable to society as well as to employers and the market.

Concerning to the trend of brown envelop journalism, social responsibility theory of media explains the fact that, media ownership is a form of stewardship rather than unlimited private franchise (Ekeanyanwu and Obianigwe, 2012).

Oberiri (2016) states that journalist is expected to shield himself away from gratification as this could disrupt his sense of social responsibility which calls for objectivity, fairness and adherence to codes of ethics guiding his practices.

Playing the watchdog role is one of the responsibilities of the media that is shouldered by the public. But accepting gratification makes journalists who are supposed to be watchdog of the society a pet dog who accepts whatever is given to him in order to entwine a story (ibid). Nwabueze (2010) also agrees with the point that the journalists who ought to play the watchdog

roles, rather than a pet dog are violating not only the ethical code but also the responsibility given to them by the society. “Brown envelopes could turn the press into lapdogs or pet dogs that dance to the whims and caprices of the “fingers” that feed and pet them (news sources) instead of using their liberty in the interest of the society.” (p. 505)

CHAPTER THREE

METHODOLOGY

3.1 Introduction

Since this study deals with media corruption and analyzing the corruption (brown envelope journalism) comparatively with government and privately owned media houses, it is unsuitable to use only quantitative approach. For studying the behavioral aspect of the study, qualitative approach is used.

This study used a combination of both research methods but with respect to quantitative research. Quantitative research approach involves the generation of data in quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid fashion (Kothari, 2004). Whereas qualitative approach to research is concerned with subjective assessment of attitudes, opinions and behavior (ibid)

Questionnaire composed of close-ended and some open-ended questions together with qualitative questions for collecting primary data are used in this study. On the record and off the record interviews were used as a means of gathering primary data as well. The secondary data was collected through direct observation, books, and journals and from internet and online means. Whereas interview is used to achieve the qualitative data from different informants like news room heads, editors and academicians.

3.2 Methodological Challenges

Before proceeding to the methodology part, let's see what difficulties the researcher faced and how methodological challenges and problems were handled. As mentioned above this research deals with media corruption which is hard to investigate due to its nature. The secretiveness of brown envelope journalism is the challenging to get data on. Practitioners are afraid to tell the trend, their experience and the truth.

And as Skjererdal (2010) pointed out researchers might face the fact that empirical data are little and informants tend to hide something important and needed in clandestine studies such as this one.

Lack of empirical data in areas like corruption according to Andvig & Fjeldstad (2001) cited in Skjerdal (2010) it may lead researchers to rely too heavily on a small amount of already existing data (p.377). When survey was conducted even though the respondents were anonymous, they tend to hide the truth. Applying observation and in-depth interviews was found considerably wider reach to get data than when using surveys.

So to reduce methodological challenges and to utilize this research's reliability, the researcher used different methods. For example, the researcher employed both research methods. The data that is intended to investigate the issue was collected keeping in mind of doing both quantitative and qualitative analyses. Even though this study focuses on comparing government and privately owned media outlets quantitatively, to know in what extent brown envelope exists qualitative approach is used.

Secondly, informants (respondents) especial in interview were asked about other journalists or colleagues work experience in the area of brown envelope instead of them. Instead of asking them the unethical practice of brown envelopes (*buche*), as alternative they were asked about colleague's case. Besides this the researcher asked respondents about their media institutions stand in the issue and what has been done to whom that accepted brown envelope? Or what is the punishment of this doing? Instead of asking does journalists or reporters accept brown envelope, they were asked if they have thought reporters accepting brown envelope while covering news stories. This question indirectly led to know the degree of brown envelopes in media institutions. It was found to be helpful to know the level of journalists involved without asking it directly. So the way questions designed and phrased, not only in interview but also in questioner led to get important information. Lighting up the mood of the conversation with small talk and using informal words like accepting few cash and gifts or freebies instead of corruption and bribe from their news sources. So according to Skjerdal (2010) concrete questions but which are easy to answer like mentioned the on top, encourage respondents to reveal facts more than general questions do. The technique of using cross-validating questions as Wimmer & Dominick (2011) point out, often necessary to verify informants' responses by giving respondents the opportunity to answer the same question phrased in different ways, so that the researcher can get diverse answers by using this technique to which generally error-producing responses (p. 29).

In relation of sample selection Cook and Campbell (1979) cited in Wimmer & Dominick (2011, p.31) make suggestions relating to invalidity. The first one is using random samples.

Since this type of sampling gives everyone an equal chance of being selected for the research study, the researcher can collect information from a variety of subjects rather than from those who share similar attitudes and opinions. In this case, the researcher collected one of the primary data from reporters in the selected media outlets randomly. Everyone who works in the selected media's news room had an equal chance of being included in this study. The second is using heterogeneous samples, using samples with a variety of characteristics allows researchers to test hypotheses and research questions. And the result will apply to only one type of subject. This study included not only reporters of the selected media's, but also other informants which are relevant and key to this study's target. News room heads and editors of the selected media's and other media's from print and broadcast media's including regional media institutions, academicians in the area, public relation and communication chiefs and officers from government, private companies and NGO's are included to make this study diversified and rich with information.

To increase the validity of the questions that were distributed to reporters and other informants the questions were pre-tested. And questions that were found to be unclear and irrelevant to the target of this study were removed and replaced. The other means used to ensure reliability was cross-checking. Information gathered from primary and secondary sources in addition to observation were cross checked.

3.3 Research Design

Like mentioned in the introduction, this research study employed two of the basic research approaches. To study the main target of the study which is comparative analysis on the trend of brown envelope, quantitative research approach is used. Qualitative research design is used to study the extent of brown envelop journalism in selected Ethiopian broadcast media houses and in Ethiopian media as a whole.

3.3.1 Qualitative Data Collection Method

Wimmer and Dominick (2011) illustrate qualitative research as a method of data collection that involves several instruments, such as focus groups, field observation, in-depth interviews, and case studies.

From all these methods the researcher used in-depth interview to collect the qualitative data of the study.

The selection of interviewees (academicians, editors, news room heads) was done by using purposive sampling.

3.3.2 Data Collection Tools and Sampling Techniques

Both probability and non- probability sampling are employed to select the key informants of this study.

Probability sampling was used to select the participants by using stratified sampling technique. Stratified sampling ensures that a sample is drawn from a homogeneous subset of the population that is, from a population that has similar characteristics (Wimmer & Dominick 2011).

Questionnaires were distributed through one type of probability sampling, stratified sampling. Stratified sampling is used to select journalists that are thought to be two thousand (as of 2017).

The non- probability or purposive sampling is used to make an interview with the informants who can provide more relevant data for the study under investigation. (Kothari, 2014, p15) explained non- probability or purposive sampling as follows:

Non-probability sampling is that sampling procedure which does not afford any basis for estimating the probability that each item in the population has of being included in the sample. Non-probability sampling is also known by different names such as deliberate sampling, purposive sampling and judgment sampling. In this type of sampling, items for the sample are selected deliberately by the researcher; his choice concerning the items remains supreme.

3.4 Sample Size

Four government and private broadcast media respectively ETV news, FM Addis 97.1, Zami FM and ENN TV are the study sites of the topic under investigation. These media were selected by

using stratified random sampling. The reason for selecting broadcast media's only is that, currently in the country print mediums are few and print media especially newspapers are the most likely to shout down than the broadcast ones. The idea for selecting the above mentioned stations is due the ownership and media type.

This study is all about comparing the trend of brown envelop in private and government owned media houses. So ownership is the first step used to select the media houses.

When we talk about media type, there are media institutions established for entertainment genre, news production and dissemination and others like educational.

So the researcher only took media institutions that are in business of news production and dissemination because the researcher is investigating brown envelope that is frequently given for news reports.

ETV has been in news providing business for a half century in national reach. For FM Addis 97.1, it has been in the game for more than a decade. And it is one of radio stations that beginning transmitting in Frequency modulation. In another word the researcher selected ETV news and FM Addis 97.1; it is due to the media houses history in news production genre.

It is known that Ethiopian private media industry is still in its infant age. But the Zami 90.7 FM radio is well known as a private media in the country identified for its daring political discussions for the past 11 years. The researcher's reason for taking ENN TV as a sample media is that, like mentioned the media landscape of the country is not the that wide. Privately owned media's in Ethiopia are few in number and focuses in entertainment. There was no private TV station in the country and the TV industry was monopolized by the former EBC, the now ETV. But in 2016 the first private TV station was opened. So this intrigues the researcher to investigate the issue.

When we come to the size of the participants; in latest statics (2017) Ethiopian journalist population is estimated to be at least 2000 (Skjerdal, 2017). According to Skjerdal (2017) out of this population 80% of the journalists are employed by government owned media outlets. The rest 20% of journalists work for private owned media outlets. So in order to represent the two groups (private and government media's) proportionally, the researcher used stratified sampling

technique. 80% of government media employee journalists are estimated to be 1600 and 20% of the employee of private media are 400.

This study took 4% of the target population; 80% of the government media journalists are represented by 64 journalists. And the 20% of the population which works for private media (400) are represented by 16 journalists in this study.

As mentioned earlier, 15 questionnaires were distributed to PR practitioners of NGOs, private companies and government organizations deliberately.

When we come to the sample size for the interview, the researcher conducted in-depth interview with 10 informants. Academicians in the area, editors and new room heads are included in the in-depth interview.

3.5 Quantitative Research Approach

Quantitative research involves according to Kothari, (2004) the generation of data in quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid fashion. Numerical data is needed in order to succeed the target of this study. So using sources of quantitative data for example questionnaires, data that are relevant to investigate the issue of this study was gathered.

3.5.1 Questionnaires

Questionnaire is a survey instrument used to collect data from individuals about themselves, their profession or about a social unit like media (Siniscalco & Auriat, 2005). By using questionnaires research procedure, the researcher collected quantitative and numbered data.

Even though the design or the format of the questionnaires scale varies, this study used different likhert-scale measuring questions like yes and no, strongly agrees, agree, and disagree.

To get quantified data total of 95 questionnaires with the construction of close ended and open ended questions were distributed to journalists and PR and communication heads and officers. From this 80 of the questionnaires were distributed to journalists who are working in the selected media houses. From the distributed questioner 61 of them were filled completely by journalists of the selected media outlets who work only in news room. Which means 76.2% of the reporters completed the questionnaire form.

The questionnaire distributed to reporters consisted questions in three parts with close and some open ended questions. The first part of the questionnaire is to get background information; the second part is to get quantified data on the issue on hand and the third part is to get reporter's attitude and view, the general trend and extent and also the reason behind brown envelope. The researcher chose close ended questions because this study analyzes the perception and the trend of brown envelope journalism comparatively between governmental and private owned media institutions. As Wimmer & Dominick (2011) states Close-ended questions are questions the respondent must answer by making a selection from a prepared set of options. "Do you accept brown envelope from your news sources?" these kinds of questions are the best for studies like this because they get quantifiable data from the respondents and best to do comparative analysis. As for open ended questions the researcher used it to get detail data especial the reason behind accepting brown envelope and the opinion of journalists (qualitative data).

When we come to questionnaires that were distributed to PR and communication heads and officers, 15 questionnaires consist of few close ended and numerous open ended questions were distributed. Unfortunately due the sensitiveness of the issue and accepting brown envelope is taken like a normal habit of the profession, the researcher didn't get data from all the informants as planned. From the questionnaires that were distributed only seven were returned and completely filled.

All the questionnaires are designed in Amharic because the researcher assumed that the targeted data would be gathering in first language of the respondents. After the data was gathered the necessary information was translated to English.

3.6 Qualitative Research Approach

Qualitative research design according to Kothari, (2004) is all about finding out how people feel or what they think about a particular subject or institution. To understand the detailed reasons for particular behavior; why the subject the researcher studying do what he does? Qualitative research method is the best to explore this. Like Kothari, (2004), Best and Kahn (1999) cited in Berhanu, (2008) also gave an insight. According to Best and Kahn (1999) the purpose of interviewing is to find out what is in or on someone's mind.

In this case to investigate the subject matter in what extent of brown envelope exists, the perception, attitude and opinion towards the issue in Ethiopian media. The research aimed at

discovering the underlying motives, desires and trend of journalist accepting brown envelop. So face to face in-depth interview and online interviewing is used for the purpose of the study to be attained.

3.6.1 In-Depth Interview

In-depth interview or Intensive interviews provide detailed background about the reasons respondents give. The data collection method elaborate data concerning respondents' opinions, values, motivations, recollections, experiences, and feelings are obtained (Wimmer & Dominick, 2011).

By using In-depth interview which has an advantage of getting wealthiest of details from respondents, the researcher interviewed 10 informants.

These informants are news room heads, editors (from the selected media and other media's in the country including the regional once) and academicians in the area. The reason that the researcher interviewed informants from other media's is that, to investigate the trend of accepting brown envelope in Ethiopian media.

Even though the main target of this study is to compare the accepting of brown envelope between government and private media institutions, the researcher also intends to find out the trend of brown envelope in the country's media landscape.

The interview questions were designed as Semi-structured interviews. The researcher prepared questions to ask by focusing to gain information from the informants. And it was conducted in Amharic to get information without language barrier. The personnel interview was recorded and the mail interview was archived and later translated in to English without any improvising.

3.7 Population of the Study

This study targeted on the survey of two government and two private broadcast media institutions in Ethiopia. To name them, ETV News, FM 97.1 radio, ENN TV and Zami FM 90.7 radio are the target of the study. The reason for selecting broadcast media only is that, in Ethiopia print mediums are few in number and in circulation and also they mainly emerges for political case. The other issue is that print media especially newspapers age is shorter than the

broadcast once. Two reasons are considered for selecting the mentioned stations; it is due the ownership and media type.

This study tends to compare the trend of brown envelop in private and government owned media houses. So ownership is the first step used to select this media houses. On the other hand when we talk about media type, in Ethiopia all media houses don't produce and broadcast news (recently few media's started news casting due to broadcast authority's regulation). So ETV news channel (Etv 57 and *Arat meazen*) the previous EBC TV has been in news providing business for a half century in national reach. For FM Addis 97.1, it has been in the game for quite some time now. And it is one of radio stations that beginning transmitting in Frequency modulation. In another word the researcher choose ETV news and FM Addis 97.1, it is due to the media houses history and ownership in Ethiopia media industry.

Whereas Zami FM; it is known that Ethiopian private media industry is still in its infant age. But the Zami media institution is well known as a private media in the country identified for its daring political discussions for the past 11 years. The researcher's reason for taking ENN TV as a sample media is, like mentioned privately owned media's in Ethiopia are few.

There was no private TV media in the country and the TV industry was monopolized by EBC (government). But in 2016 the first private news TV station was opened. So this intrigues the researcher to investigate the issue. (The fate of this television station was cut off as of June 2018.)

New media houses are opening a lot these days and as far as the researchers reading concerned, there is no registry of journalists that has been released. But according to Skjerdal (2017) the estimated population number of Ethiopian journalist currently (2017) is around two thousand. These journalists include the one's working in program and entertainment genres (department), editors, producers, and in regional media and as news presenters and anchors.

Journalists working for the above mentioned media organizations in news room only were included as a general population of the study.

Besides journalists, in this study informant such as academicians, public relation and communication heads and officers of organizations, news room chiefs and editor are also included (qualitatively).

3.8 Sampling

As Wimmer and Dominick (2011, p.87) state sample is a subset of the population that is representative of the entire population.

The numbers of journalists who are working in the mentioned broadcast media institutions that are included in the study are 61 selected based on stratified sampling. As Skjerdal (2017) suggests out of two thousand journalists who are estimated to work in Ethiopia media, 80% of the journalists are employed by government owned media outlets and 20% works for private owned media outlets.

Based on this statistics, 1600 journalists are employed in government media and 400 journalists work for private media. By using Simple random sampling 4% of the population is taken as a sample of the study. This means the government media is represented by 64 journalists whereas the private media is represented by 16 journalists.

To distribute questionnaires to the selected journalist's simple random sampling is used. The basic type of probability sampling simple random sample is where each subject, element, event, or unit in the population has an equal chance of being selected.

So by using simple random sampling the researcher distributed questionnaires randomly in places like press briefings, events and inside in the media organizations.

For the sake of sampling the key informants such as public relation and communication heads and officers of organization, the researcher selected 15 informants purposely. 15 Questioners were distributed to these informants but only seven of the completed the form returned it in person and through email.

Through in-depth interview one academician from Addis Ababa university school of journalism and communication, A total of 10 editors of the selected media houses and other media's, (four from private and six from government media) including new rooms heads of the selected media houses are interviewed.

3.9 Sampling Techniques

In this study, both probability and non-probability sampling techniques are used. To select reporters that are participants of the study and who are also representative of the selected media

houses, probability sampling is used. One type of probability sampling is stratified sampling which is used to select journalists that are thought to be two thousand (as of 2017).

By using stratified sampling the selected 64 journalists (employed by government media) as well as the 16 journalists that work in privately owned media houses were given questionnaires distributed by randomly. More than half of the reporters were asked to fill the questionnaire at their office by chance. The rest of the reporters were asked to fill the questionnaires in press briefings and at events.

Purposively (non-probability sampling) informants such as academicians, public relation and communication heads and officers of organizations, news room chiefs and editor are selected. This is because of the reason that this sampling type is selected based on specific characteristics or qualities. An informant that doesn't qualified to these positions or characteristics were left out of the study. So 10 newsroom heads and editors that were selected deliberately, the interview was conducted face to face and through email. The academician was selected because he is a lecturer at school of journalism and communication at Addis Ababa University and also he was the public relation director of the university. These criteria's were considered to select the academician.

And to get more details and the sides of PR and communication officers, by using this sample seven informants of this study filled and distributed the questionnaires.

It's believed in reporter's community that non governmental agencies, private companies and few known governmental organizations are known to give brown envelope. So the researcher selected PR and communication officers due to the reputation of the institutions regarding brown envelope.

3.10 Data Collection

Data collection method means in short what techniques of gathering data will be adopted. So as Kothari, (2004) state, there are two types of data collection methods. Primary data's are those which are collected fresh and for the first time. The primary data in this study collected through conducting an interview and questionnaires method.

Questionnaires that are structured with some close ended and self-administered questions were distributed mostly in person to 61 journalists that are representative of the mentioned

government and private broadcast media. With the total of 45 questionnaires from the government media were distributed and returned. 27 of the questioners were returned with the form all filled from ETV news and from FM Addis 97.1, 18 questioners were returned. Whereas the private media houses in total of 16 questioners were distributed and filled completely. From ENN TV nine and from Zami 90.7 FM radio seven questionnaires were filled and returned to the researcher.

In addition to the 61 questionnaires distributed to the representatives of the selected media houses journalists, 15 questionnaires also disseminated to PR practitioners of private company government organizations and nongovernmental organizations deliberately. But only seven were filled properly and returned. This study's main objective is to compare accepting of brown envelope in the selected media's. Only to know why news sources give brown envelope to reporters and the impact of brown envelope, PR practitioners were included in this research. So even though all of the respondents weren't participated, the anticipated data was gathered.

To get accurate responses on sensitive issues like this study in-depth interview is more recommended from other method of data collection. Through in-depth interview 10 informants of the study known as academicians, news room chiefs and editor were interviewed.

On the other hand secondary data are those which have already been collected by someone else and which have already been passed through the statistical process. In this case data's from libraries (books and research journals and papers), journalist, and colleagues and from other sources were found to be helpful.

3.11 Ethical Considerations

To avoid any harm on this research participants, the researcher used anonymously especially in interview. This is because the informants (interview participants) may be harmed with what they have shared to the researcher.

Prior to the interview, each interviewee was informed about the nature of the research and they gave their consensus.

Except one of interviewee which the researcher believed the identity and the characteristic of the informant is important, all the names of the informants were kept anonymous.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter of the study presents findings that are gathered from questionnaires, observation and in-depth interviews and analyzes the findings in two sides, quantitatively and qualitatively. Findings about which of media's outlets accept brown envelope highly? Is it the governmental and private broadcast media's? To what extent brown envelope journalism exists in Ethiopia media? What are the factors that influence the practice of brown envelope journalism or factors that led to accepting brown envelope, how brown envelope affects ethical journalistic practice and the impact or the affect it puts on news stories content are included in this chapter.

In this study from the distributed 80 questioners, 61 questioners were filled completely by journalists of the selected media outlets who work only in news room. This means 76.2% of data gathering were achieved.

Even though this study targeted to compare the trend of brown envelop journalism practice between governments and privately owned media's in Ethiopia, it also reveal how accepting brown envelop affects the news content, tone and quality. And as well this study attempts to Find out accepting such kind of bribe makes journalists to ignore their social responsibility and investigative reports that can have an impact on the society.

4.2 Demography of Respondents

4.2.1 Gender

Majority of the respondents are male, 39 reporters representing almost 64%. Whereas 22 (36%) being females. The resulted shows that the number of male journalists is likely to be higher than female journalists. Figure 4.1 shows the results in detail.

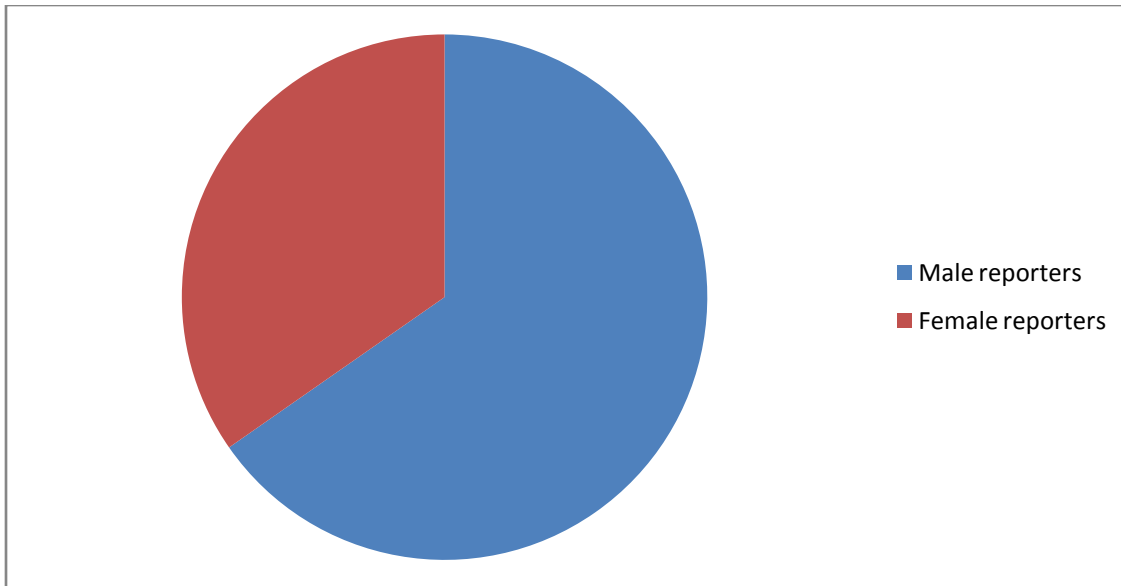


Figure 4.1: Gender representations of the respondents

4.3 Educational Level

All the respondents have had formal education, starting from Diploma to Masters Degree. Majority of the respondents, 54 of them representing almost 89% have Degree. From this 64% are from government media and 25% are from private media. Five of the respondents representing 8% have Masters Degree. All of them work for government media. Two of the respondents (3%) who are government and private reporters have Diploma. Based on the data gathered, majority of respondents had a proper university education.

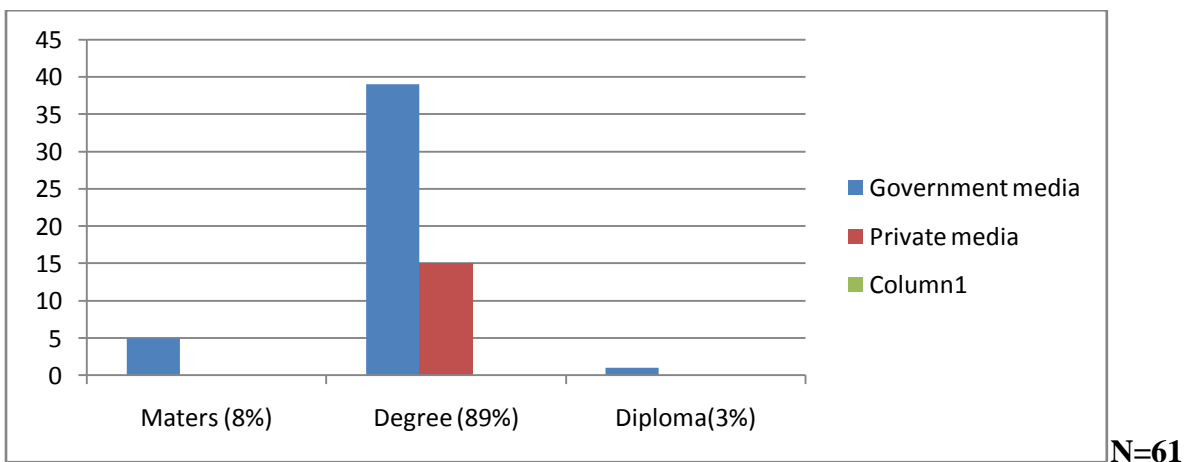


Figure 4.2: Educational level of the respondents

4.4 Income Level

Majority of respondents mentioned that they earn a monthly income of 5001- 6000 Ethiopian Birr. From the government media 20 representatives which are more than 44% of the respondents Said to earn this amount of money as a monthly salary. Whereas in the private media represented by 4 respondents (25%) of them said to have paid 5001- 6000 Birr.

The big pay gap between government and private media's is found in this study. Only 2% of government media reporters said to earn between 3001-4000 Birr. But 37.5% of private media representatives mentioned they are being paid 3001 and 4000 birr.

Table 4.1: Income Level

| Salary | Government | Private | |
|---------------|-------------|-----------|-------------|
| 1500-3000 EB | — | — | |
| 3001-4000 EB | 1 (2.2%) | 6(37.5%) | |
| 4001-5000 EB | 2 (4.4%) | 1 (6.2%) | |
| 5001- 6000 EB | 20(44.4%) | 4 (25%) | |
| 6001-7000 EB | 8 (17.7%) | 2 (12.5) | |
| Above 7001 EB | 14 (31.11%) | 3 (18.7%) | N=61 |

Quantitative data analysis

4.5 Accepting Brown Envelope

As Okunna, (2004) states brown envelope is a monetary bribe handed out to a person to pressurize him or her into doing what the bribe giver wants. So handing over cash from source to the journalist in order to persuade them lead's journalist a way only to one way, which is unethical. Oshunkeye (2011) cited in (Quansah, Ako-gyima & Boateng, 2012) says brown envelope is a euphemism for corruption in the media.

Respondents were asked a YES or NO question if they were accepted brown envelope from their news sources. In general almost 56% respondents said YES to accept brown envelope. The rest 44% said NO to accept brown envelope while covering news story.

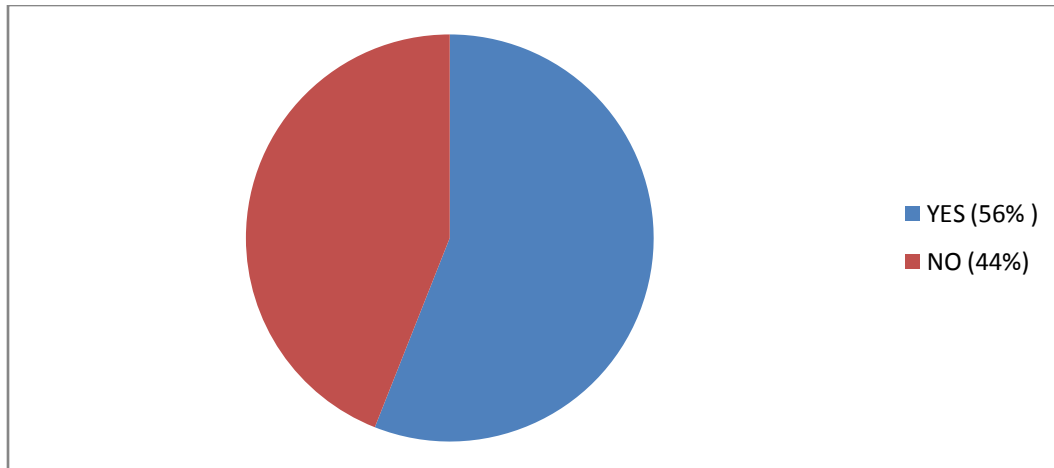


Figure 4.3: Brown envelope trend

To make clarification, 11 representatives of from the selected private media said Yes. This means 69% of reporters who work for private media admitted accepting brown envelope from their news source. While 31% (5) of them said No to accepting brown envelope. From the government media only 51% (23) of the respondents said “yes” to accept brown envelope. And the 49% (22) said not to accept brown envelope while covering news stories. So based on this figure the researcher concluded that, accepting brown envelope is higher in private media than the government (see figure 4.5). The reason behind this will be discussed later.

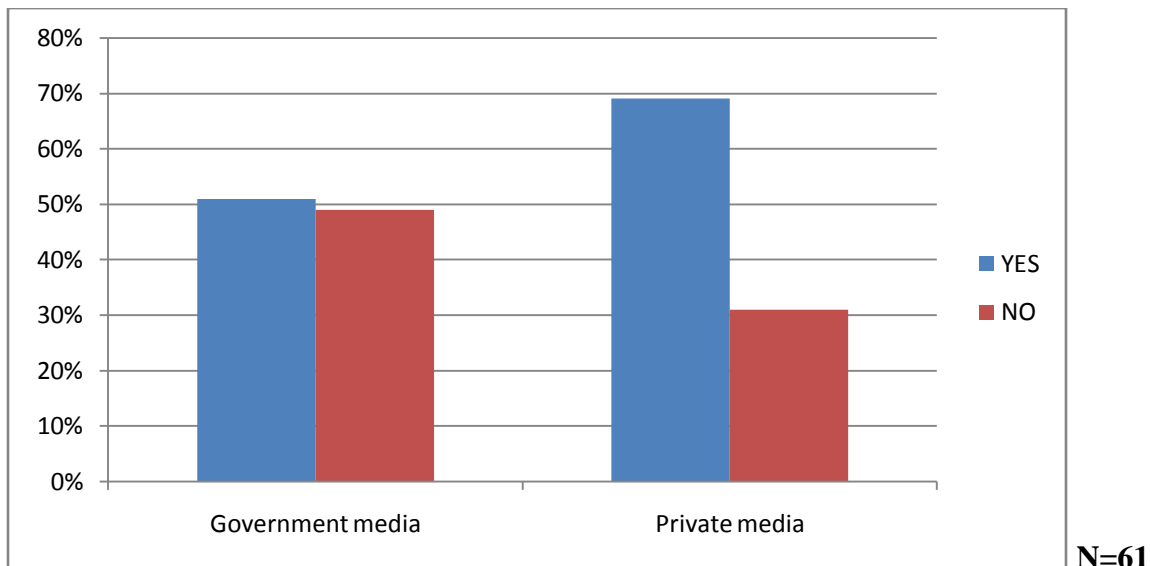


Figure 4.4: Brown envelop in the selected media’s

4.6 Why Accepting Brown Envelope is Higher in the Selected Private Media

Now there is a question left, why is the level of accepting brown envelope is higher in selected private media than in government media?

According to the data gathered, few reasons are mentioned. As in general the issue of low salary is brought up as a reason for accepting brown envelope from sources. When the selected government and private media reporter's salary was compared, a different salary figure was found.

Majority of respondents said to earn a monthly income of 5001- 6000 Ethiopian Birr. From the selected government media 44% and from private media only 25% of the respondents said to earn from Birr 5001 to 6000 monthly. Furthermore the big pay gap between the selected government and private media's is for a monthly salary of 3001 and 4000 birr. Only 2% of government media reporters said to earn between the range of 3001 and 4000 Birr. But 37.5% of private media respondents mentioned they are being paid in the range between 3001 and 4000 birr. The researcher can conclude the pay check of reporters of the selected private media is less than the selected government media once. This is due to financial capacity of the media organizations. Government media are fully subsidized by the government and they collect their other income from advertisement. Whereas the private media are established for the purpose of commercial and they earn their income from advertising only.

The other reason why accepting of brown envelope is bigger in private media than in government is system and editorial policy. Informants said that serious working system is not applied in private media than in government. A system that questions accountability of reporters that ask about news worthiness of events and the impact doesn't seem to be around private media workplaces compared to the many years experienced of government media's.

As to a strong and clear editorial policy or regulation that includes media ethics and measurement of ethical misconduct, different results found. 64% of reporters of selected privately owned media's said their media institution don't have a regulations that prohibit them from taking money from their source. Whereas only 23% reporters of the selected government media mentioned their media don't have a guideline about accepting brown envelope.

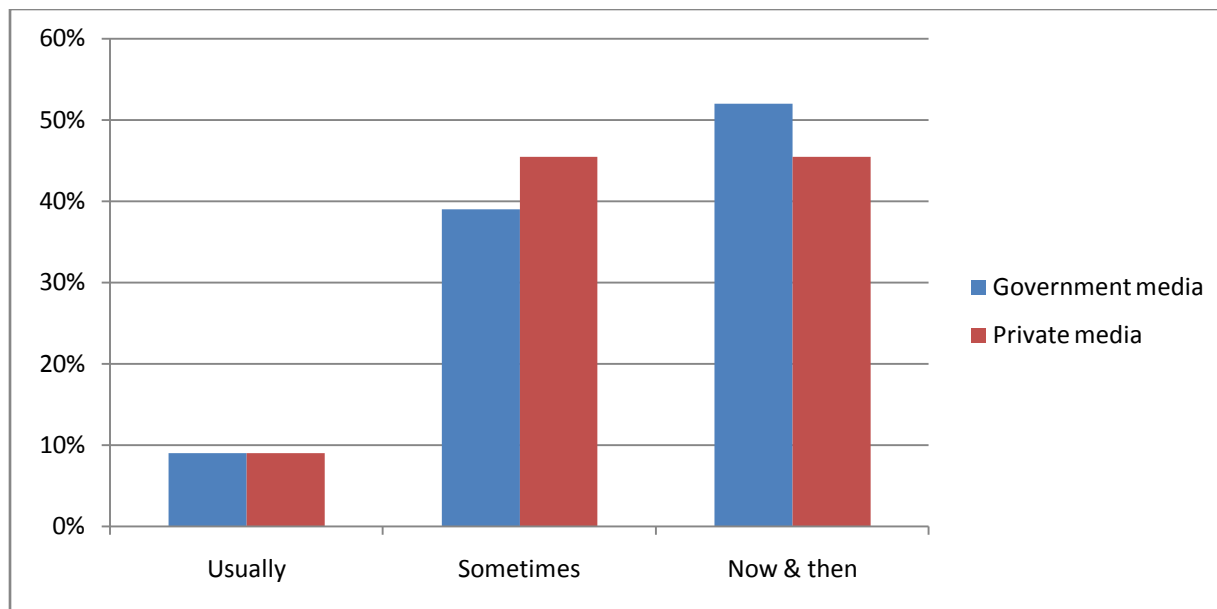
So the researcher can generalize that the selected private media reporters salary is low, serious working media system is not applied in private media than in government, the private media's are more unethical and they don't care about the news values.

4.7 To What Extent Journalists Accept Brown Envelop?

To know to what extent journalists accept brown envelop in the selected Ethiopian broadcast media's likert-scale questions like accepting brown envelope always, usually, sometimes and every now and then were asked.

Generally speaking from all respondents that said "Yes" to accept brown envelope, 50% said to accept brown envelope from now and then. 41% of them said sometimes and 9% said usually.

9% of respondents each from both media ownership, mentioned to accept brown envelope usually. But the figure difference showed up on accepting brown envelope sometimes and now and then. When 39% of government media reporters confirmed to accept sometimes, 45.45% of private media reporters also said to accept brown envelope from sources sometimes. Whereas taking brown envelope from now and then, more than half (52%) of the respondents in the government media mentioned to have accepted. Less than the selected government media respondents, 45.45% of private media admitted to accept. From this it can be concluded that, selected private media reporters accept brown envelope sometimes than the selected government media's. And also the selected government media reporters accept brown envelope more from now and then than private media's.



N=61

Figure 4.5: The extent of brown envelop

4.8 Factors Contributing to Brown Envelopes

Why do reporters accept brown envelope?

To investigate the factors that contribute to brown envelope, not only reporters themselves but also news room heads and editors were asked.

Thirty four reporters in the selected media houses who admitted accepting brown envelope gave reasons behind the trend. Five options were given as reasons to accepting brown envelope. So generally speaking 32% of respondents from the selected broadcast media say the reason why they accept brown envelope is because their news sources only gave them. 29% of them said because it is another means of incentive. And the 26% accept brown envelope because their salary is not enough. The 6% mentioned not having job satisfaction and the rest 6% said they don't know the reason why they accept brown envelop from their news sources while covering stories.

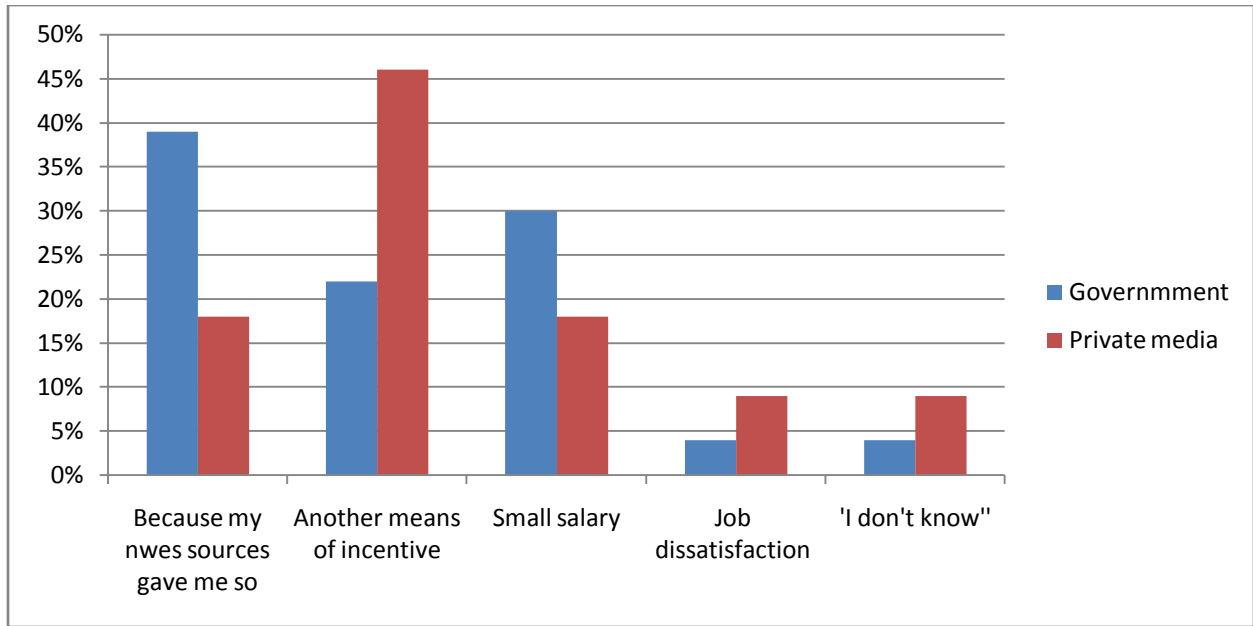
When it is compared to government and private media separately the result differs. 39% of respondents who work for government media confirm the reason as because their news sources only gave them. While 18% of respondents of the private media said they accept brown envelope since their news sources only gave them so. 46% of private media reporters put the motive of

accepting brown envelope for as another means of incentive, whereas 22% of the representatives of the selected government media also agree. “I don’t believe my salary is good enough” scores as the second reason of the respondents factor of accepting. 30% of reporters from the government media and 18% from private media argue small salary as a reason of them accepting brown envelope. As mentioned above in income level, 20 of the respondents representing 44% of the selected government media reporters said to be paid monthly from 5001 up to 6000 and 25% of privately owned media reporters says so too.

To summarize this, seven respondents representing 30% of government reporters who said to accept brown envelope because their salary is small, also 71% of them said they don’t think they deserve the salary they are being paid right now. Half of them earn more than 7000 birr monthly. On the other hand, 18% of Private media reporters who said due to their small salary they accept brown envelope from news source, more than a half also of them thinks their salary is not good enough.

Job satisfaction is also another reason that is mentioned as a factor by both media reporters. 9% of government media respondents said they accept brown envelope because they don’t have satisfaction in their job. The 4% of private media respondents also put this factor as trigger.

9% of respondents from government and 4% from the private media said not to know the reason of accepting brown envelop from their news sources (see figure 4.7). To generalize this reporters of the selected private media accept brown envelope as a means of income. On the other hand the selected government media reporters accept brown envelope because their news source gave them.



N=61

Figure 4.6: Factors Contributing to Brown Envelopes

4.9 The Influence of Brown Envelope

Earlier the researcher concluded that, accepting brown envelope is higher in private media than the government. 69% of reporters who work for private media admitted that they accepted brown envelope from their news source. From the government media only 51% of the respondents said yes to accept brown envelope.

When the respondents asked about the influence of accepting brown envelope in to their news, majority of them said there is no influence. Around 84% of reporters who admitted of accepting brown envelop said the money doesn't have an impact to the news they produce.

From reporters of the selected private media who admitted to accept brown envelope only 18.18%'s said "yes" to the influence of brown envelope. The rest 81.81% said even though they take brown envelope from their source, that doesn't make any influence in making or producing of the news. The 18.18% of reporters of the private media who said there is influence in the production of news when there is brown envelope involved, half of them said the influence if high. And the half said it is medium.

From the selected government media 36% mentioned the influence of accepting brown envelope. From this the majority 22% told the impact of accepting brown envelope is medium. 4.5% each said the impact as very high, high and small.

The 63% of government owned media reporters said no influence at all even if they accept monetary bribe from their sources.

The selected private media reporters that admitted to accept brown envelope higher than the selected government believes accepting brown envelope doesn't have an impact in news production.

The impact of brown envelope on news production is inevitable one way or the other. The researcher mentioned in chapter three that in survey method of data collection despite the fact that the respondents were anonymous, they tend to hide the truth. So by applying observation and in-depth interview, considerably wider reach of data was attained than when using surveys.

4.10 Brown Envelope Sacking Investigative Reporting and Social Responsibility

In Ethiopian media landscape investigative journalism is at its infant stage. Investigative Programs like ETV's *Aynachen* and *Teguaz nekash* of Fana broadcasting corporate may be the prominent programs in the area. Even if few investigative come and go in media's but brown envelope highly affects the validity and reliability of investigative stories says researchers like Ashenafi (2017).

From informants the researcher understood that accepting brown envelope not only highly affects the validity and reliability of investigative reports but also it jams it from the start. So reporters from the selected broadcast media's were asked if accepting brown envelopes constricts or keeps them from doing investigative reporting and being voice to the voiceless. From both selected private and government media houses 52% said it restricts them from covering investigative news and the 48% said no to constrain from investigative reporting.

From private media, 64% of reporters said accepting brown envelope keeps them from being voice to voiceless and doing investigative reporting. "Because I am pressured to chase events that has money and gifts, it makes me not to hear the voice of the voiceless and the abused, benefits that are from source has an impact on blinding journalists from seeing the community, it

is hard to cover investigative reporting since there is chain of interest, brown envelop constraints journalists from digging further in reporting, weak journalist take the money and doesn't want to face the truth" this are the reasons for the how question. The remaining 36% said no; accepting brown envelope doesn't keep them from covering investigative reporting and being voice to the voiceless. They clarify their arguments as; "accepting money doesn't keep from doing strong subject matter because every report is different in its nature and I don't constrain myself for the reason that of money, my news choice will not change even if I accept cash from my source, the money is given from sources not asked by myself so the money doesn't have an effect on my focus to produce investigative reports".

45% of selected government media told accepting brown envelop constraints from digging dipper for investigation and standing for the community. When asked how brown envelope can jam investigative reporting and impactful news, they mentioned not few reasons.

Attending every cocktail event to take brown envelope kills time and labor to do other meaningful work, accepting money will be a round and round affair between reporter and source so that duty is neglected, since the *Buche* culture is developed and taken as a normal thing in the media industry, it doesn't raise a question in conscience, accepting bribe is a corruption and journalists value money more than their responsibility to the public.

But the majority, the 55% said there is no limit in doing investigative journalism work and hard issue because reporters accepted brown envelope. "I am being paid for news doesn't have an effect on my other work, The money I received is the country's money so I believe I am being paid for my work, the reporter is lazy, if he/she take the money as favor and tries to return that favor but it shouldn't keep them from his/her duty as a journalist and it depend on our capacity to choose angle or focused topic but not accepting brown envelope restricts from responsibility.

To generalize this, in the selected private media accepting brown envelope constraints reporters from investigative reporting hard reporting.

4.11 Brown Envelop in Media Houses Ethics

How the governing editorial policy's of the selected media houses see accepting brown envelop? Are the media's aware of brown envelope? 73% and 68% of the selected government and private

media reporters respectively said their media institution recognizes the existence of brown envelope.

59% of government media reporters told their media institutions have a rule that forbids them from accepting money and other gifts. The 23% said they don't know if the media house they work for has a regulation that says no to accept brown envelope and other incentives from their source or not. "Even though it has a rule it doesn't obey" 18%'s of selected government said.

Whereas 64% of reporters of selected privately owned media's said their media institution doesn't have a regulation prohibits them from taking money from their source. The 18% said they don't know if they have a rule that forbids them from taking money and other gifts or not. And the 9% mentioned to have a rule and the remaining 9%'s told even if there is a rule of discipline it doesn't get respect.

Generally, the selected private media's doesn't have a regulation that forbids reporters from accepting money and freebies from news source.

4.12 Why Do Sources Bribe Journalists?

(Interview presentation and analysis for PR)

Journalists and PR and communication practitioners in the questionnaires were asked why sources bribe journalist and got many reasons.

From the reasons mentioned by journalists repeatedly are, sources want the news to be reported in their way, to get big media coverage and to get in good side of journalist.

54% of journalists said the reason why sources give brown envelope is because sources want the news to be reported in their way, as they choose. From this figure 33%'s are from government media and 21%'s are from private media. 27% and 18% said to get big media coverage and to get in good side of journalist respectively.

Unlike journalists the other side, PR and communication practitioners said tells another story. Ethiopian standards agency gives brown envelope because; if the organization did not pay no media will show you say the communication affairs director. This reason is also one of the mentioned motives by USAID global health supply chain program. The institutions communication specialist points out to reasons why they give money and other gifts to

journalists. “Our motive is to get big media coverage and to peruse journalist to come and report whatever event we have. So to attain them we give brown envelope”.

We are private company; we are established for profit says a public relation officer of a company that focuses on production of milk. “So if we want media coverage we must pay for that unless they won’t show up. It literary is scratch my back I will scratch yours or give and take”.

For Ethiopian Institution of Agricultural Research (EIAR) the reason of giving brown envelope is not to get coverage or to bribe says the public relation affairs director. “Our work is mainly filed related because of this we pay per dime”. EIAR is said to pay a “good” per dime. But says EIAR, “based on the payment some journalists may have a tendency to report. When there are events like workshop sometimes we give sometimes we don’t. When we do, we don’t pay them to be an alluvium or a bribe”. Like EIAR Volunteer Health Services, Public Relations and Communications Head says no brown envelope if the event is in Addis Ababa. “It depends with the area of coverage; within Addis Ababa we don’t cover the cost of transportation. If it is outside the capital, we pay to meet the transport cost and the hardship areas that they might encounter”.

In conclusion, for the reason why sources give brown envelope, it’s due to sources wanting the news to be reported in their way and it’s because reporters will not cover the news if brown envelope is not given.

Qualitative data analysis

Accepting brown envelope

Receiving Brown Envelopes are rampant among journalists in Ethiopia. Staffs of state-owned and private owned Media’s, who have been interviewed for this research, opened up that their organizations have laws to prohibit them from receiving such sort of payment, in return for their duties. But the ground habit begs to differ. A former ENN TV’s research, training and strategic coordinator says, accepting brown envelop from source’s is the most ethical misconduct committed by journalists.

I know journalists accept money. Throughout my journalism carrier I have witnessed it. I even know journalist who were accused of accepting brown envelope (Personal interview, April 28, 2018 in ENN TV office).

Editor-in-Chief of Amhara Mass Media Agency said *Buche* has got another Amharic name “*Eshigu*”, literally means “*Closed Envelop*” or “*Brown Envelope*”. He explains that the trend is taken as not any wrongdoing.

Some government officials consider not give money for media staffs is like committing wrongdoings against the government itself. They want to pay because the reporters want to cover events or other issues concerning their organization. (Personal interview, May 13, 2018 at a training session in China).

An FM Addis 97.1 editor says, in his media institution the usual ethical violation is not telling the truth, imbalance and unfairness. And taking some sort bribery from source plays its own part in ethical misconduct in the profession. According to the editor these misconducts define the content of the story depending on how much (Mail interview, April 10, 2018).

Ethiopian media is the real victim of unethical journalist’s says a reporter at Capital newspaper.

Since professional journalism is a new trend in Ethiopia the right ethics is not flourished in Ethiopia, seeking money for stories, unbalanced stories still the challenge of media. So I can say that Ethiopian media is real victim of unethical journalists.

According to him the following point is how current Ethiopian journalism can be seen.

Chasing events which has per diem, covering more stories for the person or company who give money for journalists, not balancing stories to benefit target groups or individuals. (Mail interview April 11, 2018)

Even though says, a former business news producer at ENN TV, the profession and its expectation is high, but its ethics is being violated by those who should have been guardians of the profession. It has become a means of income and this activity as Solomon put it grooming one sided story.

Asemahgn Aserese Addis Ababa university school of journalism and communication lecturer and former university’s communication director states the most ethical misconduct that the journalists commit is accepting brown envelope for the reports they are covering or producing.

There is a lot of ethical misconduct done by journalists. To mention few, being late for scheduled meetings or interview, breaking their words and also not developing the culture the profession demands. But the most ethical misconduct journalists commit is accepting brown envelope for

the report they are covering or producing. Now a day there is negotiation of cash between the reporter and the source. But the saddest thing it is being assumed that accepting money in every place or event from source is right. And this is violating the ethics. Some researchers say 90% of journalists in Ethiopia accept bribes, this is deep misconduct. News reports that are unbalanced news stories are damaging the profession in a big way. (Mail interview, April 11, 2018)

“Besides from assigned by their editors or newsroom heads reporters ask companies whom they think will give money to do a report about their work” says the newly opened Arts TV station newsroom head. (Personal interview, June 05, 2018 in Addis Ababa)

A coordinator at Zami FM also She says accepting *buche* has got in a place that is perceived as nothing, as a normal trend that takes place in a journalism world. Asking around other journalist from which institution or company have they gotten good money appears to be adapted (Personal interview, April 19, 2018 in Addis Ababa).

There are known sources that give “good” *buche* say a senior reporter at Fana broadcasting corporate, when sources that are known to pay good *Buche* asks media coverage a lot media’s will come and cover whatever the issue is. There are a group of people (some of them used to be journalists) called *Denkuan sebari* or *al jazeera*, literary means uninvited.

These peoples come only when there is good payment. (Personal interview, June 01, 2018 in Addis Ababa)

Factors contributing to accepting brown envelope

A reporter at Capital newspaper says there are two reasons he points out why journalists accept brown envelope.

For two reasons, the first is many journalists in Ethiopia don’t have enough salary to cover their house rent fee and food cost which let them to find other extra income. The other is indulging in corruption to get more money to meet there economic demands.

Like the reporter of Capital newspaper, the interviewed informants also mentioned the issue of salary as a main factor the leads to accepting brown envelope. But journalists not knowing and abusing their duty and responsibility is also bring up behind brown envelopes motivation. This duty and responsibility according to ENN TV’s research, training and strategic coordinator, is special and unlike from ordinary citizen. A Senior Reporter at Tigray TV, who even admits

accepting brown envelope, says the root causes, which he believe forces journalists to receive payments are the provision of low salary, grievance over not enough per diems when they are assigned to field duties in Tigray Region and not respecting the profession. FM Addis 97.1's editor also agrees with this point. He says the media institutions payment to the journalists is not good enough and the lack of love to the profession drives to accepting other means of income. The newly opened TV station newsroom head added media house weakness as one factor that contributes to accepting brown envelope. She said media doesn't inform and educated the journalists about the media house's ethics and their editorial policy. Furthermore journalist's salary in contrast to cost of living not being in similar area and Media's capacity to be in media business is also one of the issues says a senior reporter at Fana broadcasting corporate. "Do they have the strength to stand by themselves financially? Can they afford to pay adequate salary and per dime? This question has an impact on accepting brown envelope" in strength of capacity Fana broadcasting corporate is good, the media house covers per dime in field work says the senior reporter.

There are reasons that tempt journalists to accept brown envelop, says Asemahgn Addis Ababa university school of journalism and communication lecturer and former university's communication director. Minimum salary, weak media ethics of regulation and negligence of the issue and the stunt growth of the profession are behind the misconduct of accepting brown envelope according to Asemahgn,

Mostly, journalists are paid a minimum salary. They say their salary is not enough to live so that they accept money. I myself believe low salary tempts journalists to accept brown envelope. The other reason is the media doesn't regulate the ethics of the house with the help of strong editorial policy. Only few media houses prepared editorial policy to monitor their journalist's ethics. And if the journalists found to violate the media ethics, they take punishment. But most of the media can't do this. They mainly left the issue negligently as if it is licensed. Due to this negligence and carelessness journalists take it as right and they are asking money without any shame. I think it's mainly because of behavior. As long as the profession is not growing to the place needed, as long as the profession is not respected as it should (expected), the ethical misconduct will continue.

Unlike others who justify the factor behind brown envelope by referring to low salary and poor journalistic training, lack of love/passion for the profession, media weakness, Editor-in-Chief at Amehara Mass Media Agency argues, “this should totally be avoided by respecting the profession”.

If someone makes two thousand Birr at one moment on that business vis-a-vis getting a salary of two thousand Birr monthly, then he or she starts to develop a habit of depending on it. Lack of professionalism, passion for Journalism and poverty makes the problem worse. Journalism is a respected profession; therefore, we can assume those who do business in the name of it, could regret what they are doing as they get to know its governing principles. “Respect for being a Journalist is important than Buche”.

The influence of brown envelope

Capital newspaper’s reporter says brown envelope have an effect on the news balance.

It affects the news balance, when someone gives them money the news will focus on the positive aspect of that company, institution or person by ignoring the truth.

Its impact can be seen in news quality says Fana broadcasting corporate senior reporter. He quoted a Germanys quote “show me the strength of your money and I can show you the strength of the news”. The senior reporter also says this is the reality of Ethiopian media culture.

Brown envelope is misconduct of ethics says Asemahgn Addis Ababa university school of journalism and communication lecturer and former university’s communication director. And he went on saying that when journalists accept money from their sources, the news definitely will not be balanced whether it’s intentional or unintentional because the reporter is tied up in bribe.

Brown envelope is a misconduct of ethics. In the news report it’s believed to have effect. Journalism is exposing truth and giving information to the public and stand with the public. When journalists accept money from their sources, the news definitely will not be balanced. The report will be the good side not the negative part of the issue. The news will not go through long distance to dig deeper to get all sides. Because accepting brown envelope the journalist is tied up in inducement.

ENN TV’s research, training and strategic coordinator also points out three points. The first one is issues or events that don’t deserve coverage as news will be covered. Abraham says when

buche is taken the news seems “an advertisement for business organization/product/service, publicity for non-business organizations, and a propaganda for political parties”.

The second point that Abraham mentioned is, the impact of brown envelope can be seen from its content to its focus favors the paid side.

Length of time is also the other sign of brown envelope’s impact according to Abraham News that are covered in association with brown envelope runs longer time than its allowed in media institutions.

The Editor of FM Addis 97.1 says even if he thinks that the numbers of journalists that accept brown envelope are not that much, but he says the effect that puts on news is major.

If a journalist accepts money or gift from his/her source, the incitement’s power to the content of the news is high. So news’s that have a content of market oriented, exaggerated and advertisements are observed.

Regarding the level of receiving such sorts of payments, either in cash or in kind, a Senior Reporter at Tigray TV explained,

“Earlier, it was at its minimal level. Nowadays, on the contrary accepting brown envelope has reached a middle rank.” According to the senior reporter, when journalists received payments and gifts, both their commitment to accomplish a certain task and quality of production stimulates, and vice versa.

Now days when we are seeing news’s that it is kind of becoming tilt down to one side’s interest says the newly opened TV newsroom head. She also states that journalists like the benefit that they gets from their source’s and wants more and more. And this type relation only focuses on one side promotion and success story.

“I don’t think in every news is linked to brown envelope there is an influence” says a former ENN TV business news producer but as he points out due to the nature of news it has a great deal of effect. Its tone, the words that is uses, the image, the time duration etc will be affected.

Any staff of his organization can simply identify whether his or her news is that of a *Brown Envelope one or not*. The news is usually provided the use of terminologies and exaggeration of success stories that tells bluntly, says the Editor-in-Chief at, Amehara Mass Media Agency.

Whenever a Buche case is there, failure to interview the right official for news as well as arguing with the editors if the news is not broadcast appears to be a signal, says the Editor-in-Chief. Ethiopian standards agency communication affairs director puts the impact of accepting brown envelope as high in news length, word, message and exaggeration. “Those media reporters who take money from us, reports as we want and they give us big coverage in return. But if they are not paid, they may not air the news at all. Even if they air it, it will be few sentences and short”.

Respondents who were asked about the possibility to know or identifying if news report has been paid or not. According to Asemahgn Aseres there might be a way to differentiate news reports that the journalists accepted money or otherwise. “Usually if the news is exaggerated and sometimes tries to hide the truth, it can be a hunch of brown envelopes involvement”.

News room head of Arts TV also says “yes”, the public knows the truth and if that truth is not reported they know this story has something behind it. Editor of FM Addis 97.1 also shares the above mentioned points. He states that definitely it can be identified. “Yes it’s true, because the news report stick out the truth and focuses on an advertisement basis”.

Former ENN TV’s research, training and strategic coordinator says it is not easy to identify it for everyone but starting from the journalists, editors and newsroom heads can easily tell. “Colleagues can identify the news. Because they know each other, it can’t be difficult for those who work at the newsroom”.

For the sources also the news report that is paid and not has a difference on news quality, length and tone. Ethiopian standards agency says if they are paid they broadcast the main message of that event or press release. “But if not they ignore the bigger picture and focuses on minor point. Taking enough time to report the news or not, focusing on the usage of image and word or not depending on brown envelope. This kind of culture in the media is seen widely”. Unlike standards agency, USAID global health supply chain program states that since organization always pays to reporters for get coverage it is difficult to compare news that has been paid for and not. “At the news event we organized, we pay per Diem. I can't compare it with a situation where we haven't paid”.

On the Contrary, former ENN TV business producer and coordinator of Zami 90.7 stated that when news and brown envelope are attached together, it can be easily identified if the news put aside issues that should have been in the news content.

4.13 Brown Envelope in Media Houses Ethics

According to informants Fana broadcasting corporate and Fortune newspaper are the few numbered media institution known for their strict low in accepting brown envelope and gifts. Senior reporter at Fana broadcasting corporate tells who strict his media is in handling brown envelop. He says anyone who takes money or other gift from source will take a measurement up to firing. “There are reporters who got fired for accepting incentives. Fana is very serious in this mater. I even know a reporter who got fired when the source come to office and told on him.” The senior reporter adds that due to this measurement reporter of Fana stay away from accepting. Even financial officers come to office and asks reporters to take their “per dime or transportation” money.

Tigray TV is also starting to strength its regulation. These days, “strict disciplinary measures, like for instance, firing a staff will be taken if provable evidences have been available for receiving *Buche*” says, a Senior Reporter at Tigray TV.

“Any means of accepting bribe is not excusable mistake anymore at the Aemhara Mass Media Agency” Editor-in-Chief at Amehara Mass Media Agency notes. He went on to say that the Mass Media will make any source that transfers payments to journalists held are accountable. The law further discourages the need to cover accommodation costs by the organizers.

CHAPTER FIVE

FINDINGS AND CONCLUSION

This research attempted to address the issue of accepting brown envelope by comparing the selected government and private media outlets and generally tried to show the extent of brown envelope in Ethiopian media and its influence in news.

In order to achieve the purpose of the study and investigate brown envelope, four basic research questions were asked. And this study used a combination of both research method but with respect to quantitative research. Quantitative research approach is used to comparative analysis the trend of brown envelope while qualitative research design is used to study the extent of brown envelop journalism in selected Ethiopian broadcast media houses and in Ethiopian media as a whole.

5.1 Summery

The questionnaire was distributed to 95 sample respondents selected by both probability and non-probability sampling techniques. To select journalists that are participant of the study and who are also representative of the selected media houses, stratified sampling is used. Purposively (non-probability sampling) was used to select informants such as academicians, public relation and communication heads and officers of organizations, news room chiefs and editors.

To provide qualitative depth to this study, the researcher conducted 10 in-depth interviews with purposely selected informants from different media's. To get more detailed information about the trend and the extent of brown envelope in Ethiopian media, informants like editors from other media's are included.

The socio-demographic profile of the selected broadcast media journalists showed that the typical Ethiopian journalist in the mid 2006 is male, government employed, unmarried, has a proper university degree, and is below 40 years old with less than 10 years on journalism job experience, and earns a monthly income that ranges from 5001- 6000 Ethiopian Birr.

5.2 Conclusion

The findings of this research can be concluded as following.

From the findings of this study and the ensuing discussion, it is clear that accepting brown envelope is higher in the selected private media than in the selected government media. 69% of reporters who work for the selected private media admitted accepting brown envelope from their news source. While 51% of the reporters of the selected government media houses said to accept brown envelope.

There are few reasons mentioned by informants behind the question of why accepting brown envelope is bigger in the selected private media's than in selected government media organizations. The issue of low salary is brought up as a motive of accepting brown envelope from source. The researcher has found out that reporter's salary is lower in the selected private media than the government once. Only 25% of the selected private media that can earn 5001-6000 Ethiopian Birr, while 44% of the selected government media earns this much. The big pay check is also found out, a monthly salary of 3001 to 4000 birr 37.5% of selected private media reporters said to earn when only 2% of government media reporters said the same amount. Strong and clear media working system and editorial policy are also other reasons.

- ❖ Generally speaking receiving Brown Envelopes are at a rampant stage in Ethiopia. Cash for coverage is being practiced in media's. Reporters are chasing events and covering more stories that have money and per diem. Social responsibility, Media ethics and value is being ignored due to brown envelope. In general accepting *buche* has got in a place that is perceived as nothing, as a normal trend or culture. And *buche* has got another Ameharic name "*Eshigu*", literally means "*Closed Envelop* in Amehara mass media agency.
- ❖ Among the factors that motivate reporters to accept brown envelope or *buche* are, low salary and per dime, job dissatisfaction, due to living standard it's taken as another means of incentive, media's lack of informing and educating journalists about the house's ethics and their editorial policy, Media's financial capacity, weak media ethics of regulation and negligence of the ethical misconduct, the stunt growth of the profession, poor journalistic trainings, lack of love for the profession and media weakness.

- ❖ On the other side, according to reporters news sources give money to reporters because, sources want the news to be reported in their way, to get big media coverage and to get in good side of journalist. on the contrary sources say the reason why they give money to reporters are because, if there is no payment no media will show up, to get big media coverage and to peruse journalist to come and report and the nature of the work.
- ❖ The impact or the influence of accepting brown envelope is huge. From the content of the news, to the quality, tone, length to hiding the truth and unbalance of news. News that has been paid to be aired focuses on the positive side and seems like an advertisement. But 84% reporters of the selected media's who admitted accepting brown envelope said, accepting money from source doesn't have any influence in making the news. While the rest said taking money from source has an impact. From reporters of the selected private media who admitted to accept brown envelope only 18.18%'s said yes to the influence of brown envelope. The rest 81.81% said even though they take brown envelope from their source, that doesn't make any influence in making or producing of the news. And 36% reporters of the selected government media mentioned the influence of accepting brown envelope, while the 64% said no impact of accepting money.
- ❖ A news report that is paid for or not, has a difference on news quality, length and tone. It can be identified especially by sources and by practitioners of the profession.
- ❖ Journalists have a social responsibility to the public. But accepting brown envelope constrains them from fulfilling their duty. Chasing event to take brown envelope kills desire, passion, time and labor to do other meaningful work. 52% of the selected media houses reporters said it restricts them from covering investigative news and being voice to the voiceless, and the 48% said accepting bribe doesn't hold them back.
- ❖ Media institutions have an editorial policy that governs them. This polices also include a regulation of media ethics. 59% of government media reporters told their media institutions have a rule that forbids them from accepting money and other gifts. Whereas 64% of reporters of selected privately owned media's said their media institution doesn't have a regulation prohibits them from taking money from their source. Negligence of obeying and enforcing media ethics leads the misconduct and continues practice of accepting brown envelope.

- ❖ Due to the influence and the ethical misconduct of accepting brown envelope, Media houses like Tigiray and Amehara mass media agencies are tightening up their regulation. In this media's accepting *buche* is not taken as a normal trend rather it's taken as a serious discipline fault.

5.3 Recommendations

To avoid brown envelope and its influence, the researcher pointed out the following recommendations.

- ❖ Raising reporter's salary that is adequate to the living standard needs to be implemented in order to get rid of or play down accepting money as a means income. Majority of the reporters don't think their salary is good enough. So equivalence to reporter's salary that is sufficient to living cost today is vital to avoid accepting brown envelope. Since accepting brown envelope is bigger in the selected private media than the government once, the issue of salary should be a big concern.
- ❖ Media institutions should give training of ethics and informing or create awareness about the media houses editorial policy and regulation. This move can uplift the knowledge of code of ethics and can increase professionalism.
- ❖ Tighten up measurement of regulation to any misconduct has a big role to control the trend of accepting brown envelope. Neglecting to abide and obey the rules and regulations and not having one in the first place, unlocks the ethical misconduct widely open, and often this trend can be taken as a normal day today activity. So strengthen media laws and accountability to any wrong doings should be media's concern. Reporters also should be accountable to the professions demand of ethics and should respect rules and regulations of his/her own media.
- ❖ Media's especially private once should think harder to develop a working system that guides the practitioners. This media system can examine and determine news production starting from news selection to content.
- ❖ Sources should not be forced to pay for media coverage. Its reporter's job and duty to give information to the public. And information's are found from sources so taking money in order to make news from source is violating duty one way or the other. On the

other hand sources should refuse to give brown envelope because it is not their place to make payments, it is their employers.

- ❖ The role of brown envelope and responsibility of reporters in covering investigative news, exposing wrong doing being the voice to the voice lessees, is not tiny. In order to get money reporters chase events and this action can limit their responsibility to the society. So the above mentioned measurements and reforms should be undertaken seriously.
- ❖ Tightening up regulation and its measurements should be a concern to media management personnel's. This strategy seems to work for other media institutions to avoid brown envelope. So, if there is no clear regulation that forbids journalists from accepting brown envelope, media houses should amend it. If there is and it's not working, the management should think hard about the consequence of accepting brown envelope for the sake of the profession's and the reporters.
- ❖ Public relation and communication experts should not give money for media coverage. It's the media and the reporters job to give coverage and to hunt stories. Because of the involvement of money in reporting, the profession is neglected and media ethics is being violated.
- ❖ When reporters ask money for coverage, Public relation and communication experts should report the misconduct to their media houses.

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APPENDICES

Appendix I

Questionnaires for reporters

Addis Ababa University

Graduate School of Journalism and Communications

Dear reporters,

I am conducting a survey on Comparative analysis on the trend of Brown Envelops in the Selected Ethiopian Media. You are among the selected journalists to fill and to scale this questionnaire. The data you provide is exclusively used for my master thesis. I assure you that your responses will be kept anonymous and only the researcher will have access, which of course later will be presented to thesis advisors. Therefore, please feel free to provide your genuine response.

Please note that,

1. Do not write your name
2. Respond to all of the questions
3. Please circle or tick on the letters that has your answer

I thank you in advance for giving me time.

Part one

1. Your media house/organization -----
2. Gender A. Male B. Female
3. Age A. 20-30 B. 31-40 C. Above 41
4. Education A. Diploma B. BA degree C. Masters D. Mention here if
there is other -----
5. Job position A. Junior reporter B. Reporter C. senior reporter D.
producer E. editor
6. Experience (in year) A. 1-2 B. 2-3 C. 3-4 D.4-5 E. 5-6
F. Above 6

7. Monthly salary in Birr A. 1500-3000 B. 3001-4000 C. 4001-5000
 D.5001-6000 E. 6001-7000 F. Above 7001
8. Do you think that your salary is enough? A. Yes I do B. No I don't
9. Do you have satisfaction in your job? A. Yes B. No
10. Your employment situation A. Permanent B. Interim C. Freelance

Part two

1. While covering news, have you ever accepted brown envelope from your source?
 A. Yes B. No
2. If your answer is "A" for the previous question, in what frequency do you accept?
 A. always B. usually C. sometimes D. every now and then
3. Do you choose events or press releases that has payment of brown envelop or freebie?
 A. Yes definitely B. Usually C. Sometimes D. No
4. If you do choose. Which institutions has "good" brown envelope?
 A. Government B. Private C. NGO D. Developmental institutions
5. Who assigns you for events? A. the newsroom head B. The editor C. yourself
 D. Invited by the source E. Suggested by others
6. Does the brown envelope you receive have an influence/ impact on your news?
 A. Yes it does B. No it doesn't
7. If accepting brown envelope has an impact, in what level is the influence especially only reporting the positive side? A. Very high B. High C. Medium
 D. Low
8. Why do you think your sources give brown envelop? A. Because they want big media coverage B. Because they want the news to be reported as they want C. Because media coverage demands money D. Because they want to be in reporters good side
9. Why do you accept? A. Because my sources gave me source of income B. Because it is additional source of income C. Because my salary is low D. Because I don't know
 E. Because I don't have satisfaction in my job

3. Is it equal the amount of the money you give to all media types?
 A. yes B. no
4. If your answer is NO, what is the reason? -----

5. Do you give equal payments to government and private media houses?
 A. Yes we do B. No we don't
6. If you answer is B. NO we don't pay the same amount of money. Why it is the different?
 A. They differ in news content especially focusing on positive and negative issues
 B. Their acceptance and audience number varies
 C. Because private media's for profit and government media's on the other hand serves the public
 D. If there is another reason please specify.....
7. In general, how could you state brown envelopes impact on news content, length, message, image, word and ton usage?
 A. huge B. medium C. little D. it doesn't have an impact
8. For question number 7, would you please clarify the reason behind your answer? -----

9. Does the news you gave brown envelope and you didn't have any difference in terms of content, length, message, image, word and ton usage?
 A. yes B. No
10. When your institution mails letter to media houses for news coverage, do you notify in your letter that you will give money?
 A. yes we notify B. No we don't
12. When you notify and not, the media's that show up has different in number?
 A. yes B. no

11. For the above question you gave is “A” YES, please give clarity how?

12. The assigned reporter to cover news ever asked your institution to give him/her money?

- A. yes B. No

13. For the above question you gave if your answer is “A” YES in what extent is it?

- A. Always B. sometimes C. Often

Part three

1. In general how do you put the trend of accepting Brown Envelope in Ethiopian media?

- A. Very high B. high C. medium D. little

2. Please give clarity for your answer-----

3. Do you think you are getting pay for coverage service? Please give clarity? -----

Do you think you are taking a part in journalism violation the profession’s ethics when you give money to reporters? -----

Thank you

Appendix III

Interview guide questions for media managers

1. In Ethiopian media how do you see journalist's ethics and responsibility?
2. What do you think the most misconduct of ethics journalists faced in their duty?
3. Do you think that reporters accept money from their sources?
4. Does accepting money have an impact in news making?
5. It is said that news reports can be differentiate that has been paid and otherwise?
6. What do you think reporters accept brown envelope from their sources?
7. What does your media institutions regulation say concerning brown envelope?
8. It is claimed that even newsroom heads and editors accept brown envelop from source and assign reporters to produce the news. What do you say about this claim?
9. Does it consider as an ethical misconduct when reporters accept brown envelope?
10. What is the punishment of accepting brown envelope?
11. Have news sources ever complained about reporters asking money for media coverage?
12. What is the media's role in shaping reporters with professional ethics?
13. What about profession associations and press counsel?
14. In general in what stage is accepting brown envelope in Ethiopian media?
15. Can we say it forcing the profession to connect with corruption?

Appendix IV

Interview guide questions for academicians

1. How do you see ethics and Ethiopian media and journalist's responsibility?
2. Mainly what is the ethical violation journalist's face?
3. Do you think that reporters accept money from their sources?
4. Does accepting money have an influence in news making like in its content, length, tone etc?
5. What do you think reporters accept brown envelope from their sources? What is the reason behind it?
6. Does it consider as an ethical misconduct when reporters accept brown envelope?
7. What should be the punishment of accepting brown envelope?
8. Have news sources ever complained about reporters asking money for media coverage?
9. What is the media's and stake holder's role in shaping reporters with professional ethics?
10. What about profession associations and press counsel?
11. In general in what stage is accepting brown envelope in Ethiopian media?
12. Can we say it forcing the profession to connect with corruption?