



**ADDIS ABABA UNIVERSITY**

**COLLEGE OF HUMANITIES, LANGUAGE STUDIES,  
JOURNALISM AND COMMUNICATION GRADUATE  
PROGRAM**

**MEDIA CONVERGENCE AND JOURNALISM PRACTICE: THE  
CASE OF EBC NEWSROOM**

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**Media Convergence and Journalism Practice: The Case of EBC**  
**Newsroom**

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## **DECLARATION**

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

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## **ACRONYMS /ABBREVIATIONS**

<b>ACMA:</b>	Australian Communications and Media Authority
<b>CNN:</b>	Cable News Network
<b>EBC:</b>	Ethiopian Broadcasting Corporation
<b>FDRE:</b>	Federal Democratic Republic of Ethiopia
<b>INMA:</b>	International Newspaper Marketing Association
<b>OAU:</b>	Organization of Africa Unity
<b>SNT:</b>	Social Networking Theory
<b>TDT:</b>	Technological Determinism Theory
<b>WPE:</b>	Workers' Party of Ethiopia

## ABSTRACT

*The overall objective of this study to critically analysis media Convergence and Journalism Practice; The Case of EBC Newsroom. This research attempted to study to what extent does EBC newsroom implement convergence in journalism practice? How EBC newsroom journalist is skillful to repackage contents for multiplatform. And what are the major challenges still going through in EBC newsroom journalists' convergence practice. It was informed by uses and gratification, social networking and technological determinism theory of theoretical frameworks. Its focus was to what extent EBC newsroom practice convergence, how journalists repackage contents for multi-media platform along with challenges in newsroom. A questionnaire (48) and in-depth semi-structure interview (5) were conducted with in EBC newsroom practitioner to explain the extent and explore the challenges convergence practice in newsroom. Mixed methodology with descriptive research design was employed. The finding revealed that EBC newsroom media practitioners has no common understanding towards what type of convergence platform the media practice. For instance, out of the 44 respondents for the repackaging news for multimedia platform (36.4%) disagree, 9(20.5%) neutral, 9(20.5%) agree, strongly agree 5(11.4%), strongly disagree 5 (11.4%). Towards the viewpoints of I am capable of technical and professional multiskilling question Agree 18(40.9%), Disagree 13(29.5%), Strongly Disagree 10(22.7%), strongly Agree 2(4.5%), Neutral 1 (2.3%). Respondents also deliver varied response whether the newsroom has as environment that integrate radio and TV as well as website journalists in one newsroom. Skill set problem, no budget allocation for continuous professional skill training. Unchangeable mind set issues, lack of working together, lack of self-initiation, new technology adaptation problem, no continuous professional upgrading, and lack of training was raised by interviewee and questionnaire respondent as a critical challenge in EBC newsroom convergence practice.*

**Key Words:** Media Convergence, Journalism Practice, EBC, Newsroom, Repackaging News

# CHAPTER ONE

## INTRODUCTION

### 1.1. Background of the Study

Discussion of media and newsroom convergence have been acknowledged as one of the major subject matter disciplines in the media industry during the last decade. As a discourse, in a Foucaultian sense, convergence talk has also had real and material consequences: it has reformulated media economics and politics, nation states and media companies; it has precipitated reorganization of media companies and changed media environments in the name of digitalization Menke et al., 2018 cited in Muhammad, 2021, p.2.

The last decade of the 20th century marked an era of unprecedented changes in the news media industry. The growing influence of the Internet altered the landscape of the media world for both news professionals and news consumers. The significance of this period was the end of media diversification which had allowed for a division in practices among news organizations in terms of professionalism, business and the way they related to their audience (Quinn, 2005). According to Quinn and Filak (2005) digital convergence and multimedia integration represent the contemporary and future practice of journalism.

Despite its seeming newness, media convergence can be seen as a modern representation of the media and the public sphere, a historical analysis in which Jurgen Habermas shed light on the role of the media in advancing democracy. In his Structural transformation of the public sphere, Habermas (1989) examined the link between institutions and practices associated with the mass media and democratic politics (Ekwo, n.d, p.6).

Around the world, news organizations have been taking convergence at different speeds. In 2001 Juan Antonio Giner, founder of the Innovation International media consulting group, wrote that seven out of 10 newspaper executives said their reporters had formal duties in at least one other medium apart from the newspaper (2001a, p. 28). Newspapers were becoming “24-hour information engines,” just as broadcast organizations like CNN had become 24-hour news providers. “Media diversification is the past. Digital convergence is the present. Multi-media

integration is the future,” Giner stated in the online edition of *Ideas*, the journal of the International Newspaper Marketing Association (INMA) cited in (Quinn and Allan, 2005, p.3).

Not only media stations embrace convergence in varied speed but also practically varies from country to country, company to company, and culture to culture. Here cultural factors are paramount in at least two senses of the word, i.e., introducing and managing convergence involves appreciating the specific cultures unique to any organization, and the form of convergence that evolves will be a product of those unique cultures. John Haile was the pioneering editor who introduced convergence at the Orlando Sentinel: “The big thing I try to emphasize with anyone looking at how to practice journalism across multiple media is the critical need to address the culture of the organization. Unfortunately, very few news organizations ever stop to deal with that, choosing instead to focus on the relationships, newsroom layouts, and titles.” Haile also added success depended on having journalists who could “think multiple media” and who were comfortable working in or with various media (2003, p. 1). Such statement enables the researcher to analyze how EBC newsroom media practitioners think and practice multiple media platform towards repackaging news.

More significantly, as Giner claimed above, multi-media integration is the future. Media corporations like EBC have to set up a newsroom that is not focused on a particular product, such as a TV. Instead, the station has to embrace teams of content preparers repackage the product for different platforms. For example, material might be packaged for the web, but then rewritten for Radio or Newspaper, either as a partner, or video on the web. Television material might be remade for a newspaper. Newspaper reporters might have conversations with television anchors from the site of a news event. This means that a journalist does not work for a particular platform, such as television or newspaper.

But if you have journalists working for several platforms, you will obviously consider the expectation that they can prepare media content in several formats, stated (Collins, July 2022.) Collins also argued that suspect a newsroom of the future will not be geared to any particular platform. That is, you won't have a newspaper office, or television newsroom as such, or even a web newsroom. Content preparation will be repackaged for a variety of media. This study also conducted to see to what extent EBC newsroom became super-reporters, backpack journalists

who can do it all, in any medium. Probably reporters may not coup up with taking some quick photos or videotape for breaking news stories, but more substantial news stories will be prepared by teams.

For these authors like (Quinn 2005, p.25) claims, convergence is more than co-operation (sharing of resources) or partnerships or cross promotion or content sharing; the main forms operating in the US. Full media convergence involves a radical change in approach and mindset among managers and journalists. It involves a shared assignment desk where the key people, the multi-media assignment editors, assess each news event on its merits and send the most appropriate staff to the story. Sometimes it will be an individual and occasionally that individual may even be an “Inspector Gadget” kind of journalist who does all forms of journalism. But most of the time teams will be assigned. Examples of fully converged newsrooms are rare; most are in transition (for descriptions of some fully converged newsrooms (Quinn 2005, pp.25-26).

Why is convergence emerging? Several forces, working together, render this form of journalism possible. The main factors are the fragmenting of audiences, the availability of relatively cheap digital technology, and changes in social and legal structures that make cross media ownership more possible. Media companies hope they can reach fragmented audiences through multiple media, recognizing that consumers have already embraced convergence, in the sense that they use a multitude of media. Let’s look at each of these drivers (quinn & filak, 2005, pp 7-8).

Over the course of the next decade, media practitioners probably will work in several media platforms, perhaps with different companies, but also possibly with the same company but doing varied forms of journalism. All journalists need to know how to tell stories in all media platforms. The same have to goes to EBC newsroom Journalists too.

### **The media outlet of EBC**

The Ethiopian Broadcasting Corporation (EBC), now rebranded as ETV (stylized in all lowercase), is an Ethiopian government-owned public service broadcaster. It is headquartered in Addis Ababa, Ethiopia, and is the country's oldest and largest broadcaster. EBC has news and other entertainment programs. Ethiopia television (ETV) was established in 1964, during the time of Emperor Haile Silassie, with the technical help of the British firm, Thomson. Originally,

ETV was established to highlight the Organization of Africa Unity (OAU), founding heads of state meeting that year in Addis Abeba. Color Television was introduced in 1982 by the military regime in order to commemorate the founding of the workers' party of Ethiopia (WPE) (Birhanu, 2009).

Over the past year, ETV is believed to have contributed a lot as government and public service in covering various national and international issues. Though it began its service in two languages (English and Amharic), currently ETV broadcasts in many local and foreign languages namely, Amharic, Tigre, Afan Oromo, Somali, Afar, English, French and Arabic languages. Most of its services are also being aired through Arab Sat, its audience outside the country. Since March 2018, EBC has been trying to change its format and classified its channels into three.

ETV Zena which is the main news channel with 24 hours coverage has “ETV 57”, “ETV Arat Ma’ezen” and “Tena Yistelgn” news programs. This study focused on EBC newsroom convergence and journalism practice.

Above all, this study has great significance to cover the area in which lack of media convergence and journalism practice studies are rare on the Case of EBC Newsroom and hence the study conducted only on this area.

## **1.2. Statement of the Problem**

Media convergence is as confusing and evolutionary as it is new and revolutionary. Political and media pundits (Skinner, Compton & Gasher, 2005; Jenkins, 2006; Okigbo & Hyden, 2004; Trippi, 2004) argue that information is power and the news media is the midwife of democracy.

Convergence has triggered tremendous changes in the business and practice of broadcasting across the world. Ittefaq (2021, p,1) claims that focusing on how media convergence is taking shape in a developing country, where the unfolding media industry is comparably young and its freedom still illusive, and Ethiopian media like EBC is not an exception & out of this frame, such studies fill what is odd towards it. Within such frame, its influence can be seen and felt in every facet: newsgathering, news writing and reporting, news packaging and design, and news dissemination practice within the newsroom. For instance, in a study carried out on *Reporter*, the Amharic newspapers, Emebet (2018) discovered that even though the media house has been

disseminating fresh news and other current information to its users by adapting new technologies since 2003, its level of applying convergence is infant and not developed well. Because repackaging news in multiplatform in journalistic values are the major gap most medium experienced as a challenge in Ethiopian media landscape. How far EBC newsroom sustain such occasion has not been yet studied and this study has epic value to the solution.

Furthermore, Kamara's warned that journalists who had to produce output in all media were spending less time doing the real reporter's job: "they are in danger of becoming content packagers rather than producers" (2002, p. 41 cited in Quinn and Allan, 2005, p.3). Media multiskilling seems to be the only dimension where journalists might be faced with actual challenges, but it is usually limited to print-web and radio-TV relationships where the common ground seems to be more than the differences (Austin 2007, p.15). The magnitude of the problem is more severe in broadcast media, and EBC is not an exception where the critical value of news i.e., the ability of integrated production, multi-skilled professionals, multiplatform delivery and active audience strategies are more complex and quoted under question mark in national media convergence practice. This caused for national and other medium not fully practice convergence. Thus, this study analyses media convergence and practice of journalism in EBC newsroom.

Empirical studies conducted in Pakistan, Ittefaq (2021), showed the adoption of convergence has been largely based on economic and commercial concerns rather than attempts to improve the quality of media content. The common ground for any process labeled as journalistic convergence is the blurring of the limits between different media; professional skills, formats, production strategies (Dupagne and Garrison, 2006; Silcock and Keith, 2006). Deuze (2004) adds another similar trend: the blurring between the roles of producer and consumer.

Furthermore, as Ittefaq (2021), study illustrated the lack of resources for incorporating digital technologies, the lack of financial incentives, and stringent journalistic work routines, technology-induced routines have severely affected both the personal and the professional lives of media practitioners and became the major hindrance for successful implementation of media convergence in Pakistan.

Even though the school of journalistic convergence dictates the above convergence dimension, as my preliminary observation, EBC journalists who almost all got no exposure to the field, or

else new to the theory of convergence, specialized only in one particular profession (if graduated in journalism not specialized in advance graphics or photo video shot or editing because most journalists), perform in particular platform, working in limited work process with specific restricted job description expected to face certain gaps towards the notion of multiplatform delivery. Within such working environment, this study would direct the real gap manifested with in EBC newsroom.

In line to the above point, the current way of organizing the media has shown that media practitioners out to perform and cope up with convergence. This would be "There is no ill in life that is not worse without bread" for those who make specific or particular professional preference: radio, TV, newspapers, magazines, press service since the early stages of the journalism course. So, this study would be special instrument to narrow such virtual reality and Communication gap.

According to researcher's preliminary Literatures search and critical observation, there is no studies conducted on EBC concerning media convergence and journalism practice in newsroom. But internationally since the beginning of the 21st century, media convergence has been one of the most studied topics among journalism and mass communication scholars (i.e. Jamil, 2020b; Menke et al., 2018). While when it comes to newsroom still there is little studies take on. Researchers have studied various dimensions of convergence in a number of countries, such as the role of convergence in increased recycling of the news in the Greek media landscape (Saridou et al., 2017), acceptance of convergence by editors and media workers due to business reasons (Windscheid et al., 2019) convergence and media freedom in Indonesia (Tapsell, 2015), the success of convergence in South Korea (Pak, 2017), perceptions and challenges of Indian journalists to convergence (Mishra, 2016), and the relationship between convergence and other societal changes in six European countries (Menke et al., 2018). The above studies had limitation to show the outcome of objectivity in media convergence practice. Though, this study is distinct and significant to understand the root cause of missing journalist principles, fundamental elements as far as techniques that you can do and can't do in media convergence. Because this challenge are still going through.

In a review of research on news work, Schudson concluded "there has been little academic attention to the concrete consequences of technological transformation of news production" (2000, p. 182). A large portion of the research on digitization processes and media convergence has addressed the relationship between print newspapers and online newspapers (Sparks, 1996; Boczkowski, 2004). This research, therefore, attempts to fill this gap and make a contribution to knowledge by foregrounding the consequences of convergence on newsrooms (Cited in Senthebane, 2008, p.5).

Moreover, most of these media convergence studies have focused on Western contexts or developed media systems consequently, studies originating from Africa especially in Ethiopia (exceptionally in a study carried out on *Reporter*, the Amharic newspapers, by Emebet (2018)) remains scarce. To address this gap, and to develop further thought, this study focuses on EBC newsroom for several reasons. First, the media has recently shift from analogue to digital technologies, telecommunication access (mainly the Internet), along with an excessive budget, public service medium credit, enough capital and human resource and media consumption patterns, provide a unique opportunity to study media convergence and journalism practice in EBC news room that has been largely overlooked by the current literature; a country where the question about the benefits of convergence for the journalism industry, remains unanswered. To what extent EBC newsroom practice convergence, And what are the major challenges still going through in EBC newsroom journalists convergence practice along with the above aforementioned statement of problems would be studied.

### **1.3. Objective of the Study**

#### **1.3.1. General Objective**

The general objective of this study is to analysis media convergence and Journalism Practice in EBC newsroom.

### **1.3.2. Specific Objective**

The research has the following specific objectives:

- To what extent does EBC newsroom implement media convergence in journalism practice?
- To analyses the skills of EBC news room journalist towards repackage contents for multiplatform.
- To explore the challenges media convergence brought in EBC newsroom

### **1.4. Research Questions**

- To what extent does EBC newsroom implement media convergence in journalism practice?
- How EBC news room journalist is skillful to repackage contents for multiplatform?
- What are the major challenges still going through in EBC newsroom journalist's media convergence practice?

### **1.5. Scope of the Study**

The research emphasized on the analysis of media convergence and journalism practice in the case of EBC newsroom.

### **1.6. Significance of the Study**

Though, journals, books, websites, unpublished seminar papers, and speeches, articles and research studies in relation to convergence and journalism practice are available in international and local contexts, only few of them are indicated in news room practice. That is why Garnham (1992) phrased it as most media studies are, simply too media centric (p. 360). By this he meant that research and discussions merely revolve around prevailing political and media structures. Thus, the researcher believed that doing media research in relation to convergence and journalism practice is helpful for governmental, nongovernmental and regional media

organizations who are working to mitigate converged atmosphere. Specifically, the findings of the study would have the following three significances.

First, it contributes to public and private media professionals to have better insight about convergence and journalism practice in news report, and increase their interest to work on the issue. Second, the study attracts researchers to examine convergence and journalism practice in another direction and would use the result of the study as a baseline data. Third, the result of the study will benefit media policy makers, practitioners and social experts to give due attention on implementation of fully converged newsrooms. By doing so, it adds to the current media convergence literature. Furthermore, this study can be used as a reference for researchers and writers while doing their study.

### **1.7. Limitation of the Study**

Although this research has reached its aims, there were some unavoidable limitations and shortcomings. First, because of time constraints the researcher was only limited to analysis EBC newsroom in terms of convergence and journalism practice notion. Due to this reason, the result of the study might not represent the coverage of the whole-time newsroom function. It would be better if it was done in a longer time with supportive news content. Second, lack of sufficient research related to the topic with in the Ethiopia was the other shortcomings to complement the findings of the research. Yet, the researcher managed all these limitations properly and takes them as a lesson for future studies.

### **1.8. Organization of the Study**

This thesis consists of five chapters. The first chapter encompasses the general background of the study, problem statement, research objectives, and research questions, significance of the study and scope of the study. The second chapter discusses on the review of literature. Chapter three presents the study methodologies, target population of the study, approach and sampling techniques in general. The fourth chapter discusses on data presentation, analyze and interpretations in detail. The last chapter focuses on major findings, conclusions and recommendations of the study.

## **1.9. Ethical Consideration of the Study**

The study considers ethical consideration and delivers special credit to scholars' literature work, which is used as in-text-citation and reference in this study. In this respect, the researcher delivers credit to those scholars who contributed to this study.

## **CHAPTER TWO**

### **2. REVIEW OF RELATED LITERATURE**

This part of the study covered review of various related literatures such as research papers, journals, books, articles, reports, empirical studies and so on salient to study EBC newsroom implementation from the perspectives of convergence and journalism practice in as well as theories developed by scholars.

#### **2.1. Concept of Convergence**

##### **2.1.1. Defining Convergence**

Just as beauty is in the eye of the beholder, most definitions of convergence depend on each individual's perspective. Those who practice and study convergence has many definitions. We can think about convergence in several different ways. One is in terms of different industries converging, such as telecommunications, media-entertainment, and computing. Another is converging voice, video, and data over a common infrastructure or within a common computing platform. What computing platform is created in EBC newsroom would be the main question answered in analysis section. These previously separate technologies are now able to share resources and interact with each other creating new efficiencies.

In regard to a third area of focus, Pavlik reports that convergence results in "an unprecedented opportunity for creating collaborative approaches to reporting" (2004, p.12). He adds that the fast movement of convergence computing and telecommunications technologies is rapidly rewriting the traditional assumptions of newsroom organization and structure. As has been noted, media companies are acclimating convergence and is becoming more common and is being driven by "a set of economic, regulatory and cultural forces driven by technological change" (Pavlik 2004, p. 12). Accordingly, the researcher are going to weigh the knowledge of EBC newsroom media practitioners by asking what convergence is.

Further argument claims that it operates at a very polysemous level through describing various trends in journalism that have something in common: the blurring of limits between different

media, professional skills and roles" (Domingo 2006, p. 1). Convergence is a form of merger between previously competitive media delivery formats. From the technological side, the general concept has been to bring the platforms together to provide information to the public through shared multiple technical pipelines. On the content feed side of convergence, the dominant idea was to ensure relatively equal distribution of information through each platform, thus creating a partnering of equal information providers (Killebrew 2004, p.40). Because of the relative newness of the converged environment, it seems logical that the media platform that is more entrenched may exercise a level of influence on the other partners in the convergence process.

This study is placed within EBC newsroom media convergence and journalism practice. Even though, this study focuses specifically on the EBC newsroom environment practice in terms of multiskilling production for multiplatform with the barrier's indication, the researcher tests the respondents whether they know the notion or not and let them to define convergence.

### **2.1.2. The Concept of Media Convergence**

Convergence is a revolutionary and evolutionary form of journalism. Media convergence, as a phenomenon incorporates the interconnection of information and communications technologies, computer networks, and media content. It brings together the "three C's", i.e., computing, communication, and content, and is a direct result of the digitization of media content and the popularization of the Internet (Nwammuo & Nwafor, n.d, p.56).

According to Jenkins, Media convergence is an ongoing process that should not be seen as a displacement of the old media, but rather as interaction between different media forms and platforms. Supporting this, Deuze cited in Erdal (2011) suggests that it ought to be a cooperation and collaboration between previously unconnected media forms and platforms. Burnett and Marshall cited in Grant and Wilkinson (2008, p.5) added saying 'blending of the media, telecommunications and computer industries.'

In the news making process, it depicts as a process whereby multiple media technologies and platforms are engaged simultaneously in producing and disseminating information (Deuze, 2007; Dwyer, 2010; Lawson-Borders, 2006). The ACMA also defines it as 'the phenomenon where digitization of content, as well as standards and technologies for the carriage and display of

digital content, are blurring the traditional distinctions between broadcasting and other media across all elements of the supply chain, for content generation, aggregation, distribution and audiences’.

### **2.1.3. Convergence Journalism**

Convergence journalism portrays various forms of media (writing, video, photos, and more), and this are combined to create a larger editorial project. Produce news in a more impacting way with "converged" media; two or more mediums used together to create a stronger story “CONVERGENCE JOURNALISM”,n.d,para,2-3). The web is an ideal platform for convergence journalism, as evidenced by the move towards multimedia presentations at papers like The Washington Post. EBC used news websites as one instance of convergence practice.

In converged newsroom, content preparation will be repackaged for a variety of media. Reporters will be asked to take some quick photos or videotape for breaking news, more substantial news stories will be prepared by teams. This new form of journalism requires the journalist to be skilled in more than one discipline. For example, a convergence journalist could write an article for a newspaper and produce a broadcast package on the same story all in one day. EBC newsroom ought to perform with in this frame to effectively implement convergence.

Moreover, Convergence journalism adds more elements and details to a story through the use of more than one outlet to tell the story. Now, when you go to websites to read an article, you will more than likely see a video clip within the article. It is much more appealing for the reader to see pictures and videos while reading a newsprint article. This new type of journalism makes the reporter more attractive to future employers because of their knowledge and skill in the different types of media outlets. Rather than being an expert in only broadcast journalism, convergence allows the journalist to be an expert in print and photography (Li, 2018, p.1383).

Hereafter, as li stated it uses digital technology to report the stories effectively across multiple media platforms. At its core, it is multimedia and cross-media thinking, organizing, reporting and producing for both short form spot news and long-form features. A convergence media project build on storytelling principles, not just specific technical practices, providing journalists with

the mindset and skills they need to adapt their writing and reporting for the tools of today and tomorrow.

Existing literature depicted the positive and negative impacts of media convergence in journalism. On the one hand, convergence represents an expanding opportunity for journalism. A substantial body of research examines how the Internet is useful and efficient for journalists' finding information and disseminating updates, notably during emergencies (Ahmad, 2010; Lasorsa et al., 2012; Vis, 2013). On the other hand, convergence represents a risk, since user-participation and the over-acceleration of news cycles impinge on the norms of quality journalism, such as truth-telling (Davies, 2009), transparency (Karlsson, 2011), and accuracy (Fenton, 2009), as cited in (Li,2018, p.1384).

## **2.2. Dimensions of Media Convergence**

Deuze (2004) specifically elaborates that there is a blurring line between the roles of the producer and consumer of media contents in this 21st century due to the emergence of new information technologies. Thus, he proposed to analytically structure convergence into four dimensions that cover different stages of the communication process. These dimensions are elaborated as follow:

### **2.2.1. Integrated Production**

Phree (2011) pointed out it as the reformation of newsrooms which is also linked to the redefinition of professional roles, technical innovation and the progressive nature of innovative news formats and languages.

Phree submits that in Nigeria today, most reporters, photojournalist, video-journalism, editors, etc. submit their stories, photos or videos through the internet or their mobile phone. EBC newsroom practitioners should also practice such mechanism. Unlike in the last decade when editors and reporters work from personal offices/ independent newsrooms which sometimes delays the production of news-stories, they collaborate more and develop forms of integration of all the journalists into one newsroom, in which at the end produces the content for different outlets at the same time.

Digitization of the production processes has been the technological innovation that has supported newsroom integration in most media houses across the nation.

### **2.2.2. Multi-skilled professionals**

The ideal multi-skilled journalist, as some authors (Bromley, 1997) expression, would be able to produce news for any medium using any required technological tool in every step of the production process. This strategy allows companies to minimize labour, administrative and material costs, to use the same media content across several media outlets, to attract increased advertising and to increase brand recognition and brand loyalty among audiences through cross-promotion and cross-selling (Phree, 2011).

For instance, using multi-skilled professionals the Nigerian media examination depicts that Nigerian journalist are not only trained to report news stories but also to report the audios, photos and videos of events using their mobile phones or devices. How about EBC newsroom professionals perform & react towards this notion would be seen in analysis section of this study. Various workshops have been organized to train journalists to be skilled and professionally inclined with today's technology (Phree, 2011).

### **2.2.3. Multi-Platform Delivery**

This concept encourages media practioners with the corporation to deliver news stories in multi-platform frameworks. The advancement of technology especially in the areas of mobile communications and data-enabled digital television systems to enlarged the range of options for the citizens to access the news. Phree (2011) suggests that broadcasting has been changed increasingly by the Internet, giving consumers all over the world the freedom to access their preferred media content more easily and at a more available rate than ever before. Many Ethiopians can now access news information from their mobile phones, or internet, especially with the advent of web & social networks like Facebook, Twitter, Telegram and blog sites. Thus, EBC newsroom contents have to be accessible with such multi-platform delivery. Current media trends do not only seem to blur the differences among the media, but also the distance between producers and audiences (Jenkins, 2004).

Even though there seems to be a scarcity of journalism research on the implications of the trend, multiplatform delivery dimension are developing more visibly in recent years. Though this specific objective is brought to life by this study that assigns EBC media practitioners to lead a virtuous media consumer in order to become a real multi-platform deliverer.

#### **2.2.4. Active Audience**

Digital distribution technologies allow for the customization of content and ease the production of news that is highly targeted to specific audiences (Tewksbury, 2005). Active participation therefore has a greater influence in the redefinition of professional journalism. Most journalists now have in their possessions, multimedia devices that enable them to take instant photographs, record interviews and keep them connected to the internet.

Here we can deduce that EBC newsroom editors and journalists professionally obliged to bear in mind that performing the four dimensions accordingly will undoubtedly enable to reach the epic of the convergence with journalism practice. And this enables to get virtuous audience attention.

### **2.3. Media Convergence and Journalists' Perceptions**

Media environments have rapidly changed based on convergence and several factors, including globalization, use of interactive media technologies, evolving business models (Rehmat, 2019), and competition among media organizations battling for audience attention and revenue generation (Strömbäck and Karlsson, 2011). For more than a decade now, digital media, such as websites and social media networks, have allowed people to interact with journalists and media organizations adopted different ways to engage with audiences and increase interactivity (Fortunati et al., 2009).

Here after, understanding journalists' perceptions toward convergence, set the foundation for better comprehension on the use of interactive media by traditional outlets (Xiong and Zhang, 2018). These perceptions became key to document because they affect journalistic and professional practices (see Tapsell, 2015). The perception of media convergence among journalists, consequently, has been extensively studied in various contexts (i.e. Menke et al., 2018; Xiong and Zhang, 2018). Journalists in different countries have had different understandings and perceptions about media convergence like beauty is the eye of the beholders.

Despite such interest, journalism practice advised to be practice according to its agreed upon dimensions.

## **2.4. The Challenges of Convergence**

### **2.4.1. The Challenge of Embracing Change**

The challenge of embracing change is the core point to analyze media convergence and its impact in journalism practice of news media. The point also treated to find out what challenge EBC news room faces. Lewin (1951, p. 4) suggested three steps in which change occurs in society: unfreezing, moving, and freezing. For change to occur Lewin believed that the force field or system has to be altered (Ekwo, n.d, p.37). Consistent with this change procedure, the unfreezing stage of media convergence meant a need to alter the field of media communication; this need is triggered by the potentials of the Internet and the loss of old media revenue minimization in United States and other developed countries.

Schein (1995) elaborated on Lewin's (1951) theory and elaborated the unfreeze process occurred when the prospects and benefits of envisaged change are contemplated. He coined the phrases 'survival anxiety' and 'learning anxiety' to convey the worry that goes with potential change: this solely emanated from whether it will work or not and the degree of resistance that may face. Schein argued that for change to occur these anxieties must be overturned through the creation of adequate psychological safety. This condition, he believed could be achieved in an environment that promotes skills acquisition in a planned manner, minimizes learning anxiety and thereby catalyze change.

### **2.4.2. The Challenge of Revenue Loss, Cyber Attack, Timeliness**

As far as challenges of media convergence is concerned, as cited in Embet, 2018, p.27, Reid (2011) stated that the transition to online distribution of creative content across multiple delivery channels, coupled with the new population of active producers engaging in user-led content creation, has facilitated the rise of a significant challenge in the form of illegal downloading and other types of online copyright infringement. In addition to this, whenever media convergence of

broadcast is utilized, the demand of TV and Radio might be decline as the viewers can easily access the news and other information from online website.

Currently most media consumers are watching TV on YouTube and reading e-papers'. Thus, people in the world increasingly get their news from websites and social media sites, therefore, it has become imperative for media outlets to keep abreast of digital technologies to produce and disseminate news online. This change in news consumers behavior has diversified the media revenue model as advertisers are increasingly opting for online platforms and media organizations feel the need to maintain their online presence, a finding that is in line with media convergence literature (i.e., Hanitzsch et al., 2010).

Apart from this, in one or the other reason when the Internet service slows or completely shut down the audience cannot get information timely (Witheridge, 2014). Bruns (2007) the increased availability of access to the new participatory culture will also drive the growth of a community of hackers who threaten the safety of online audiences, while the notion of democratic participation will be undermined by the inequalities in skills required for meaningful participation. In other words, the nature of online communities also leaves audiences vulnerable to cyber-attacks as well as excluding those who do not possess the skills necessary for participation.

### **2.4.3. The Influence of Technology-Driven Convergence**

Technology-driven media and convergence have changed the media eco-system on various levels, including the processes and practices of content production (Domingo et al., 2015). Over the years, the continuously changing communication technologies have had drastic effects on the production and consumption of news content (Franklin, 2012).

Media outlets have used various types of content management software either built by the company or bought from commercial companies. Journalists have long felt pressure to produce more content at lower cost (Bakker, 2012). While content management and production have become easier over the last decade, in developing countries news journalists lack training and resources. Developing countries' media industries have not fully digested the media convergence model. In the context of Pakistan, Jamil (2020b) argues journalism practice has been

overwhelmed with the effects of technological innovations. Challenges include limited technical and financial resources and strict legal frameworks. These challenges have influenced journalistic practices, routines, as well as personal and professional lives. Furthermore, socio-political and cultural factors have undermined news professional duties, specifically in regards to press freedom (Jamil, 2020b).

Here are determinants related to the individual, routine, organizational, and social institution levels of influence journalists.

**Individual level influence.** The language barrier, technological challenges and the absence of proper training is considered a problem for many media journalists. For instance, a study in Pakistan media, an editor from HUM News expressed, ‘we need technically shrewdness people in our newsrooms, but we are not sure what media students are learning in their universities because when they come here, they appear very novice even with basic journalism skills’. Specifically, this study would depict how EBC newsroom journalists or editors cope up with technological challenges on news content production process.

**Routine level influence.** This concept overwhelmingly reflected and manifested regarding how journalists react the instant communication technology apps that have made them 24/7 accessible, consequently, impacting their work-life balance and ability to function as journalists. Regards to this around the clock journalism, a mid-career reporter from The Nation (Pakistan media) said that the new communication apps (such as WhatsApp, Facebook Messenger) have allowed my superiors to treat me as if I am always available and can be contacted. This ease of communication has benefits but it has also made me file a news story in the middle of night which is not normal.

**Organization level influence.** Organizationally, lack of planning is another influence.

**Social-institution level influence.** This influence mainly acknowledged that online audience and level of appetite for news consumption across multiple platforms.

## **2.5. The Future of Journalism and Media Convergence**

The incorporation of new technology in the media industry raised questions on professionalism, economic sustainability of legacy media organizations, quality of journalism, and ethics (WahlJorgensen et al., 2016).

Several scholars addressed the impact of technology on the future of journalism. For example, Zelizer (2019) argues that technology impacts the journalism industry in several areas including journalistic routines, news content, newsroom and organization infrastructure, and the relationship among media outlets, journalists, and the public. For instance, Prasad (2019) study suggests that India's news media is thriving and going digital due to the increase use of Internet and digital advertising.

Digital medium does not reduce the importance of the journalists. While digital technologies revolutionized the media industry across the globe, the future of media industries has been uncertain. As Franklin (2014) explained, the production, reporting, and reception of news has changed. His insight mirrors many recent developments in the media industry, including layoffs of news professionals and the growth of mobile usage by journalists in their daily journalistic practices (Jamil, 2020a). In the EBC context, the media editorial policy has to be regularly revised to meet the needs of an evolving media industry. In this respect, Saleem and Ahmad (2015) suggested that the specialized training in media is needed for journalists to augment media outlets needs especially skills in multimedia content production.

## **2.6. Media Convergence and Journalism Practice at Global Context**

Over the past decade, media convergence according to Grant and Wilkinson (2009) has become the dominant theme of contemporary journalism practice, and research. Huang et al. (2006) claimed that at the start of the 21st century, the news media industry began to merge different media; newspapers, radio, television, magazines, and online journalism sites, to distribute news across different media outlets. The first significant international example of the merger of editorial teams was carried out in 2000 by the US group Media General in Tampa (Salaverría and Negrodo, 2009, pp 39–47).

Erdal (2009) described convergence within and between media organizations as one of the newest catalysts for change experienced by journalists in the 21st century. Erdal noted that radio, television, mobile phones, and the Internet have fused into a multiple media platform that offers integrated news delivery to media consumers (Ekwo, n.d, p.11). In what Jenkins (2006, p. 19) described as the ‘migratory behavior of media audiences twisted with convergence that enables audience members to search for information or entertainment in any medium and from any source.

*There will never be one black box controlling all media. Rather, thanks to the proliferation of channels and the increasingly ubiquitous nature of computing and communications, we are entering an era where media will be everywhere, and we will use all kinds of media in relation to one another. We will develop new skills for managing information, new structures for transmitting information across channels, and new creative genres that exploit the potentials of those emerging information structures. (JENKINS, 2001, p.93)*

It is necessary to understand that, when speaking about convergence, people refer to at least five processes in progress: (i) technological convergence, (ii) economic convergence, (iii) social or organic convergence, (iv) cultural convergence and (v) global convergence (Lorena, et al.,2008, p.31).

Given this scenario, the introduction of media convergence as practiced in the United States and other countries could help to integrate the operations of these disparate entities in such a way as to give to the audience quality programming and editorial content (Ekwo, n.d, p.11).

Around the world, journalism is undergoing fundamental changes in both theory and practice (Deuz, 2004; Quinn, 2005). According to Jenkins (2006) these changes encapsulated by the term convergence journalism represent the future of a media industry that involves using both the old and new media to provide choice to the audience and change in industry practices.

The early development of media convergence, according to Quinn (2005) is traceable to countries in Southeast Asia, South America, Western Europe, and Scandinavia. In the United States, convergence journalism started during the last decade of the 20th century, when

newspapers and television stations began to exploit the capacity of the Internet to disseminate news on multiple platforms (Gilbour, 2007). Many reasons account for the popular embrace of media convergence around the world. Thornton and Keith (2009) attributed the trend towards print and broadcast media partnership to the desire to halt declining audience share while Garcia Aviles, Meier, Kaltenbrunner, Carvajal, and Kraus (2009) argued that processes towards media convergence were accelerated by the deregulation of legal aspects of communications business, media digitalization, and worldwide expansion of the Internet.

Garcia Aviles et al studied newsroom integration in Austria, Spain, and Germany and concluded that convergence is reshaping the landscape of journalism practice in a number of ways such as newsroom collaboration and cross-media partnerships. Journalistic convergence should not emphasize the process as technologically driven; instead, technological creativity enables the process of convergence to attain measurable objectives in different settings. In other words, any media convergence project should result in unique outcomes depending on set goals. This view suggests that media convergence could be structured in such a way as to pressure public officials to be more responsive to the aspirations of citizens, and to promote accountability and transparency. Whereas Garcia Aviles et al. (2009) and Gilbour (2007) might have disagreed on the role of technology in fuelling media convergence; they were largely in agreement on the role of media economics. Gilbour argued that the decline in newspaper readership and dwindling advertising revenue are responsible for the overwhelming embrace of convergence because under such an arrangement, newspapers collaborate with radio and television as web partners and therefore minimize potential threats from newly set up internet-based media outlets such as Craigslist.org which appears to have taken over many classified advertisements from newspapers. Quinn (2005) also pointed out that the popularity of media convergence is born out of the need to reach as many audience members as possible, to grant them unlimited access to information when and wherever they want it as well as to implement the cost-cutting measures inherent in a converged media environment.

Outside the world of newspapers, in November 2007 the BBC also established a new working dynamic, by virtue of which the television, radio, and Internet editorial departments ceased to be divided by the criterion of medium and were reorganized in accordance with the production

flow: one editorial department for urgent last-minute news, another for features or reports of a less urgent nature (Horrocks, 2007) cited in Ramon, et al, 2012, pp.23-24).

## **2.7. Media Convergence and Journalism Practice at Africa**

The news media in Africa is largely operated under the traditional model of diversification instead of today's convergence journalism practice experienced in other parts of the world. Muhammad (2007) and Fork-Kintz's (2007) analysis of the landscape of the news media in Nigeria shows a common feature.

Based on Rogers's (1986) analysis, media convergence has all the characteristics of diffusion and innovation because it is a relatively new concept especially in Africa where as Rogers predicted diffusion has the potential to trigger social change and unprecedented multiple communication exchange.

There is a measure of uncertainty in the adoption of innovations such as media convergence because its effects in terms of transforming the political and social landscape of Africa are unpredictable. Nyamnjoh (1996) argued that the dismaying application of information and communication technology in the continent remains a challenge for effective social change to occur.

The integration of communication and information that flow from cellular phone with traditional media organizations such as radio, television and newspaper as well as online media will signal a new frontier for the African populace whose voices were hitherto unheard in the debate and discussion of public policy.

In Africa, many studies recognized the news media as agents of development, nation building, and democratization (Berger, 2002; Ojo, 2007; Ojo, 2003). In Lesotho only one company has so far implemented newsroom integration to supply the information requirements of at least three media. Over the past year, MoAfrika has begun a process of convergence which is still in its infancy. The most extended model of convergence contemplates the collaboration of journalists from different platforms, content cross-promotion and multimedia coverage of news events. In South Africa, the most significant convergence ventures began at three newspaper companies: Die Burger, Mail and Guardian and The Times. In United States, Media General's Tampa News

Centre (Huang et al 2004; Dupagne and Garrison 2006), the Tribune Group and Belo Corporation (Lawson-Borders 2006: 127-58) were pioneers.

## **2.8. Television & Radio Service in Ethiopia**

The relation between the flow of information and human being's dates back to the creation of mankind. Evidence shows that information was conveyed through pictures, symbols and the like during the early day where languages and writing were not developed.

As civilization gradually evolved, the medium of communication grew subsequently and the exchange of information continued to appear in writing, sound and image. Radio and TV made their appearance in the 1920s and 1930s and became broadly popular. TV became a globally influential means of communication as it employs both image and sound. In Ethiopia, first the print media, then radio, and later TV are still playing a big role in disseminating information, awareness creation, introducing modernization and innovation as well as entertaining the public. Recently ETV coined the motto to be the 'voice of Diversity and renaissance'. TV in Ethiopia was opened after a repetitive Phillips Ethiopia and Thomson Television proposal and letter were presented to HaileSelassie on the 1<sup>st</sup> on July 29, 1956, E.C (ETV 50th anniversary manual, p. 74). And a permit was given. The government announced the launch of the TV station in October 1957 E.C. Emperor HaileSelassie's on the Evening of October 30, 1957, E.C, announced the establishment of the television service. The TV station became functional during the king's coronation ceremony and here is the first paragraph from the speech the king delivered during the inauguration.

*“We are full of hope that ETV will play a significant role to educate and to inform our people. Education is not important for the youth and children; it is also important for grown-ups. Though the TV station is initially small, we do believe it will eventually transform itself into a big media that reaches the wider population. If something is never started, it will not be completed” (ETV 50th anniversary manual, p.74.).*

It was taken from Emperor HaileSelassie's speech during the inauguration of the TV station on October 23, 1957, E.C. During this time, Ethiopian Television had not more than 40 minutes of

daily transmission. Under the proclamation of the Negarit Gazeta that came out on 8 January, 1967 E.C. Article 12 allows Ethiopian Television a legal right to collect permit and service fees (license fee) from TV owners. ETV has since then been independently collecting annual license fees from customers. Until 1968 E.C, there were no changes in structure, ETV formed new departments to restructure its organizational structure. In December 1969 E.C the transmission range of the station reached Eritrea. Though ETV broadcasted in English and Amharic during the Dergue regime, most of the programs are said to have been educational and of propaganda in content. The station headed to yet another structural reform in 1991, the third since its establishment. Here a newer feature was the inclusion of Oromigna and Tigrigna languages. The fourth structural change was made in 1994. Coming 20 years after the station's establishment the fifth structure resulted in the merger of the radio and television. The new reform gave the enterprise the name, "Ethiopian Radio and Television Agency." Through time, the transmission programs from the Amhara, Tigray, Oromiya, SNNP, Afar, DireDawa, Somali, Gambella and Harari regional states followed suit. French and Arabic language transmissions were started in the post-2000. Ethiopian Television till 1979 had no mobile studio. This editorial policy of EBC has taken into consideration the governing rules of the country endorsed to determine the form, content and management direction of the media. EBC has passed various structural reforms. In 2009 another structural reform was made. Through time, it has made name reforms from ERTA to EBC, and recently it has Television, radio and website mediums. The study focused on Ethiopian Television (ETV) newsroom. In this study, the researcher tries to manage the station medium per the research objective. According to the corporation's human resource data recently, in 2021, EBC has around 2500 employees who are permanently working at the headquarters, branch offices, and there are contractual and freelance employees too.

### **2.8.1 Newsroom Convergence**

Newsroom convergence refers to blurring lines between traditionally separate media due to the growing use and influence of digitization within a single enterprise's production systems (Quinn 2005, p.29). Gordon attempted to distinguish newsroom convergence from other forms of convergence when he wrote that it is one of the five distinct forms of convergence: ownership, tactical, structural, and information-gathering and storytelling.

Coming down to the newsroom level, structural convergence defines changes in job descriptions and organizational structure when media organizations begin to merge their content. Information-gathering convergence occurs when news staffers collaborate on story production. A TV reporter may cover an event for broadcast then write a longer story for the web. In other words, journalist's multi-task in multiple media, whether it is one story produced by a team of online, print and broadcast staffers or one reporter preparing variations of one story for several different media. Finally, storytelling convergence describes the new innovative forms of presenting information (Gordon cited in Quinn 2005, p.32).

A debate often occurs between those people (Ursell 200 I; Fidler 1997) who see convergence simply as a technological development driven by newly available digital tools and others (Tompkins 200 I; Stevens 2002) who say convergence must be defined in terms of fundamental changes in storytelling. So, this requires empirical research. Convergence is reshaping the landscape of journalism in a variety of ways for, as Pavlik puts it, "newsroom structure, journalistic practices and news content are all evolving" (2004, p.28). The process has been described in terms of "increasing cooperation and collaboration between formerly distinct newsrooms" (Deuze 2004, p.40). The definition of convergence is evolving in a media landscape where competing media are "forming alliances to meet a variety of technological, editorial, regulatory and market-based opportunities and challenges" (Dailey et al 2003, p.3).

When many newspapers launched their web services, they initially chose to set up a small newsroom whose journalists were devoted for the most part to repackaging news content from the traditional media in the new platform (Boczkowski 2004; Deuze 1999), although some news organizations began to draw plans to converge their print and online newsrooms. At that stage, convergence originated many practical problems and it was regarded with skepticism by industry leaders and fiercely opposed by many journalists (see Stone 2001; Ulrik 2002).

Models of newsroom convergence have been established by several writers. Dailey et al (2005) have conceptualized the nature of newsroom convergence following the assumption that convergence is characterized by "some degree of interaction and cooperation among cross-media partners, whether the media are owned by common or separate companies" (2005: 151). These

authors established 'the Convergence Continuum Model' and the categorization of the specific cross-media behaviours in the various levels on that model.

## **2.9. Empirical Studies**

Internationally there are studies that have examined converged newsrooms (for instance Filak, 2004; Singer, 2004a; Dupagne & Garrison, 2006). Convergence and deconvergence of Chinese journalistic practice in the digital age (Li, 2018). Other studies have examined the impact of the Internet in news work, and the emergence of online newspapers (for 22 example Garrison 200 I; Flynn 200 I). The Tampa News center convergence effort triggered media researchers into examining the actual changes inside newsrooms and the effects this converged environment has on reporters (see Singer 2004a; Silcock and Keith 2006; Dupagne et al. 2006). Since fully converged newsrooms remain rare, "little research has examined how convergent news operations, such as those at the News Centre in Tampa, have affected newsroom practices, roles, and culture" (Dupagne et al. 2006:241). Singer's (2004) study examines newsroom convergence among previously distinct provinces of print, broadcast and online media through the framework of diffusion of innovation theory. A study conducted in Pakistan, by Ittefaq (2021), entitled Converged journalism: practices and influences in Pakistan. Ashton and Cottle (1999) examined how new communication technologies, digitalization and technological convergence along with multi-skilling and multi-media production are now contributing to the transformation of broadcast news production at BBC. Dupagne and Garrison (2006) investigated the meaning of media convergence experiment, the changes in the newsroom culture, and the type of job skills necessary in a convergent newsroom at Tampa News Centre.

Some studies have investigated whether media convergence yields direct effect on media use, content diversity, newsroom practices and curriculum structure. Powers (2005) investigated how news managers were overcoming barriers to convergence when dealing with personnel. Her findings indicate that leadership behaviours relate to job satisfaction and to greater levels of convergence activities.

In Ethiopia there is only one study conducted on print media entitled 'Opportunities and Challenges of Media Convergence of Newspapers on the News: The case of Reporter

Newspaper' by Embete 2018, as the researchers preliminary search and observation. However, though this study did not conduct on newsroom practice.

Despite these valuable contributions made by scholars to the converged newsroom studies, there has been little attention to the analysis of convergence and journalism newsroom practice in international level and no attention in country level; hence this research analysis convergence and journalism practice in EBC news room. Previous research shows that convergence varies from company to company and in context, therefore they cannot be generalized. Thus, study will add new knowledge from EBC Newsroom context.

## **2.10. Theoretical Framework**

Theories are described as important road map for research (Potter & Riddle, 2007) because theories guide research by providing clarity to ideas and findings that require testing and interpretation. Potter and Riddle concluded that theories function as glue to important research findings thereby providing a critical platform for justification of certain systems. They, however, lamented the low use of theories in research and warned of its impact on design of studies and education of future generation of scholars. Grant and Wilkinson (2009) also acknowledged the minimal theoretical approach to the study of media convergence. Grant and Wilkinson believed that the application of theory had the potential to expand knowledge and thereby increase the chances of understanding the rapid spread and methods of media convergence, in addition to its consequences. Due to the hydra-headed nature of media convergence there is no one-size-fits-all theoretical perspective that encompasses the concept. It can be viewed from different theoretical lens.

In the light of the foregoing, therefore, the theoretical framework that grounds this research includes Technological determinism theory, social networking theory, and uses and gratification theory.

### **2.10.1. Technological Determinism**

Technological determinism is the belief that technology is the principal initiator of the society's transformation. The emergence of this theory is usually attributed to the American sociologist Thorstein Veblen, who formulated the causal link between the technology and the society. The

researcher uses this theory basing, the supporters of technological determinism, any social changes are controlled by the technology, technological development, communications technology and media. This became the cornerstone to analyze to what extent technology determined to play media convergence and journalism practice in EBC newsroom. This mainly manifested during preparing contents for multimedia platform.

This theory also tests the skills of EBC newsroom practitioners the adoption and implementation of new innovative technologies to awaken the society. Since the establishment of this direction in the early 20th century, two different branches separated: radical and moderate (hard, soft) technological determinism. According to the radical version, the technologies represent a prerequisite for changing the society, the second branch regards the technology only as a key factor that may or may not mean a change.

Today, we can quite confidently say that the Internet and the nature of new media is fundamentally changing the structure of the society. The expansion of computers, networks and the Internet has radically changed many aspects of not only human communication, but also the entire society's life. Here too, the researcher purposely used the theory how EBC newsroom coup up with the rising popularity of new media that has changed the nature and the way our society and the individuals act, the way we do day to day life. Through a philosophical analysis, the researcher repackaging contents views matches the philosophical analysis of how the text examines the nature of contemporary technological determinism, the features of new media and the method they use to affect the creation and distribution of information and knowledge in the media reporting process.

The concept called technological determinism denotes the approach promoting the thesis that the use of informative and educational technology is influenced both EBC newsroom media practitioners and its surroundings, but also, above all, by the technology itself. It means that technologies as such are not neutral to the learning process. They structure information in a manner typical of them (the world is structured differently by the medium called writing and the medium called the technical image), they affect the psyche of the user, and even cause social change.

The proponents of technological determinism argue that the society is influenced and shaped by technological development. EBC newsroom as a pioneers of media industry have to adjust and adapt to new technologies and innovations. If EBC newsroom works against this, the negative consequences will damage the image of the media that mainly resulted by poor use. Toffler understood the technology as a determinant of all changes that have a fatal impact on all areas of human life. The computer has the ability to take control of the entire mechanical age. Today's situation is called the "third wave", a period of significant changes and acceleration of life pace, which is faster due to the continuous development of technology. He believes that the changing society has a major impact on the human psyche and talks about the "shock of the future". Negroponte has a more optimistic, however, somewhat utopian view of the issue, when he likens the situation to "replacing atoms with bits". The qualities of the digitization process (decentralization, globalization, harmonization and strengthening) are too strong for it to be stopped.

Introduction and use of new technologies in EBC newsroom makes the audience to follow day to day broadcasting of the medium and this in other hand enable to fulfill its vision, mission, and values. This in turn succeeded the four dimensions of convergence i.e., creating active audience. Moreover, the proponents of this concept also states, the society is modelled by the technical change and the technical change is created by the society. Technical innovation comes from within the economic system gradually introduced by supply and demand, and it is not simply adapting to external transformations. As the work of man, it passes unnoticed only if he allows it. The society is thus defined both by means of technologies which it is able to create, and those which it decides to use and develop rather than others. In this sense, technology is one of the many social processes. M. Castells took a similar stand on this issue. He understood the technology as a social process, when the society is formed by the technical change, and the technical change is shaped by the society. This two-way process is called social embeddedness.

In his publication, Castells also comments concerning the issue:

*"The technology does not determine the society; the technology is the society".  
Pierre Lévy also refused to accept the concept of one-sided technological  
determination: "The technology is an analytical angle of global socio-technical*

*systems, a view that emphasizes the material and artificial part of human phenomena, and not the actual quantity that would exist independently of the rest, would have diverse effects and work by itself. He said cyberspace was a part of a social movement, it had its group leaders, its passwords and its logical aspirations (cited in Hauer, 2017, pp1-2).*

Furthermore, Levy argues that if one takes into account any relationship, it will be much more complicated than determination. According to him, social and cultural state of affairs is infinitely complex and partly indeterminate set of interacting processes that are automatically maintained or suppressed. The society is influenced by technological developments, the negative effects are caused by poor use by the people. This and the above-mentioned elements became principle argumentative points to implement the theory for this study.

### **2.10.2. The Uses and Gratification Theory**

The uses and gratification theory provides another critical framework in the present study ‘s attempt to develop a suitable media convergence structure that can have profound impact on journalism practice in newsroom.

The uses and gratification approach, popularized by Elihu Katz and other communication researchers has remained a pivotal theoretical framework for the understanding of people’s media behavior. This enable EBC to create a convergence environment that satisfies the behaviour of the audience. Beside this creating media plat for that are conducive for the active audience dimension is the reason the researcher chooses this theory long side with technological determinism. In analyzing the importance of this approach, Katz (1974) argued for more focus on what people do with the media rather than what the media do to people. This marked a shift from an era where communication researchers were almost fixated on effects of the media on audience members with little evidence on the power of the media to change audience attitudes.

The underlying assumption among uses and gratification researchers is that audience members select and respond to different media on the basis of external circumstances existing in that society. EBC newsroom has to repackage contents that respond the migrative behavior of the audience. McQuail (1987) provided a complete taxonomy of needs and satisfaction which

audience members get from the media. They include information, personal identity purposes, integration and social interaction and entertainment. According to Okigbo (1986) audience members expose themselves to particular media output because of determinable social and personal needs while at the same time media uses lead to getting need-related gratification.

This dual premise of uses and gratification research is what Vishwanath (2008) called gratification sought and gratification obtained (p. 8). Vishwanath concluded that audience activity under the uses and gratification theory has three properties: selectivity, involvement and utility (p. 17).

In the era of digital revolution that fosters media convergence as conceptualized in this study, Jenkins (2006) described digital media metaphorically-speaking as having some kind of liberating effect as opposed to the oppression of mass media because the former gives the audience the freedom to enjoy content that are only meaningful and beneficial to them.

This research suggested that a synthesis of the foregoing theories might help to understand the convergence and media practice in EBC newsroom. Furthermore, the study argued that integrating some of the elements of the foregoing theories and other relevant issues in the EBC news room will enable journalists, editors and other media practitioners engage in series of activities that result in fully converged journalism practice that undoubtedly yield converged media newsroom.

Digital code is the technological basis for media convergence, enshrined in Nicolas Negroponte's (1995) phase, „from atom to bits“, in which he recognized the transformative power of converting words, sounds and images into bits of electrical information (Mitra, 2012, p, 7).

### **2.10.3. Social Networking Theory**

Three key network concepts that have organized research on network effects are centrality, cohesion, and structural equivalence. Freeman (1979) proposed three distinct measures to indicate structural centrality: degree, closeness, and betweenness. This study afforded a nuanced understanding of convergence in EBC newsroom, and it established a process through which new network measures were developed to have a raw form, a normalized form, and a network-

level form. Freeman's (1979) paper also motivated subsequent research to assess how different forms of network centrality interact with the flow of information differently. For example, Borgatti's simulation study (2005) identified a typology of flow processes, and he showed that the values of different central positions depend on the characteristics of the process (e.g., gossip diffusion versus goods delivery). Hence, the researcher strongly argues this study enables EBC to create a communication tunnel that transfer repackaged contents through modern and latest technology. This process mainly fulfilled through overwhelming social network theory implementation.

Network cohesion measures the degree of interconnections among a group of nodes. That is why the researcher also strongly initiated to use this theory assuming the intimate and close teamwork is a base to fully practice convergence in EBC newsroom. Friedkin's (1993) longitudinal study, among others, found that personal influence grows stronger within more cohesive social networks than less cohesive ones.

In understanding the process of diffusion, Burt's (1987) study found that innovations were more likely to flow via structural equivalence than direct ties, suggesting equivalence influence maybe a stronger predictor of behavioral adoption than cohesive influence. Burt (1999) further elaborated on these mechanisms to explain the role of opinion leaders in the media convergence effect context.

He argued that there were two different network mechanisms at play: a two-step process that consisted of opinion leaders spreading information to the group, and a contagion process via structural equivalence that generated adoption behaviors within the group. Since the 1990s have witnessed extensive applications of key network concepts in diverse research contexts, and the field has also constantly been updated with more refined network measures and analytic tools. In the arena of media effects research, the fundamental question is: How do social networks, including the quality and quantity of relational ties, the structural position of individual actors in a network, and the overall network properties (e.g., its density, centralization, and modularity) impact the flow of media messages and their effects on the audience? These effects include public opinion formation, marketing, uses and gratifications of media consumption, and behavior change due to prosocial campaigns. Although communication research did not substantially

shape the initial development of social network theory, there is an emerging trend of cross-pollination between social network theory and media convergence research.

In large part, this cross-pollination stems from the emergence of computer-mediated communication, which affords explicit social networks as well as the modes of communication that bind them.

Mass media play a critical role in initiating diffusion among opinion leaders and low threshold adopters, as these individuals are more likely to rely solely on media information to adopt an innovation (Liu, et al., 2017 p,8).

### **Key contributions and future directions**

Social network theory and methods offer a distinct perspective on and set of tools with which to understand media effects, enabling consideration of how micro- and macrosocial structures mediate and moderate media effects. The theories of two-step flow and diffusion of innovations examine the paths by which mediated messages travel through social networks, and the concepts of opinion leadership and tie strength offer insights into critical variables that affect this flow. While each of the theories discussed here was developed in the twentieth century during the golden age of mass media technologies, their theoretical contributions endure as scholars continue to test them in an era of social media and rapid evolution in media technologies. Three directions for current and future research are highlighted below.

First, new media technologies such as social networking sites, microblogging tools, and online recommendation systems offer intriguing opportunities for further application and extension of social network theory in the study of media convergence & journalism practice. Current research in this area falls into two broad categories. One category investigates whether and how network-based media effects theories such as diffusion and the strength of weak ties operate differently in different forms of social, as opposed to mass, media.

For example, research suggests that some of the traditional social network measures of opinion leadership discussed above may not be the best indicators of social influence on Twitter (Gruzd & Wellman, 2014). A second category of research capitalizes on the large amount of and novel types of data available through social media to rigorously test network-based media effects

theories in ways not previously possible. For example, large corpuses of digital traces that avoid potential self-report biases of survey data can be used to create randomized controlled experiments of the diffusion of consumer and political behavior on Facebook.

Second, media effects researchers have begun to extend social network theory and methods beyond classic social contagion processes to engage in what Ognyanova and Monge (2013) describe as a “relational reinterpretation” of numerous mass communication phenomena. Hyperlink networks, for example, in which the nodes are websites and the ties are the hyperlinks that connect them, may be analyzed to trace the diffusion of content between mainstream media and blogs, or to determine the extent to which prominent mainstream media versus bloggers wield influence in media and public agenda-setting. Semantic networks, in which the nodes are words and the ties are co-occurrences of those words in various media, may be mapped to identify patterns in how content is framed across different outlets over time. These network approaches offer promising new methods for research on core media effects theories

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Methodology and Design**

##### **3.1.1. Methodology**

Research methodology is a mechanism to systematically alleviate the research problem. The methodology can also be a science of studying how research is done scientifically (Kothari, 2004, p.8). Moreover (Dawson, 2007, p.16) also defines methodology as the overall approach to study research topics and includes issues the researcher needs to think about such as the constraints, dilemmas, and ethical choices within research. The scope of research methodology is wider and deeper than research methods. Here methodology considers and explains the logic behind either using a particular method and technique or not using it in the context of one's research study. Thus, it is possible to conclude that methodology is a roadmap of research. There are qualitative, quantitative and mixed methodologies. Of course, in a quantitative study, the data collected quantitatively can also be analyzed qualitatively. In this study, the researcher tries to examine the qualitative data thoroughly to find the relevant themes under the main features of convergence and its journalistic practice in newsroom. Additionally quantitative method also used.

In general, to meet the purpose of this study, the researcher used combination of both quantitative and qualitative research approaches, because these approaches provide a better understanding of research problems (Creswell and Clark, 2007, p. 43). And further enable to succeed objectives with tangible result. Hence, the mixed approaches enable me to have better understanding and analysis of media convergence and journalism practice in EBC newsroom. Moreover, the researcher believes that mixed methodology is best to get concrete result in this study.

### 3.1.2. Qualitative Research Method

Qualitative research is a system for exploring and understanding the meaning of individuals or groups ascribing to a social or human problem. The process of research encompasses rising questions and procedures, data typically gathered in the relevant themes setting, data analysis inductively constructing from particulars to general themes, and the researcher making interpretations of each subcategory's definition of the data (Creswell, 2014, p.32). Jackson (2010, p.101) explained that it focuses on phenomena that occur in natural settings, and the data are analyzed without the use of statistics. In a qualitative study, the researcher gathers data through studying and analyzing documents and critically examines relevant themes of convergence and journalism practice. Hence the researcher used Qualitative research method to examine the specific objectives of this study data with concrete major & specific themes of area of convergence practice in newsroom.

Moreover, the nature of the research questions demand that the respondents describe their experiences and perceptions of technological diffusion and social networking in a converged environment. Because the researcher has to describe what the subjects of inquiry are articulating, therefore a descriptive qualitative research methodology is more suitable for the study in question. With a view of generating empirical data for this study, a research process was designed using qualitative method. According to Denzin and Lincoln, qualitative research is:

*“Multi-method in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings, attempting to make sense of or interpret phenomena in terms of the meanings people bring to them (2000, p.230).”*

Qualitative research is ideally performed in a naturalistic setting with emphasis on everyday behaviour and is often descriptive in nature. Qualitative researchers seek to explain the world rather than measure it. The world of social science is explanatory. As Iorio posits, "qualitative research is holistic and blatantly interpretive. Qualitative researchers go 'into the field' to gather data by observation and interaction with the people from whom they hope to learn from" (2004, p. 4). Qualitative research sees the social world from the point of view of the actor (Bryman, 1988, p. 106). Other than naturalistic inquiry or quantitative research, qualitative research often

focuses on "only some partial set of relationships in group life or on one aspect of a scene" (Lindlof, 1995, p. 21).

Qualitative researchers tend to conceive of their studies, most generally, as an iterative or repeated process which allows for the flexible application of theoretical concepts and analytical procedures to a wide variety of empirical domains. It is possible to identify three distinctive features that are shared by a number of qualitative research reference works (Bryman and Burgess 1999; Denzin and Lincoln 2000). First, there is the concept of meaning, as embedded in and orientation of social action. A second assumption is that "meaningful actions should be studied, as far as possible, in their naturalistic contexts" Jensen (2002, p.236). In its strong form, this assumption calls for the classical variety of anthropological fieldwork, in which a "researcher's lengthy immersion in a whole culture enables the researcher to ultimately grasp in full 'the native's perspective' on reality" (ibid). A third common feature concerns the role of the researcher, who is defined emphatically as an interpretive subject. In one sense, all research depends on the human subject as a primary instrument. However, a frequent criticism of qualitative research has been the lack of explicit research procedures. To overcome these constraints and strengthen my study, I used quantitative method too. Qualitative researchers often draw on a variety of methods selected according to their appropriateness to the particular study "in an attempt to secure an in-depth understanding of the subject" (Denzin and Lincoln 1994, p.2). In-depth semi structured interview are primary methods of qualitative empirical studies. I discuss the interviews instrument method in detail below.

### **3.1.3. Quantitative Research Method**

In addition to qualitative, Quantitative research methodology was also employed in this study. Quantitatively this study addresses rating (1-5), closed & open-ended questionnaire to measure objective reality that exists independent of human perception. Epistemologically, the researcher and investigated area are independent entities. Quantitative research is based on determining the quantity or amount of something (Kothari, 2004, p.3). Within this framework, the study aimed to explore to what extent EBC newsroom implement media convergence and practice journalistic pillars like objectivity.

Moreover, it is based on the measurement of quantity or amount. Here a process is expressed or described in terms of one or more quantities (Goundar, 2012, p.8). The ontological position of the quantitative paradigm is that there is only one truth, an objective reality that exists independent of human perception. Epistemologically, the investigator and investigated are independent entities. Therefore, the investigator is capable of studying a phenomenon without influencing it or being influenced by it; “inquiry takes place as through a one way mirror” (Guba and Lincoln, 1994, p.110).

Within a population, a quantitative research study is used to discover the link between one thing (an independent variable) and another (a dependent or outcome variable) (Galoozis 2021, p.1). To obtain results, a quantitative research approach deals with quantifying and analyzing tools to analyze numerical data to answer questions such as who, how much, what, where, when, how many, and how (Apuke 2017, p.41). Thus, numerically the study quantifies 48 questionnaires to analyze media convergence and journalism practice in terms of news repackaging for multimedia, and challenges too.

The study implements quantitative research approach to sustain unbiased, credible, reliable outcome. Such occasion can be achieved by preparing objective questionnaire that revolves around convergence and journalism practice. For instance, Multiskilling & Other Dimensions in EBC Newsroom, Questionnaire related to the factors influencing media Convergence and Journalism practice in EBC newsroom.

### **3.2. Research Design**

As we all know, research design varies by field and by the question being investigated. I used descriptive research designs. Because (Formplus Blog, June.4, 2022 states it elaborates the objective briefly in detail and enables the study to properly explain the research problem. It seeks to determine the answers to who, what, when, and how questions of this study. This paves the way to find best result that matches the objective.

Furthermore, In descriptive research, the indispensable emphasis was to explain specific opinions and idea to examine the relationships and variations in the important variables by reviewing a large sample of the population Lee and Ling, (2008). This study employed

'*descriptive*', to identify and state the objectives of the study. Therefore, what types of convergence platform did EBC exercise in its newsroom? What are the practitioners attitudes about convergence in EBC news room, are they multiskilled or not and demographic information of the respondents' were described through descriptive research designs.

### **3.3. Sampling Design**

In most cases the choice of sampling depends on the goal of research. For this study the researcher employed non-probability sampling technique to make the research meaningful and effective. The use of non-probability technique is mainly because the targeted population i.e., convergence and journalism practice practitioners are selected for semi structured interview and questioners were distributed in ETV news room purposively too. Furthermore, this sampling design and its techniques (purposive) became best instrument to sample unintegrated (this was checked through observation).

Therefore, the researcher selected non-probability sampling design to indulge salient news room convergence practitioners on the study area and then everyone has an equal chance of being selected as a participant in the research because you cannot calculate the probability of selecting anyone.

Non-probability sampling is mostly applied in qualitative and quantitative research and it is conducted by observation, questionnaires, descriptive content analysis, and interviews techniques. This research is also employed with in this sense and framework (Formplus, 2022, para.1).

#### **3.3.1. Sampling Techniques**

The researcher selected non-probability sampling design and employed purposive sampling techniques. The aim of using purposive sampling for the study was to select very important informants both for interview and only those deemed fit newsroom practitioners with questionnaire are selected to be studied in the research deliberately. The researcher attempted to increase this research credibility by select those respondents with special knowledge on the issue, since the views of the selected respondents are pertinent to the issue concerned.

The study focused on the journalists and editors as core members of a newsroom under inquiry. Purposive sampling was used to select potential interview subjects and to questionnaire. This technique is appropriate because it allows the researcher to focus in depth on issues important to the study. In purposive sampling, "researchers handpick the cases to be included in the sample on the basis of their judgement of their typicality. In this way they build up a sample that is satisfactory to their specific needs" (Cohen and Marion 1994, p.89). The logic behind this sampling is to have a small but information-rich sample of informants.

The selection of the sample is at the discretion of the researcher but consideration is given to the case's relevance to the research question. Interviewees will be selected according to their functions and degree of involvement in convergence operations, so that they would represent journalistic and managerial areas of the process. Respondents with different specialized roles in the newsroom were selected based on their contributions to the news process and their involvement in news.

By doing so, the study employed purposive sampling. Beside the aforementioned reason, the researcher believes that Purposive sampling is a popular approach in qualitative research. The purposive sampling technique is a type of non-probability sampling that is very effective when one needs to study a certain cultural domain with knowledgeable experts within. Purposive sampling was used to select potential interviewee (5) reporters and editors of ETV news room practitioners that expected to work in convergence and journalism practice context.

This technique is appropriate because it allows the researcher to focus in depth on issues important to the study. In purposive sampling, "researchers handpick the cases to be included in the sample on the basis of their judgement of their typicality. In this way they build up a sample that is satisfactory to their specific needs" (Cohen and Marion 1994, p.89). The logic behind this sampling is to have a small but information-rich sample of respondents.

The selection of the sample is at the discretion of the researcher but consideration is given to the issue's relevance to the research question.

## **3.4. Data Sources and Collection Techniques**

### **3.4.1. Primary Data Collection Tools**

#### **3.4.1.1. Semi structured in-depth interviews**

The researcher used in-depth semi-structured interviews as an equally important qualitative approach, The interview method is a "valuable adjunct to observation" and also "has the potential to offer balance and corroboration where observed phenomena are complex or involve a number of factors" (Gorman et al. 2005, p.41), In-depth interviews have been called "one of the 34 most powerful methods" in qualitative research because they allow the investigator to "step in the mind of another person to see and experience the world as they do themselves" (McCracken cited in Gillham 2000). Research interviews "involves gathering of data through direct verbal interaction between individuals" (Cohen and Marion 1994, p.272).

I use a semi-structured open-ended interview for the purposes of this study. This type of interview allows for "probing of views and opinions where it is desirable for respondents to expand on their answers" (Gray, 2004, p. 215). This means that in semi-structured interviews the main questions are open-ended, "where you are raising the topic and indicating the kind of answer but where the actual answers are entirely up to the interviewee" (Gillham, 2000, p.41). At the same time, the interviewer stays in control of the terms of the discussion (Deacon et al, 1999, p.65).

An open-ended interview is flexible and can range over a wide variety of topics. Sometimes the respondent's answers will suggest a new line of questioning to the interviewer. Interviewing is one of the most widely used methods of data collection in the media and communications research. Bower (2000) contends that "a commonsensical justification for this fact is that the best way to find out what the people think about something is to ask them" (cited in Jensen 2002, p. 240).

The key thing that distinguishes the in-depth interview from survey research is the researcher's flexibility to explore interesting things that come up. An advantage of the in-depth interview is that it can go deeply into responses of respondents and pick up on contradictions and play around with responses. Gillham explains that "the strength of the interview lies in its richness and

vividness of the material it turns up" (2000, p.10). In addition, it also adds on both "depth and breadth to one's understanding of the issues" (Gorman et al, 2005, p.41). The semi-structured form of interviewing is often used in qualitative interviews because researchers intend to gain understanding of" ... the experience of other people and the meaning they make of their experience" (Seidman 1991, p.3). He further explains that this form of interviewing yields understanding of how and why people act and interpret their experiences in relation to a convergence in journalism practice at EBC newsroom. Gorman et al. assert that the information gained from interviews is of "inestimable value in understanding contexts and creating links that are such key aspects of qualitative research" (2005, p.41).

Kvale defines the semi-structured interview as one "whose purpose is to obtain descriptions of the lived world of the interviewee with respect to interpreting the meaning of the described phenomena" (1996, pp, 5-6). This type of interview also allows adjustments and alterations of the sequence of questions in order to accommodate different respondents. It will further help the researcher in guiding the discussion in terms of themes embedded in the research questions.

Generally, qualitative interviews are said to be useful in establishing a "variety of opinions concerning a particular topic" (Fielding 1993, p. 137). In such interviews the researcher may have a set of questions and can rephrase or reorder them in response to the "conversation" between the researcher and the participant (Fielding 1993, P.136). Deacon et al have observed that semi-structured interviews abandon the concerns with standardization ... and seek to promote an active, open-ended dialogue. The interviewer still retains control of the terms of the discussion. The interviewer controls the discussion by referring to an interview guide that sets out the issues to be covered during the exchange (1999, P. 65). Weaknesses of the interview method mostly lie in the danger of bias and inaccuracies (Yin 1994 cited in Gray 2004, p. 135). The researcher confirmed with the interviewees if their comments were appropriately recorded to avoid inaccuracies.

Interviewees was selected according to their functions and degree of involvement in convergence and journalists practice in EBC newsroom operations, so that they would represent journalistic and managerial areas of the process. For balance of perspective, I selected respondents from the

job description hierarchy level with in EBC practitioners. Each interview was recorded with the expressed permission of the respondent as (Berg 2001) argued.

Thus, based on the above-mentioned techniques the researcher had carried out in-depth or semi structured interview with 5 selected respondents out of those who worked at EBC newsroom by using purposive sampling techniques.

#### **3.4.1.2. Questionnaire**

As a core analysis instrument, with supplementary interviews instruments questionnaire used in this study. Questionnaire is the most important tools through which the primary data is collected (Kothari, 2004, p.100). In this study, questionnaires were prepared for 48 EBC newsroom practitioners at head offices and selected through purposive sampling. These sample sizes are purposively selected with in the total size Berg, B. L. 2001. *Qualitative Research Methods for the Social Sciences*, 4th ed. Boston: Allyn and Bacon. of EBC newsroom media practitioners. The prepared questionnaire was composed of both open-ended and close-ended and rating questions as well which is intended to collect quantitative data from the respondents.

#### **3.4.2. Secondary Data Sources**

Secondary data sources encompass information that is already available, i.e., information that has previously been collected and evaluated by someone else (Kumar (2011, p.154). Thus, published materials including books, articles, reports, EBC editorial policy, journals, EBC news content manual, and the corporation's archival documents; constitutions, convergence and journalism practice report are used as published secondary source data and used as a secondary data gathering instrument. The sources of unpublished data are many; they may be found in diaries, letters, unpublished biographies, and autobiographies and also may be available with scholars and research staff, labour offices, and other public/ private individuals and organizations. In this regard, research papers, and other convergence and journalism journals, press releases are used as unpublished secondary sources in a literature review, and as a reference in the data analysis section

### **3.5. Data Collection Techniques**

The researcher applied quantitative & qualitative type of data gathering technique. Specifically, Questionnaire and semi structured interviews are designed to gather data from the respondents and the Questionnaire respectively. In the meantime, respondents were notified early on to adjust their time for interview particularly, those people who were selected for the in-depth semi structured interview.

### **3.6. Trustworthiness of the Study**

With regards to trust ability, the findings of this paper are trustworthy as the researcher drew the conclusion after cautiously collected first-hand account by Questionnaire and semi structured interviews the news editor and journalists. Most importantly, the data collected through interview has been cross-checked by meticulously analyzing the questionnaire from convergence and journalistic point of view. Furthermore, using mixed methodology makes this study more trustworthy and tangible.

### **3.7. Methods of Data Processing, Analysis and Interpretation**

Data analysis is the process of cleaning and summarizing data so that it becomes information that can easily be interpreted and conclusions made to support decision making (Kothari, 2004). Before processing the responses, the completed interview question, and questionnaire were edited for completeness and consistency. After data collection was completed, data recording is the next step and data editing was typed in order to spot problems that evade corrections. Based on these steps, the data were analyzed.

Mixed approaches were used for data analysis. Qualitative data was analyzed and presented through narrating and interpreting the situations deeply and contextually, so that Analysis of Media Convergence and journalism practice in EBC newsroom, was revealed.

## CHAPTER FOUR

### DATA ANALYSIS, PRESENTATION AND INTERPRETATION

In this chapter, the collected data through Questionnaire, and in-depth interview was presented and explained in details with meaningful analysis. The participants of this study were found in EBC news room. Therefore, this chapter presents the collected data with their findings in a very understandable way.

#### 4.1. Questionnaires, Analysis, Interpreting, Discussion and Results

##### 4.1.1. Response Rate

The essence of determining the response rate is to enquire whether it is sufficient enough to generalize the results to the target population (Mungai, 2015). Generally, 48 questionnaires were distributed to sample respondents of the study. Response rates are calculated by dividing the number of usable responses returned by the total number of eligible in the sample. Mitchell (2007) suggests that the survey response rate should be calculated as the number of returned questionnaires divided by the total sample that were sent the survey initially.

Therefore, out of the **48** distributed questionnaires, **44 (92 %)** questionnaires were returned and **4(8%)** distributed questionnaires were not returned while one respondents failed to correctly fill the questionnaires. Therefore, it is believed that total response rate of **92%** is sufficient enough to generalize the results for the study. The in-depth interview was conducted with editors, reporters and top leaders of EBC successfully on time of schedule without missing. The following table shows the respondents response rate.

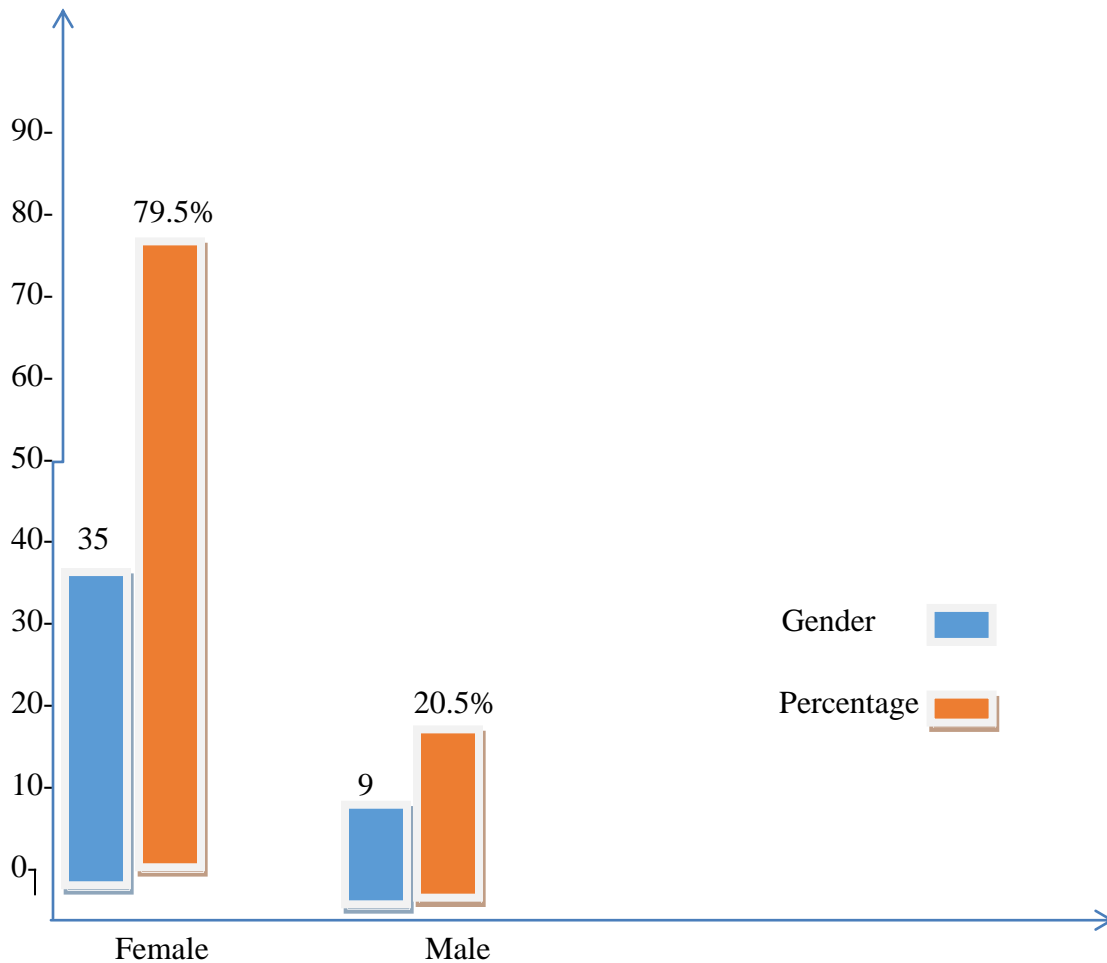
**Table 4.1: Shows the Summary of the Respondents Response Rate**

Sample Size	Expected Response	Actual Response	Percentage
48	48	44	92%

Source: Researcher Own Survey (2022)

### 4.1.2. General Characteristics of the Sample Respondents

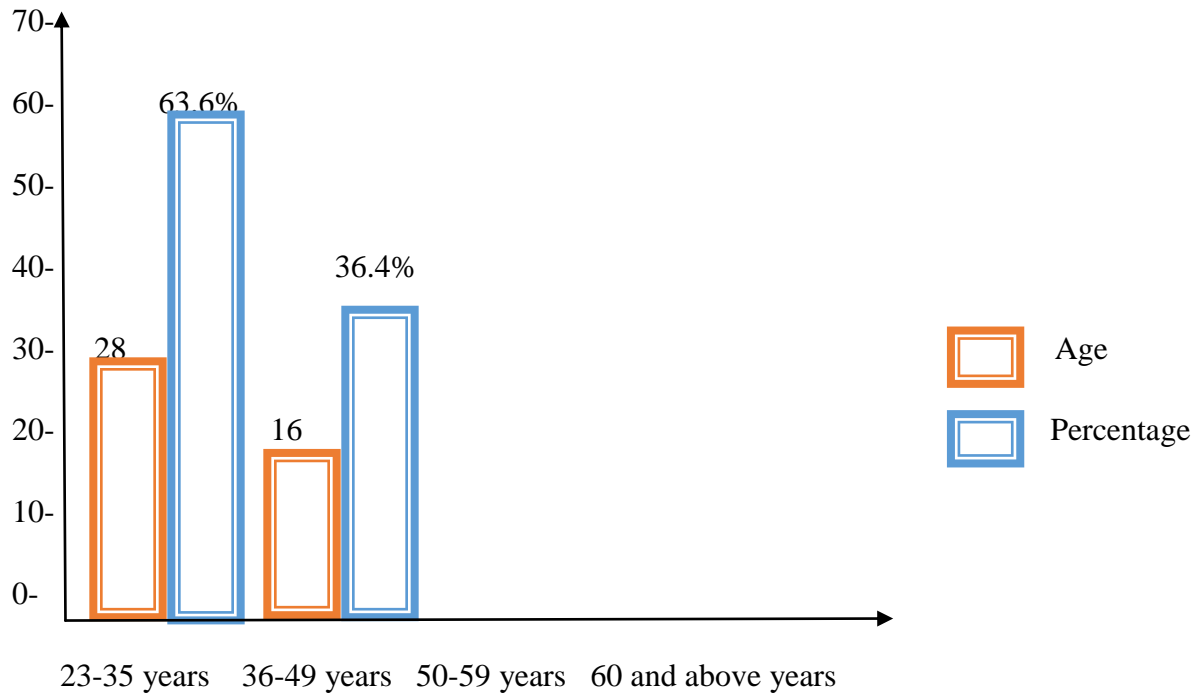
Demographic characteristics including: gender, age, current educational Status, and relevant work experience response are summarized using frequencies and percentages. The following figures and tables show step by step the summary of general Characteristics of the Sample respondents.



Source: Researcher's own survey (2022)

Figure 4.1: Shows the Distribution the Gender of the Respondents

The above figure shows that the male respondents formed majority of the target sample with a total of **35** representing 79.5%, while 9 respondents were female representing 20.5%. It is clear that most of the respondents were males. This data shows that males are dominant employees in EBC newsroom.



Source: Researcher's own survey (2022)

**Figure 4.2: Shows the distribution of Age of the Respondents**

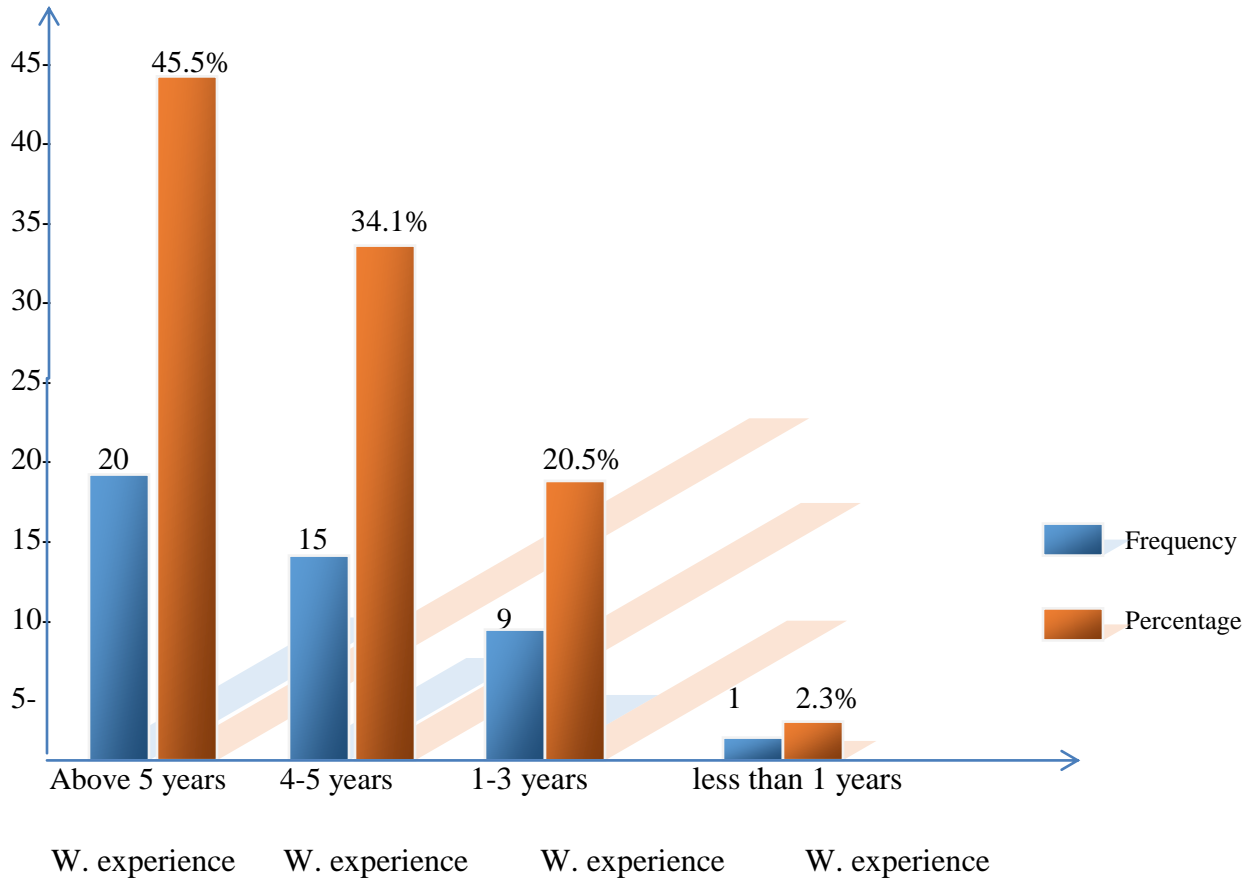
As it is shown above, the age distribution of the participants shows that **63.6%** of the respondents were in the age group of **23-35**, **36.4%** of the respondents were in the age group of **36 and 49** and **null** of the respondents were between age group of **50 and 59** and **60 and above**. This indicates that the majority of participants are under the age of youngsters (**63.6%**) followed by adults age (**36.4%**). This implies that the large proportions of respondents in EBC newsroom are youngsters and adults who are considered to be more productive and energetic age categories.

**Table 4.2: Shows the summary of Educational Status of the Respondents**

Educational Status	TVET	2	4.5%
	BSC/BA Degree	24	54.5%
	Masters	18	41%
	<b>Total</b>	<b>44</b>	<b>100%</b>

Source: Research's Own Survey (2022)

The above table shows that majority of the sample group were holders of the first degree which account for **54.5%** and followed by Masters Holders which are account for **41%**. The TVET holders of the respondent were only **4.5%**. This implies that people of different educational qualifications are entertained to work in EBC newsroom. As such the large proportion of them being degree and followed by master's who do have at least the basic knowledge, and concept of convergence and its practice in newsroom.45 -



**Source: Researcher's Own survey (2022)**

**Figure 4.3: Shows the Work Experience of the Sample Respondents**

The above figure indicated the work experience of the respondents in the Addis Ababa Plan and Development Commission. Based on this data, out of **44** respondents, **45.5%** of them have worked above **5** years, **34.1%** of them have worked from **4-5** years, and **20.5%** of them have work experiences of **1-3** years while **2.3%** of them have experiences of less than **1** years. This

data clearly indicated that most of the respondents have enough experiences in EBC newsroom and they well know about convergence and journalism practice in newsroom.

### 4.1.3. EBC Newsroom News Practitioners Conceptual Understanding of Media Convergence

Having similar understanding of News Practitioners about the concept of media convergence is very salient for the conceptual and theoretical practice of journalism towards the success of the media house. Therefore, the researcher selected two methods to understand the journalists and news editors opinion on the concept of convergence. Firstly, focused on identifying the number of respondents who know the concept of the convergence, secondly, the way in which the respondents answered the questions on their understanding of the convergence. The table below shows the number of respondents who respond their opinion on the concept of convergence.

**Table 4.3: Shows Newsroom Practitioners conceptual understanding of convergence**

Variables	Response	Frequency	Percentage
Newsroom Practitioners conceptual understanding of convergence	Yes	37	84.1 %
	No	7	15.9 %
	Total	44	100%

**Source: Researcher’s own data (2022)**

The above table shows that out of **44** respondents **37 (84.1%)** of them answered yes response for the question of understanding the conceptual understanding of convergence. This implies that majority of the respondents have the concept and knowledge of convergence, which has its value on the journalism practice in EBC newsroom. **7(15.9%)** of them answered no response. From this evidence, it can be argued that being unaware of the concept of convergence might be an obstacle for the respondents to actively participate in convergence practice in content repackaging for multimedia platform production process. The following table shows the summary of the respondent’ individual opinion and ideas on the definition of the convergence (Those who responds yes response on the definition of the convergence).

**Table 4.4: Shows the Opinion of Respondents on the definition of convergence**

Item	Frequency	Percentage
It is the merging of previously distinct media technologies and platforms through digitization and computer networking.	20	<b>51.1%</b>
If two or more mediums coming together, joining together or evolving into one, it is convergence.	8	21.6%
It is the interconnection of communication technologies, computer networks, media content and information.	9	24.3%
Total	37	100%

**Source: Researcher's Own Data (2022)**

The table above indicated that out of the **44** respondents **37** of them replied yes response on the concept of understanding convergence. Based on this, **20 (51.1%)** of them expressed their opinion on the understanding of the convergence that It is the merging of previously distinct media technologies and platforms through digitization and computer networking and **8(21.6%)** of them expressed their opinion that organizational change is about altering leaders, managers and employees of an organization while **9(24.3%)** of them expressed their opinion that It is the interconnection of communication technologies, computer networks, media content and information.

As it is explained in the chapter two literature reviews convergence brings together the “three C’s”—computing, communication, and content—and is a direct result of the digitization of media content and the popularization of the Internet (Nwammuo & Nwafor, n.d, p.56). Based on this evidence that, almost majority of the respondents **37(84.1%)** clearly defined the meaning of the convergence while **(15.9%)** of the respondents failed to know it.

**Table 4.5: Shows does EBC implement media Convergence question**

Variables	Response	Frequency	Percentage
Does EBC implement media Convergence	Yes	36	81.1%
	No	8	18.9 %
	Total	44	100%

**Source: Researcher's own data (2022)**

The above table shows that out of **44** respondents **36 (81.1%)** of them answered yes response for the question of does EBC implement Convergence question. This implies that majority of the respondents have said yes, which has its value on the journalism practice in EBC newsroom. **8 (18.9 %)** of them answered no response. From this evidence, it can be argued that being unaware of the convergence and journalism practice in EBC newsroom might be an obstacle for the respondents to actively participate in convergence practice in content repackaging for multimedia platform production process. The following table shows the summary of the respondent' individual opinion and ideas on what types of convergence platform did EBC exercise in its newsroom (Those who responds yes response on the types of convergence platform in EBC newsroom). As TDT theorists advocate media professionals have to exercise new innovation and rush to crate active audience. This further enable t meet what the dimension of convergence and SNT and uses and gratification theory dictates towards fulfilling the interest of people one has to know. Thus, this enable I to argue EBC all newsroom professionals has to know whether EBC newsroom implement convergence or not. If SNT notion of interconnectivity applied in EBC newsroom, everyone would answer yes question.

Out of 37 respondents 26 of them answered Online Radio & TV (converting radio & TV with the internet), 3 of them said Smartphones (converging camera, music, the internet, books, and all other media together), 2 of them Website convergence platform, 2 of them responded Website, Online Radio & TV convergence platform, 2 of them also responded Smartphones and online radio and TV while 2 of them answered all types of convergence. Here the researcher argues that EBC newsroom has no common understanding what type of convergence platform the media practice.

More importantly the respondents have varied response whether the newsroom has an environment that integrates radio and TV as well as website journalists in one newsroom. To this concept 24 respondents said yes while 20 responded No. Phree 2011 stated that, Unlike in the last decade when editors and reporters work from personal offices/ independent newsrooms which sometimes delays the production of news-stories, they collaborate more and develop forms of integration of all the journalists into one newsroom, in which at the end produces the content for different outlets at the same time. Thus, as the analysis report pointed out EBC newsrooms are still working in independent newsrooms that retard the integrated production of news stories.

According to Quinn and Filak (2005) argument digital convergence and multimedia integration represent the contemporary and future practice of journalism. Thus, EBC newsrooms have to walk through this convergence rhythm.

As scholars like (i.e., Hanitzsch et al., 2010) stated currently most media consumers are watching TV on YouTube and reading e-papers'. Thus, people in the world increasingly get their news from websites and social media sites, therefore, it has become imperative for media outlets to keep abreast of digital technologies to produce and disseminate news online. This change in news consumers behavior has diversified the media revenue model as advertisers are increasingly opting for online platforms and media organizations feel the need to maintain their online presence, a finding that is in line with media convergence literature.

Based on Rogers's (1986), media convergence has all the characteristics of diffusion and innovation because it is a relatively new concept especially in Africa where as Rogers predicted diffusion has the potential to trigger social change and unprecedented multiple communication exchange. Thus, this study analysis indicates EBC newsrooms have multiple media platforms. These platforms have to be supported with recent innovation and diffuse to active audience change.

#### 4.1.4. The Analysis of Multiskilling & Other Dimensions in EBC Newsroom

No	Multiskilling & Other Dimensions in EBC Newsroom	Response	Frequency	Percentage
	EBC news room began media convergence journalism by giving sufficient training to reporters	Strongly Disagree	19	43.2%
		Disagree	8	18.2%
		Neutral	6	13.6%
		Agree	10	22.7%
		Strongly Agree	1	2.3%
		Total	44	100%
	Technical and professional multiskilling capability like; photo journalism, graphics design, editing, print & broadcast medium professional career.	Strongly Disagree	10	22.7%
		Disagree	13	29.5%
		Neutral	1	2.3%
		Agree	18	40.9%
		Strongly Agree	2	4.5%
		Total	44	100%
	I produce news by repackage it for multimedia platform (for instance if I write news for radio, then I rewrite if for TV news).	Strongly Disagree	5	11.4%
		Disagree	16	36.4%
		Neutral	9	20.5%
		Agree	9	20.5%
		Strongly Agree	5	11.4%
		Total	44	100%

**Source: Researcher's Own Data (2022)**

The table above indicated that out of the **44** respondents for the repackaging news for multimedia platform (36.4%) disagree, 9(20.5%) neutral, 9(20.5%) agree, strongly agree 5(11.4%), strongly disagree 5 (11.4%). Towards the viewpoints of I am capable of technical and professional

multiskilling question Agree 18(40.9%), Disagree 13(29.5%), Strongly Disagree 10(22.7%), strongly Agree 2(4.5%), Neutral 1 (2.3%).

Regarding multi-skill for multi-platform repackaging news Haile argued success depended on having journalists who could “think multiple media” and who were comfortable working in or with various media (2003, p. 1). In such sense, basing the above table evidence, EBC newsroom seems walking slower to live Haile statement. If properly implemented, this strategy allows companies to minimize labour, administrative and material costs, to use the same media content across several media outlets (Bromley, 1997). Besides, over the years, the continuously changing communication technologies have had drastic effects on the production and consumption of news content (Franklin, 2012).

In converged newsroom, content preparation will be repackaged for a variety of media. But the analysis illustrated anonymous response. But according to “CONVERGENCE JOURNALISM”, n.d, para, 2-3) reporters expected to take some quick photos or videotape for breaking news, more substantial news stories will be prepared by teams. This new form of journalism requires the journalist to be skilled in more than one discipline. For example, a convergence journalist could write an article for a newspaper and produce a broadcast package on the same story all in one day. From the analysis evidence, it can be argued that being only producer of news content for one specific medium in EBC newsroom might be an obstacle for the respondents to be skillful in more than one discipline.

The underlying assumption among uses and gratification researchers is that audience members select and respond to different media on the basis of external circumstances existing in that society. McQuail (1987) provided a complete taxonomy of needs and satisfaction which audience members get from the media.

Technological determinism theorists argue that the internet and news media change the structure and the nature of the society. More importantly, the expansion of computers, networks and the Internet has radically changed many aspects of not only human communication, but also the entire society’s life. Hence as the table illustrates EBC newsroom media practitioners has varied experience in multiskilling, multiplatform content production.

Uses and gratification theorists advise to create a newsroom that stands for public interest and needs. According to Social networking theory this can be achieved thorough also supporting diffusion of innovation and convergence journalism dictation i.e. digitization of the production processes has been the technological innovation that has supported newsroom integration in most media houses across the nation. So EBC news room has to create an integrated production sense that enhance cooperative work.

On the other hand, the table also clearly illustrated the training gap presence in EBC news room. Because out of 44 respondents Strongly Disagree 19(43.2%), Agree 10 (22.7%), Disagree 8(18.2%) Neutral 6(13.6%), while 1 (2.3%) Strongly Agree towards the question of EBC began convergence journalism by giving sufficient training to reporters. Delivering training is what the conceptual framework of convergence advocates most and what TDT and SNT said equipping the professional with sufficient training enables to be creative and diffuse innovative thorough repackaging content.

#### **4.1.5. Challenges in EBC Newsroom Practice**

Out of 44 respondents 15 (34.1%) responded Lack of Technological Experience 8 (18.9%) lack of understanding the term, 5 (11.4%) responded both Lack of Technological Experience & understanding the term, 4 (9.1) lack of education, 1 (2.3%) lack of repackaging News contents, 1 (2.3%) lack of time, while 2 (4.5%) responded all. The remaining respondents 8 (18.9%) responds lack of working together, lack of self-initiation, no continuous professional upgrading, lack of training as a critical challenge. When it comes to lack of team work challenges, scholars like Killebrew dictates that, creating a partnering of equal information providers assured the real spectacle of distribution of information through each platform with enough knowhow (2004, p.40). Pavlik reports also supported that convergence results in "an unprecedented opportunity for creating collaborative approaches to reporting" (2004, p.12). According to the analysis EBC newsroom slightly act in contrary way to cooperative work notion of Pavlik & Killebrew.

The above challenge can be resolved by Jenkins media convergence advice. That is practicing it as an ongoing process that should not be viewed as a displacement of the old media, but rather as interaction between different media forms and platforms. Supporting this, Deuze cited in Erdal (2011) also suggests that media convergence should be seen as cooperation and collaboration

between previously unconnected media forms and platforms. To wrap up, because of the relative newness of the converged environment, it seems logical that the EBC newsroom media platform are exercising various challenges on the level of term, skill, technology, repackaging and routine manner in the convergence practice process.

## **4.2. Interview Presentation and Analysis**

The questionnaires produced before this concept, were adopted and further consulted with my Advisor to familiarize with my research objective and research gaps. Thus, here after let's look at and analyze interviews question.

### **4.2.1. How EBC Transmit Live News in Converged Media Platform?**

Respondent A, Assistance Editor, (2022, March 22), and Respondent C, reporter III (2022, March 22) said that EBC used TV, radio, and online transmission. The corporation uses these platforms to transmit its programs or breaking news. Respondent B, chief Editor, (2022, March 22), respondent D and E also replied synonym answers. Thus, the interviewee respond indicates EBC transmit live news in converged media platform.

### **4.2.2. Do You Repackage News Content for a Variety of Media Platform? If Yes, would You Please Tell Us?**

Respondent A, Assistance Editor, (2022, March 22), and Respondent C, reporter III (2022, March 22) said that at EBC we have different responsibilities, duties and accountabilities. My primary focus is to prepare my message to radio news items for my radio audience. For other media platform there are responsible person. We could share different stories but crafting it in to contemptibility is actually the responsibility of that person that works for specific media platform. For example, if I am to use a news item that was initially prepared for TV, it is all my job to make adjustment. "So, the person who has prepared it for the first place for TV is not responsible again to craft it for radio." Respondent B, chief Editor, (2022, March 22), also states we sometimes take news from different platform like EBC TV news and repackage it for radio. We also take from other websites and news agencies and repackage it. Respondent D and E answer almost synonym to respondent B. Here, as Giner claimed in literature review section of

this study, multi-media integration is the future. Thus, Media corporations like EBC have to set up a newsroom that is not focused on a particular product, such as a TV. Instead, the station has to embrace teams of content preparers repackage the product for different platforms. For example, material might be packaged for the web, but then rewritten for Radio or Newspaper, either as a partner, or video on the web. Television material might be remade for a newspaper.

According to SNT Network too, cohesion measures the degree of interconnections among a group of nodes. Friedkin's (1993) longitudinal study, among others, found that personal influence grows stronger within more cohesive social networks than less cohesive ones. Finally, structural equivalence indicates two or more network positions that share a similar pattern of connections with the rest of the network. Actors that occupy structurally equivalent positions often have similar characteristics, such as social status or other individual traits.

#### **4.2.3. To What Extent Do You Think EBC News Room Implement Media Convergence? or How Convergence is Exercised in EBC Newsroom?**

Respondent B, chief Editor, (2022, March 22), claimed that convergence media platform is not this much practice in EBC newsroom. But there are some trials like they transmit news in Facebook, website, and radio. Though that is not enough. It is not a good status. We are not this much using different platforms; I think we are lagging behind. Almost Respondent A,C, (2022, March 22), respondent D and E also replied synonym answers.

#### **4.2.4. What is the Major Threat towards News Objectivity in Your EBC Media Convergence Practice?**

Respondent A, Assistance Editor, (2022, March 22), and Respondent C, reporter III (2022, March 22) said I think objectivity is the question for authentic and genuine media in journalism practice. EBC is not far from this. Autonomous state of the journalist is just an open secret that different media houses operating within the country. It is for reasons and interests that they are actually established. So, whoever is too grand, the media circus behind, it is really more likely that they would infuse their interests and agendas. Whatever message they want to communicate, I guess they would somehow twist the hands of the media practioners. So that messages they

want could be put out. Journalists are not autonomous because the media house owners have their own agenda and interests. Authenticating different stories, we get is really tough this days.

Moreover, Respondent B, chief Editor, (2022, March 22), and D & E stated that we face pressure outside.

#### **4.2.5. What are the Main Challenges in EBC News Room Convergence Practice?**

Respondent A, Assistance Editor, (2022, March 22), and Respondent C, reporter III (2022, March 22) clarified, whenever you talk of convergence essentially you are talking about additionally media platform. These additional media platforms are the result of advance technology. It requires a certain skill set development. So I am not really sure that everybody practicing traditional media is really well-equipped what is necessary to take on this new technological skills advancement. Skill set problem, technological skills advancement is ever going process, and one could have to put continuous professional development training. There is no budget allocation for continuous professional development training. Unsuitable Mind set issues are also a problem.

Moreover, Respondent B, chief Editor, (2022, March 22), respondent D (Assistant editor) and E also added we have no enough technology inputs, have no trained man power, have no ample news sources, have no good practice, but we are trying. That is the main challenge we face to practice convergence. Almost all of the EBC newsroom journalists interviewed mentioned technological challenges and the absence of proper training. As stated in literature review section, Careful analysis of the in-depth interviews with EBC journalists enabled the researcher to identify major challenges related to the individual, routine, organizational, and social institution levels of influence. Jamil (2020b) argues developing countries' media industries have not fully digested the media convergence model. Based on interviewee evidence, the context of EBC newsroom media practioners, Jamil (2020b) argument reflected journalism practice has been overwhelmed with the effects of technological innovations. Challenges include limited technical and financial resources and strict legal frameworks have influenced journalistic practices, routines, as well as personal and professional lives.

## **CHAPTER FIVE**

### **MAJOR FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS**

#### **5.1. Major Findings**

EBC newsroom media practitioners have no common understanding what type of convergence platform the media practice. Because out of 37 respondents 26 of them answered Online Radio & TV (converting radio & TV with the internet), 3 of them said Smartphones (converging camera, music, the internet, books, and all other media together), 2 of them Website convergence platform, 2 of them responded Website, Online Radio & TV convergence platform, 2 of them also responded Smartphones and online radio and TV while 2 of them answered all types of convergence. As the analysis report pointed out EBC newsroom are still working in independent newsroom that retards the integrated production of news stories.

EBC newsroom media practitioners have varied response whether the newsroom has as environment that integrate radio and TV as well as website journalists in one newsroom.

Almost half of respondents answered repackaging news has negative impact on objectivity principle of journalism in EBC newsroom

Most respondents agreed that EBC news room began convergence journalism by not giving sufficient training to reporters.

Most respondents have technical and professional multiskilling like; photo journalism, graphics design, editing, print & broadcast medium professional career.

Most EBC newsroom journalists produce news not by repackage it for multimedia platform (for instance if I write news for radio, then I rewrite if for TV news) rather they only produce for specific medium they appoint/work for.

Most EBC newsroom media practitioners agree that only produce news content for one specific medium that I assigned for.

Whatever message they (media managers or owner) want to communicate, I guess they would somehow twist the hands of the media practitioners. In such occasion objectivity of news production remain in question mark. Because Journalists are not autonomous because the media house owners have their own agenda and interests. Authenticating different stories we get is really tough this days.

Almost all interviewee clarified, in EBC newsroom the practitioners responded that they repackage news that derive from cross-media source of information. But they prepare the news stories particular medium and transmit it.

Out of 44 respondents 15 (34.1%) responded Lack of Technological Experience 8 (18.9%) lack of understanding the term, 5 (11.4%) responded both Lack of Technological Experience& understanding the term, 4 (9.1) lack of education, 1 (2.3%) lack of repackaging News contents, 1 (2.3%) lack of time, while 2 (4.5%) responded all. The remaining respondents 8 (18.9%) responds lack of working together, lack of self-initiation, no continuous professional upgrading, lack of training as a critical challenge. The interviewee also added Skill set problem, technological skills advancement is ever going process, and one could have to put continuous professional development training. There is no budget allocation for continuous professional development training. Unsuitable Mind set issues are also a problem.

## **5.2. Conclusion**

EBC newsroom media practitioners have no common understanding what type of convergence platform the media practice.

EBC newsroom media practitioners have varied response whether the newsroom has as environment that integrate radio and TV as well as website journalists in one newsroom.

Almost half of respondents answered repackaging news has negative impact on objectivity principle of journalism in EBC newsroom

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Most EBC newsroom media practitioners agree that only produce news content for one specific medium that I assigned for.

In such occasion objectivity of news production remain in question mark. Because Journalists are not autonomous because the media house owners have their own agenda and interests.

Skill set problem, no budget allocation for continuous professional skill training. unchangeable mind set issues, lack of working together, lack of self-initiation, new technology adaptation problem, no continuous professional upgrading, lack of training are a critical challenge in EBC newsroom.

### **5.3. Recommendation**

EBC newsroom editorial administrator has to acknowledge what modes of convergence the media house practice to the practitioners.

EBC newsroom media practitioners have to be technically and professionally multi-skillful to produce objective news content.

EBC newsroom media practitioners have repackaged news for multiple media platform

EBC newsroom media practitioners have to bear responsibility for all multimedia platform technical and professional news processing schemes.

EBC ought to deliver continuous professional skill training to fully implement and practice convergence.

EBC should have to allocate enough budget allocation for technological facilities and mind set changes.

Besides exercising convergence and journalism practice in the form of technology driven manner, it is also better of acclimating technology creativity convergence newsroom.

The sense of team work, self-initiation, and personal skill development have to be acclimated and be day-to-day practice by EBC newsroom journalists and editors.

EBC media house managers have to raise their own agenda and interests' interference and have to professionally let journalists to autonomously practice.

The researcher recommended the upcoming researches to conduct study entitled: **Media Convergence and Journalism Practice; the Case of EBC prime time New content**

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## APPENDICES

### Appendix I: Questionnaire



#### COLLEGE OF SOCIAL SCIENCE AND HUMANITIES DEPARTMENT OF JOURNALISM AND COMMUNICATION

**Dear Respondent,**

First of all, I would like to thank you for your willingness to participate in this study. Dear participant, my name is **Biniyam Getaneh seifu**, a post graduate student at Addis Ababa University, **DEPARTMENT OF JOURNALISM AND COMMUNICATION**. I am writing an M.A thesis as partial fulfillments of master’s degree in “**Media Convergence and Journalism Practice in EBC Newsroom**”. The overall objective of the study is to analyze the experience of media convergence and journalism practice in EBC newsroom. This questionnaire is designed to gather first-hand information to the study which is believed to help to come up with valuable recommendation for the problem. The study is purely academic and I would like to assure you that the confidentiality of your information is strictly respected.

Dear Respondents, your participation in responding to the questions have paramount importance for this study. Thus, you are kindly requested to complete the questionnaire carefully since your genuine, frank and timely response is vital for the success of this study. I greatly appreciate and thank you much for taking time devoted to fill the questionnaires.

#### **GENERAL DIRECTION**

Please mark your response in the space provided putting “√”mark in the boxes that most explain your answer/s.

#### **Remarks;**

- ✚ No need of writing your name.
- ✚ Please write short and brief answers or additional opinions, if any, in the space provided as much as possible.

**\*Thank you in advance for your cooperation!!!  
Biniyam Getaneh seifu**

**Part- I. General Information of the Respondent**

**Questionnaire on respondent’s personal information**

Please choose the best answer and tick in the box that best describes your response.

- a. **Gender of the Respondents:** Male  Female
- b. **Age of the Respondents:** Age: 23-35 years [  ] 36-49 years [  ]  
50-59 years [  ] 60 and above years [  ]
- c. What is the highest educational level you attained? A) TVET or Certificate   
B). Diploma  C, BA/BSC Degree  D). Masters and above
- d. **Work experience in EBC?** A). Have no experience  B). Less than one year   
C). 1-3 Years  D). 4-5years  E). more than 5 years
- e. **Job Position in EBC news room**

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**Part II. Questions related to areas of Convergence**

- 1. Do you know the concept of convergence?  
A. Yes [  ] B. No [  ]
- 2. If your answer is **yes**, would you please define what it mean?-----  
-----
- 3. Does your media station (EBC) implement convergence?  
A. Yes [  ] B. No [  ]
- 4. Based on the above question number **3** would you please choose what types of convergence platform did EBC exercise in its newsroom?  
A. Website convergence platform  
B. Smartphones (converging camera, music, the internet, books, and all other media together)  
C. Online Radio & TV (converting radio & TV with the internet)  
D. E-books (converging paperbacks with the digital technology)  
E. All

5. What is your attitude towards question 4 convergence platform?-----  
 -----  
 -----

6. Is there an environment that integrate radio and TV as well as website journalists in one newsroom?

A. Yes [ ]    B. No [ ]

**PART III: -Questionnaire on media Convergence and Journalistic Values in EBC Newsroom.**

Listed below are several statements regarding your beliefs and attitudes about convergence and journalistic values in EBC news room, Please read the following sentences and indicate the degree to which you agree or disagree by selecting the appropriate number on the following scale: **1 Strongly Disagree 2: Disagree 3: Neutral 4: Agree 5: Strongly Agree**

**PART IV: -Questionnaire related to Multiskilling & Other Dimensions in EBC Newsroom**

This section seeks information about the Multiskilling & Other Dimensions to produce repackaging news for multi-platform in EBC Newsroom The scale is as follows:

**1: Strongly Disagree 2: Disagree 3: Neutral 4: Agree 5: Strongly Agree**

	<b>Multiskilling &amp; Other Dimensions in EBC Newsroom</b>	Strongly Disagree	Disagree	Neutral	agree	Strongly agree
		1	2	3	4	5
<b>11.</b>	EBC news room began media convergence journalism by giving sufficient training to reporters					
<b>12.</b>	I am capable of technical and professional multiskilling like; photo journalism, graphics design, editing, print & broadcast medium professional career.					
<b>13</b>	I produce news by repackage it for multimedia platform (for instance if I write news for radio, then I rewrite if for TV news).					

**PART V: -Questionnaire related to the factors influencing Convergence and Journalism practice in EBC newsroom.**

14). What do you see as a challenge or barriers to convergence in EBC newsroom practice?

- A). Lack of Technological Experience                       B). Lack of Finance (money)   
C). lack of Education                       D). Lack of Understanding the Term                       E). Lack of Time   
F). lack of repackaging News contents                       G).  Other (Please Explain Below)

Additional challenge in EBC Newsroom comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

15). Are there any additional thoughts, comments, or questions you would like to add to this Questionnaire? Feel free to use the back of this sheet to continue.

\_\_\_\_\_  
\_\_\_\_\_

## **Appendix II: Interview Questions**

### **EBC NewsRoom Interview Questions**

#### **Interview questions on analysing media convergence and journalism practice in EBC news room**

This interview is attempted to **analysing media convergence and journalism practice in EBC news room**. To that effect I would like to assure you that all information gathered will be used solely for the academic purposes and shall not be used to victimize any one and the respondents will remain anonymous and their names shall not be revealed to any other organization.

#### **Part one: Background information**

Name\_\_\_\_\_

Educational background\_\_\_\_\_

Work experience\_\_\_\_\_

Current position in the EBC \_\_\_\_\_

#### **Part Two: Interview questions on analysing convergence and journalism practice in EBC news room**

1. How EBC transmit live news in converged media platform?
2. Do you repackage news content for a variety of media platform? If yes would you please tell us?
3. To what extent do you think EBC news room implement convergence? Or how convergence is exercised in EBC newsroom?
4. What are the major threats towards news objectivity in your EBC convergence practice?
5. What are the main challenges in EBC news room convergence practice?

Thank you very much for your cooperations!!!

**Appendix III: list of Interviewee (interviewed March 20 – March 24, 2022 after Questionnaires)**

<b>No</b>	<b>Name</b>	<b>Interviewee Code</b>	<b>Media</b>	<b>Position</b>
1.	Respondent A*	Respondent A	EBC	Assistant Editor
2.	Respondent B*	Respondent B	EBC	Chief Editor
3.	Respondent C*	Respondent C	EBC	reporter III
4.	Respondent D*	Respondent D	EBC	Assistant Editor
5.	Respondent E*	Respondent E	EBC	reporter II

\* Personalities are unnamed because of their request for confidentiality