



Addis Ababa University

Graduate School of Journalism and Communication

**Analysis of Football Hooliganism in the Ethiopian Media: The Case
of Addis Zemen Newspaper**

By

Tewabe Chanie

Addis Ababa, Ethiopia

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Advisor: Tenaw Terefe (Asst. Professor)

Addis Ababa, Ethiopia

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School of Journalism and Communications

This is to certify that the thesis prepared by Tewabe Chanie, entitled: Analysis of Football Hooliganism in the Ethiopian Media: The Case of Addis Zemen Newspaper, and submitted in partial fulfillment of the requirements for the Degree of Masters of Arts in Journalism and Communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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ABSTRACT

Football hooliganism issue has become a common incident today in Ethiopia and a focus area for Ethiopian print media. The media have a remarkable power for predicting the seriousness and providing awareness creation to football hooliganism problems in the society. Hence, the purpose of this study was to examine how football hooliganism issue was reported specifically in Addis Zemen newspaper. This study utilized both quantitative and qualitative research method to examine the coverage of football hooliganism in the newspaper. The sampled newspaper was purposely selected based on national newspaper/ its accessibility to reach large audience and based on daily newspaper/ timeliness to cover the stories within a day when it occurs; as a result it insures that the message is current and relevant. The sampled period was covered 9 months from November 2018 to July 2019. This period was selected because; during this time high football hooliganism incidents were occurred. The researcher prepared four research questions to meet the objectives of this study. To answer these questions the researcher has employed quantitative content analysis and in depth interview techniques. A quantitative content analysis was used to gather the data from the analyzed newspaper. In-depth interviews were also conducted with two sport journalists and a sport editor of the newspaper. The results revealed that Addis Zemen newspaper used different frames and sources in covering football hooliganism. Consequently, responsibility frame was dominantly used with 28.57%. Conflict, diagnostic and prognostic frames were moderately used. But morality frame was the least used frame with 3.57%. Likewise, feature stories were the most frequently covered story types with 42.86% whereas news stories were at the least level with 25%. Equally important, the significant numbers of the stories were covered at the back page of the newspaper with 53.57%. But there was no coverage on the front page. Moreover, the newspaper was dominantly relied on federation and research document sources with 35.71% each. Government officials and Meetings & workshops were used to in a limited extent. But police, victims and individual sources were not used in the newspaper. Concerning tones, negative tone was dominantly observed with 46.43%. It is recommended that the newspaper must give attention to use balance sources and focuses on causes and solutions of the problem in coverage of football hooliganism in Ethiopia.

TABLE OF CONTENTS

Contents	Page
Abstract	iii
Table of Contents	iv
List of Tables	vii
List of Figures	viii
List of Acronyms / Abbreviations.....	ix
Statement of Original Authorship.....	x
Acknowledgment	xi
CHAPTER ONE:	
INTRODUCTION	1
1.1 Background of the study	1
1.2 Statement of the Problem.....	2
1.3 Objectives of the Study	6
1.3.1 General objective	6
1.3.2 Specific objectives	6
1.4 Basic Research Questions	6
1.5 Significance of the Study	6
1.6 Scope of the Study	7
1.7 Organization of the Research Paper.....	8
1.8 Definition of Terms.....	8
CHAPTER TWO:	
Review of Related Literature	9
2.1 Conceptual Framework.....	9
2.1.1 Concept and Definition of Football Hooliganism.....	9
2.1.2 Football Hooliganism in Ethiopia.....	10
2.1.3 Stakeholders Responsibility to Tackle Football Hooliganism.....	11
2.1.4 Role of Football in Development and Entertainment.....	13
2.1.5 Racism and Alcohol in Football.....	13
2.1.6 Media Coverage of Football and Football Hooliganism.....	14
2.1.7 Sport Journalism.....	16

2.2 Theoretical Frameworks.....	17
2.2.1 Agenda Setting Theory.....	17
2.2.2 Framing Theory.....	18
2.2.2.1 Concept of Framing.....	18
2.2.2.2 Framing Process.....	19
2.2.2.3 Media Framing.....	20
2.2.2.4 Functions of Media Frames.....	21
2.2.2.5 Dominant Frames.....	21
2.2.2.5.1 Human Interest Frame.....	22
2.2.2.5.2 Responsibility Frame	22
2.2.2.5.3 Conflict Frame	23
2.2.2.5.4 Economic Consequences Frame	23
2.2.2.5.5 Morality Frame	23
2.2.2.5.6 Diagnostic and Prognostic Frames.....	24
2.2.2.6 Media Sources.....	24
2.2.2.7 Tone of media frames	25
2.2.2.8 Factors Affecting Framing.....	26
2.2.2.9 Criticism of Framing Theory	27

CHAPTER THREE:

Research Methodology	28
3.1 Research Design	28
3.2 Sample and Sampling Techniques	29
3.3 Data Collection Instruments	30
3.4 Procedures of Data Collection	30
3.4.1 Sample Unit of Analysis	31
3.4.2 Coding Category	31
3.4.3 Intercoder Reliability	34
3.5 Methods of Data Analysis	34
3.6 Ethical Considerations	35

CHAPTER FOUR:

Presentation, Analysis and Discussion	36
4.1 Introduction	36
4.2 Presentation of Content Analysis Results	36
4.2.1 The Extent and Nature of Football Hooliganism Stories Coverage	36
4.2.2 Location of Stories in Addis Zemen Newspaper	37
4.2.3 The Sources Used by the Analyzed Newspaper	38
4.2.4 Tone of the Stories	39
4.2.5 Dominant Frames Used in the Stories	40
4.3 Discussion of the Findings and Interview	41
4.3.1 Number and Nature of Articles	41
4.3.2 Location of the Stories	43
4.3.3 Sources of the Stories	44
4.3.4 Tone of the Stories	46
4.3.5 Frames	57
4.3.5.1 Responsibility Frame	48
4.3.5.2 Conflict Frame	49
4.3.5.3 Diagnostic Frame	50
4.3.5.4 Prognostic Frame	51
4.3.5.5 Human Interest Frame	53
4.3.5.6 Consequence Frame	54
4.3.5.7 Morality Frame	55

CHAPTER FIVE:

Summary, Conclusions and Recommendations	57
5.1 Summary	57
5.2 Major Findings	58
5.3 Conclusions	59
5.4 Recommendation	61
REFERENCES	63
APPENDICES	71

List of Table

Table 1: Type of football hooliganism stories in Addis Zemen newspaper37
Table 2: Tone of football hooliganism stories in Addis Zemen newspaper39

List of Figures

Figure 1: Location of Football Hooliganism Story38

Figure 2: Sources of football hooliganism stories used by Addis Zemen newspaper39

Figure 3: Frames used in Addis Zemen in the coverage of football hooliganism40

List of Acronyms /Abbreviations

IMS-----	International Media Support
UNESCO-----	United Nations Educational, Scientific, and Cultural Organization
EFF-----	Ethiopian Football Federation
EUFA-----	The Union of European Football Association
IFAB -----	International Football Association Board
FIFA-----	Federation of International Football Associations
HCCMSC-----	The House of Commons Culture, Media and Sport Committee

DECLARATION/ Statement of Original Authorship

I, the undersigned affirm that the thesis entitled **Analysis of Football Hooliganism in the Ethiopian Media: the Case of Addis Zemen Newspaper** is honestly my original work and I have properly recognized all material sources I have used.

Name: Tewabe Chanie Workneh

Signature: _____

Submitted to: Addis Ababa University, Graduate School of Journalism and Communication

Date of Submission: _____

Addis Ababa University, Addis Ababa, Ethiopia

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CHAPTER ONE

INTRODUCTION

This chapter discusses the introductory part of the research. These includes background of the study, statement of the problem, objectives, research questions, significance, limitations of the study, organization of the research paper and definitions of important terms are presented.

1.1 Background of the Study

Hooliganism has a long history in the world. According to Carnibella et al., (1996), since in the early beginnings of 13th century football has been linked with violence in England. During that time, especially on the carnivals, the village youths had played pioneer traditional game with neighborhood youths and interred in to conflict. On the other hand Common Lit Staff (2014), stated that hooliganism can be traced back to the 14th century, the first modern instance occurred during the 1880s in England (p.1).

Many writers agreed that government and media attention has given to football hooliganism in 1960s though it traced back in the 13th century. As Norman (2001), government and media has given serious attention to football hooliganism as a problem in 1960s however, hooligan behavior has long history at football sport. Since then the media has started covering of football regularly to disseminate hooligan behaviors at match fields. Likewise, Tsoukala et al., (2016) found that in UK and continental Europe football hooliganism has attracted media and governments attention since 1960s and 1970s respectively.

Hooliganism now has been becoming the threat for the public around the world. According to Spaaij (2006, p.:1), football hooliganism periodically generates widespread political and public anxiety in a variety of European and non-European countries. In spite of the efforts made and resources invested over the past decades, football hooliganism is still perceived by politicians, policymakers, media and other actors as a disturbing social problem. In many countries football hooligan actions have brought losses of life and material damage. Busman (2005) has stated that the Heysel stadium tragedy in Brussels in 1985 killed 39 people and 670 were injured during the UEFA cup final match between British club Liverpool and Italian club Juventus. The cause was the British hooligans charged the stand part where Italian supporters were seating.

The repeatedly occurrence of football hooliganism broaden its horizon and has changed the peaceful arena into conflicts. According to Hough (2008) Football's centrality in Croat nationalism was cemented by hooliganism at a 1990 domestic match between Dinamo Zagreb and the Serbs of Red Star Belgrade, played out against the backdrop of Croatia's impending secession from Yugoslavia. The match was never finished owing to crowd violence which spilled out onto the streets of Zagreb, prompting the government in Belgrade to declare a state of emergency (p.1291). Politicians and leaders mostly use football as a tool of ideology and propaganda expression in order to attain their political goal. Moreover, Hough (2008) has stressed that one of the best profiles of football and conflict between states is the 'football war' between El Salvador and Hondurans for world cup qualifying match in 1969. In this match El Salvador got victory over Hondurans a 3 to 2 goal result in her own home city of San Salvador. Following the victory the home supporters immediately expressed their glad. But a few minutes later the action has changed in to burning of Honduran flags and attacks the visiting supporters. This led the two countries in to word of war and later El Salvadoran troops invaded Honduras with a loss of 2000 people in five days war.

In football arena racism and religion are the basic and sensitive issues for the occurrence of football violence. According to Carnibella et al., (1996), for the media and public opinion, however, racism among football fans is a serious problem, and often blamed for outbreaks of violence, particularly at international matches (p.9). Moreover, Bradley (1995), has stated the two great Scottish football clubs Glasgow Rangers and Celtic are religious and political rivalries. By this they have been exposed for football hooliganism. Now day football hooliganism is knocking all countries` stadium and the surroundings. By this it has put black spot on the beloved side of football sport. Carnibella et al., (1996), Football hooliganism is broaden from British to all parts of the world. Ethiopia as part of the world has highly encountered by football hooliganism. Even though football hooliganism information and data has not been well documented, hooliganism is highly observing on different matches which have been organizing in different parts of the country.

1.2 Statement of the Problem

Football is one of the best beloved sports, widely played and a large number of participants are involved in the world. As FIFA (2019) many millions of people see football as an important part

of their lives and thus want to become involved in it in the best possible way (p.11). On the other hand Rookwood and Spaaij (2017) have explained that football is the most popular sport; attracting many spectators and wide participation is observed.

In Ethiopia football sport is young and has a century history comparing to European and Asian countries. It has a link with the Italian invasion and victory of Adwa. According to Solomon (2011), football was among the newly acquired "pastimes" in twentieth century in Ethiopia. Unlike the rest of African countries where football was imposed with colonial rule, the history of football in Ethiopia is linked with the victory of Ethiopia against the Italian invaders at Adwa (p.411). Solomon (2011) has added that after victory and independence, European diplomats introduced football in Ethiopia and the first football game held in 1924 between foreign diplomats in Addis Ababa. In 1935 the first Ethiopian team game held with Djibouti and Ethiopia beat in Addis Ababa in the eve of Ethiopia had just been invaded by Italy for the second time. Onwards this day football game has been spreading all over the country. Even though it has a short history in Ethiopia, football is a beloved sport in all parts of the country. Citizens who are in different age groups have been playing and enjoying with it.

Football in Ethiopia came under the control of the Ethiopian Football Federation (EFF) when this organization was founded in 1943. As Solomon (2011) since the establishment the Federation hosted the "Ethiopian Cup," which was contested between football clubs of the Ethiopian armed forces, the British Military Mission, football clubs of Italian who stayed in Ethiopia after the war, St. George and the Imperial Body Guard football club(p.412). At the current time a number of clubs have registered and playing in Ethiopian football federation under different league division. According to EFF 2019/20 report there are 16 clubs in premier leagues, 36 clubs in higher leagues, 55 clubs in first leagues, 18 clubs in youth (under 20) premier leagues, 11 clubs in first division female, 10 clubs in second division female. All those football clubs` games have got media coverage either live or recorded in the form of news or programs.

Media has a decisive role to promote football matches in addressing to all corners where audiences and supporters are found and entertain them. Sports and the mass media share a very symbiotic relationship. Dziubiński, et al., (2012, p.288), the mass media have turned sport into a global phenomenon. The mass media trigger changes in sport which make sport a more attractive experience. This is particularly true about television, as it caters to the expectations of immense

audiences. But in addition to television, newspaper is also the most important medium in covering football sport events. Oshani, (2015) even though the arrival of television in 1950s began to dominate sport news coverage and maintained its dominancy through the century, print and radio media have covered sport news dominantly in 1920s and 1930s and still maintained their importance. Newspapers have the ability to cover the full result of different sports, current ranks, disciplinary sanctions, next fixtures with detail pre-match and post-match analysis as well as other important statistical match reports. According to Raymond Boyle (2006), while television offers the immediacy of the live sports event, it is the scene-setting, the pre- and post-event analysis and any attendant scandal or controversy that newspapers are able to help sustain and run with (p.54). This fact is observed and strengthened by other writers and researchers. Daniel Beck et al., (2003), though newspapers are not live-media in covering sport events it have their own advantage over live-media due to enough time and space for background information, interpretation, and comments as well as reports beyond the field, track, or stadiums. In addition to this, they are less costly comparing with television and radio in gaining permission for live-transmission. So newspaper is important for gaining sport information in general and football in particular from pre to post- match events and also keep adequate information to see back again former matches and contests.

The media is not covered only the entertaining part of sport, it also covers violence activates which are observed in the stadium and field play as well as out of it. Mostly, violence especially, football violence and hooliganism attracts the media attention because, they have sensational elements. As Carnibella et al., (1996), football hooliganism is a highly visible phenomenon, as journalists and TV cameras are present at virtually every match. Since the 1960s, journalists have been sent to football matches to report on crowd behavior as much as on the game itself (p.8). Newspapers are also covered football related violence in their front pages and sports column. Carnibella et al., added (1996), press particularly tabloids have an eager approach for covering football violence with sensationalist words, phrases and sentences on headlines.

In the Ethiopian media landscape the issue of football hooliganism has become a common incident, a focus area and an easy target today in sport news and program packages. It can say almost all Ethiopian print and broadcast media have covered football related violence which is

occurred in different leagues and divisions in all directions of the country. Now, football hooliganism in Ethiopia has becoming a common day to day phenomenon and following this the media have given prior attention. Sometimes this violence activity has related with religion, politics and racism dominantly, but in somewhat it has related with match rivalry between clubs and supporters. So, the media are always expecting to cover violence activities which are occurred in and out of the stadium. In football violence, describing the problem in a different way with considering reliability can reduce tension and launch negotiations. IMS (2014) has explained that the same story is looking differently with journalists to show choice and new deep looking to grasp audiences' attention. The media have a remarkable power of predicting the seriousness and need for awareness creation to football hooliganism in the society.

Football hooliganism has a character of violence behavior and print media have a role to cover such violence in order to bring mutual understanding between audiences as well as the violent actors. In addition to this the media has a role and responsibility to provide information on causes of the problem and solutions. According to Bratic and Schirch (2007,p. 7&10), though History has shown that the media can incite people toward violence the media can promote positive relationships between groups, particularly in conflicts over national, ethnic, religious and identity.

However, in Ethiopia football hooliganism has been becoming superior over football growth and development. An increasing level of football related violence alongside different sensationalist style of media reporting took hooliganism to forward part of the national political and identity public agenda in Ethiopia. Yet there have not been enough studies on Ethiopian media in the context of football hooliganism news coverage. So, this subject has been still remains a relatively under-researched area.

Therefore, this study seeks to address the media construction and representation of football hooliganism in Addis Zemen newspaper. This newspaper can provide capital idea for Studying football hooliganism in news reporting.

1.3 Objectives of the Study

1.3.1 General Objective

The general objective of the study is to examine how and to what extent Addis Zemen newspaper cover football hooliganism in its stories coverage. Derived from this grand objective the study has the following specific objectives;

1.3.2 Specific Objectives

- To look into quantity, types, and location of football hooliganism stories in Addis Zemen newspaper.
- To identify frames that was applied by the selected newspaper while covering football hooliganism stories.
- To find out the main sources of information cited in the selected newspaper while covering football hooliganism.
- To identify tones of football hooliganism stories covered on the selected newspaper.

1.4 Basic Research Questions

- ❖ What was the extent and nature of Addis Zemen newspaper's coverage of football hooliganism issues in terms of quantity, type and location?
- ❖ What frames did Addis Zemen newspaper use in covering football hooliganism?
- ❖ What were the main sources: Addis Zemen newspaper used while covering football hooliganism stories?
- ❖ What were the tones of commentaries, news, features, editorials and columnists used in the newspaper?

1.5 Significance of the Study

Onwards the last two decades football has controlled and attracted the attentions of politicians, youngsters and other ordinary people. Due to this the print and broadcast media have given much more air time and space. As the media have given more attention for the beauty of football game,

they have also covered the dark side of the beautiful game. This vast coverage initiated scholars and journalists to conduct researches on it. Different researches have done on the issue of media and hooliganism. For example English Media Representation of Football-related Disorder (Poulton, 2005), constructing the Treat in a Sport Context: British Press Discourses on Football Hooliganism (Tsoukala, 2000), But money of the researchers who have done their research on media and hooliganism did not look the Ethiopian football hooliganism in Ethiopian media context. Even researchers who have done their research on Ethiopian football hooliganism are excluding the media except Anteneh Sisay (2019) whose study was focused on television medium and could not observe print media to look at use of sensational words and extent of football hooliganism coverage. In general, there is no enough study in the Ethiopian football and media context together until now.

Therefore this study will expect to create first hand impression and a stepping stone in media reporting of football hooliganism study in the Ethiopian context. It is clear that at current time most Ethiopian football clubs are named based on their ethnic and local identity. As a result, football related violence have dramatically changed their direction in to ethnic identity. During this time sport media have a role to cover the reality behind hooligan behavior and frame the story to create good relation between and among clubs. So, this study can give direction to sport journalists about how football hooliganism stories are framed and portrayed. On the other side it will help to initiate media experts to study football hooliganism in relation to media coverage. Moreover, this study will recognize its worth as one of the references for journalists, sport fans, club coaches and managers, as well as sport science experts.

1.6 Scope of the Study

In Ethiopia there are government and private owned media in print and broadcast sector. Football matches and football hooliganism stories have been covering on those print and broadcast media in Ethiopia. This study focuses on newspaper media. Even though a number of newspaper media are available and have covered football related stories in Ethiopia, due to financial incapability and lack of daily national newspapers, the study is delimited this study on Addis Zemen newspaper. This is because the selected newspaper is characterized based on its accessibility in terms of area coverage that has an opportunity to reach large audience and in terms of stock that has an opportunity for the researcher to easily collect the data. It was also based on daily

newspaper in terms of timeliness that has an opportunity to cover the stories within a day when football hooliganism is occurred; as a result it insures that the message is current and relevant.

So, it is expected to cover and analysis the issue in considering football hooliganism as a universal problem needs large and immediate coverage to the audience. Therefore, the findings of the study might not be generalized. The study comprised the newspaper in its 9 months, from November 2018-July 2019 GC. This is because, during this time majority of football hooliganism events, were occurred in stadiums of different parts of the country.

1.7 Organization of the Paper

The contents of the paper are organized under five chapters. Chapter one deals with, background of the study, statement of the problem, objective of the study, research questions, significance of the study, scope of the study, organization of the paper and definition of terms. Chapter two includes review of related literature on the conceptual and theoretical frameworks. Chapter three is the methodology aspect of the study. Chapter four includes presentation of findings and discussions. Finally chapter five concludes summary of the findings and recommendations.

1.8 Definition of Terms

Football: It is a team sport played by all genders with a spherical ball between two teams each has 11 players under the supervision of a referee, two assistant referees and a fourth official who have full authority to enforce laws of the game.

Football Clubs: An organization of players, coaches/ managers, owners, or members associated with legal entity in Ethiopia.

Football Federation: It is a governing body and legal association of football clubs that organizes matches between member teams of a similar standard in Ethiopia.

Football Hooliganism: It is disruptive or unlawful behavior such as rioting, bullying and vandalism, usually in connection with crowds at football events.

Government: this mentions to any government officials at federal and regional level in Ethiopia that are recognized by the FDRE constitution.

Individuals: A single human being as distinct from a group in relation to football hooliganism.

Police: An organized force for maintaining order, preventing and detecting crime, and enforcing the laws.

Victims: A person harmed, injured, or killed as a result of football hooliganism incidence.

CHAPTER TWO

Review of Related Literature

This chapter reviews scholar literatures and concepts on the topic of football hooliganism and football related violence, framing theory and agenda setting theory, in the media to contextualize this study.

2.1 Conceptual Framework

2.1.1 Concept and Definition of Football Hooliganism

The term hooliganism is defined in different ways. Hooliganism is a type of violence conduct which occurs in football and other sports arena. Scholars and writers, from different academic disciplines and institutions have studied the relationship between sports and violence. According to oxford dictionary, the term “hooliganism is a violent or rowdy behavior by young troublemakers, typically in a gang.” Likewise, the advanced English dictionary expressed that “hooliganism is willful wanton and malicious destruction of the property of others.” The aforementioned definitions expressed the definition of hooliganism in regarding with violent and destruction behavior as a general circumstance. But some scholars, writers and documents have associated the term hooliganism with sports arena and events. Based on Wikipedia ([en.m.Wikipedia.org >wiki > hooliganism](http://en.m.wikipedia.org/wiki/hooliganism)), Hooliganism is disruptive or unlawful behavior such as rioting, bullying and vandalism, usually in connection with crowds at sporting events. On the other hand Cox and Russell (as cited in Saša et al., 2013,p.14-15), hooliganism is linked to the feeling of identity with a football club or national team, and is manifested as racism and xenophobia, representing the pivotal point for periodical involvement of right-wing political groups, including the National Front and the British Movement.

Violence is common in political sector, and it is also common for sporting arena. According to Ramón (2006), in the social scientific debate, labels such as ‘sports violence’ and ‘football-related violence’ are often used as umbrella terms to refer to various types of violence in a sports context (p.10). Even though there is no precise definition of football hooliganism because of covering different actions and violent incidents which carried out in football arena, the definitions have similar meanings and universal phenomenon. So, Football hooliganism is one of the violence characters that circle the football arena. Council of the European Union (as cited in Ramón, 2006: p.11), groups together carry out a variety of offences under the label ‘football

hooliganism', including violence against persons, damage to property, alcohol and drug offences, breach of the peace, theft and ticket touting. There are different Football hooliganism actors specifically spectators who disturb the beauty of football. As Saša et al., (2013), hooligan is a violent troublemaker and a member of a particular fan group taking an action on hatred groups initiated by passion of team. Hooligan and football are closely related because wherever there is a football match; there will be hooligans who watch and disturb the match. So, Variety of violent conducts, unethical and destructive behavior of football spectators` and fans` cause damage on society in oppose of the entertaining part of football.

2.1.2 Football hooliganism in Ethiopia

Ethiopia is the second most populous country in sub-Saharan Africa next to Nigeria. According to Ethiopian central statistics agency report the total number of current (2020) population in Ethiopia estimated at 114.9 million. A significant number of the country's society needs football for pastime and entertainment. Moreover, undeniable numbers of the societies are directly or indirectly engaged in football activities. Football is one of the vast arena pastimes in Ethiopia at current time and even it was in the past fifty years. Sometimes in daily, and mostly in weekly term, a number of people are collected from different directions of the country to support and enjoy with their favorite club while, in competing with others. During this time spectators enable to see their idols` fantasy game and shine over the field of play. They are also obligated to see their teams fall down and under performance play. This is the reason why football is enjoyable and spectacular sport in the world and true for Ethiopians. But in this pastime arena football related violence are occurred in local, regional and national levels of the country.

Football related Violence or hooliganism has been linked to Ethiopian football since the arrival of football sport in the country. Journalist Genene mekuria (libro) has put some points about the earlier football related violence in his book entitled with Ehapana sport. He stated that in 1977 twelve football teams have participated in Shewa champion in to two groups. The first and second best teams from each group totally four teams have passed for next round. The competition which these teams held, has named as "the four super champions". In this competition saint George and Mechal (now Defense) teams reached for final. When the game has reached at high pitch level S.t George had scored a goal but the referee disallowed the goal. Because of these supporters had showed revolt and conflict existed between youngsters and soldiers (Genene, 2019, p.72). Similar incidences had been observing during that time, thereafter

supporters and spectators have made turmoil with opposite supporters, referees, and security forces.

But football hooliganism has gotten public, government and media attention as a social and political agenda since the last five-ten years. Within this years the word and action of football hooliganism has been becoming common in the Ethiopian football arena. During this time, hooliganism have seen like violence conducts and damage of property as well as intimidations on referees, an opponent supporters and players on football competitions of the country. Because of this many league games are interrupted. In 2017/18 Ethiopian football competition season games were interrupted. EFF Home/Facebook (May 1, 2018), was covered that ‘the 23rd week Ethiopian premier league and other league competitions would not be held for unlimited time due to unsporting behavior activities. Ethiopian football federation condemned the occurrences of unsporting behavior and hooliganism on Ethiopian football arena’. Moreover, EFF Home/Facebook (June 5, 2019), the 27th Ethiopian premier league is interrupted for unlimited time due to security issues of supporters intimidation.

A number of years have passed that peace move away from the peace full gladiate arena of football in Ethiopia. It has been becoming a common character that team supporters invited to aggression, property damage, and sometimes physical and psychological injuries in football frontline. For this reason, beyond the media the government has given prior attention to it. The recurrent occurrence of violence in football forced Ethiopian government to give warning to those actors of football violence. The current Prime Minister Abiy Ahmed (PhD) has explained on his government performance report of 2019 for the council of people’s representative, “football violence which has been observing all over the country is becoming high treats for citizens. So, the government obliged to take an action on it”.

Now days different Ethiopian clubs are named based on ethnicity. The naming of football clubs in line with ethnicity makes the football violence worst. As a result supporters are forced in to violence on the opposite side of football principle.

2.1.3 Stakeholders role and responsibility to tackle football Hooliganism

There are a number of stakeholders who have a role and responsibility in fighting football hooliganism problems. Even though the magnitudes are difference, football federation, clubs, coaches, supporters, referees, police and media have a great role in fighting the problem. For the past decades various initiatives and different measures have been taken to advance the

prevention of football hooliganism at international, national and local levels. Rosmarijn van Kleef (2016) stated that in order to tackle supporters' misconduct, national and international football organizations have created specific rules that hold clubs directly liable for the behavior of their fan base (p.93). As Guilianotti (2001), mentioned that the stand and decisions of football federations for example decisions where to hold matches and competitions have their own impact on prevalence of football violence. Federations reluctant or lack of taking measures towards violent actions also leads to expand discrimination. As a result it opens the road for other people to show violent in football.

Likewise, police have undeniable contribution to prevent football hooliganism. As Comeron (2002), police are obliged to be impartial for the fulfillment of many different parties' interest but it cannot address all causes of spectator violence. Football clubs have also a great role in the absence and presence of hooliganism. Harassment words can provide an environment that force people for annoying and cause violence in field play. Guilianotti (2001), Coaches have a power to shape the environment and atmosphere of a team environment, especially in youth football. Furthermore, the media and football fans have also a decisive role in solving the problem. According to Carnibella et al., (1996), the task of the Press and Media Group was to avoid sensationalist reporting of any hooligan incidents by encouraging openness between football stakeholders and the media (p.122). Football hooliganism problem is a violence conflict and media has a power to resolve the problem. According to I M S, (2014), expressing conflict problems in different angles can minimize pressure so; editors and reporters consider different angles to hold audience attention in good way. But, sensationalism, together with a predictive approach of violence at certain matches is anticipated by the media, and this has actually contributed to the problem.

Fans and supporters on their part have played a concrete role in the existence and alleviation of football hooliganism. The collaboration work of fans with clubs and governing bodies on condemnation of violence and racism have brought constructive initiation in south Europe. Throughout the world the laws of the game are the same on every football field from the FIFA World Cup to the smallest village. Referees are tasked with enforcing laws of the game adopted by IFAB on the field of play. Most of the time referees' decisions are the initiating point for football hooliganism, although, decision of the referee is final. IFAB has given a power to the

referees that, decisions of the referee regarding facts connected with play, including whether or not a goal is scored and the result of the match, are final.

2.1.4 Role of Football in development and entertainment

Football has become a world language to create mutual understanding between individual to individual, different nations and citizens. It breaks down all the walls and barriers of interaction and brought mutual benefit in terms of socio- cultural and economic area as well as in entertainment sector. Competitive Sport has a role in development of all social, cultural, economic and other overall development areas. Football as a part of sport, its role is enormous. Football is worldwide sports with a number of spectators have followed in physical and by media outlets. It brings together people from different backgrounds and cultures. Barclay (as cited in Mirele, 2015), football competitions and tournaments provide economic and social development, cultural and public to public interaction benefits.

Football is an entertainment in addition to socio economic development values. Some people choose to spend their time and money on non-sports events like visiting natural and historical heritages, and others choose to spend on sport like football. Sport and entertainments are applied in similar way even though entertainment excelled. To emphasize, Daniel et al. (2003), noted that it is difficult to differentiate entertainment and sports clearly. Sports have become an integral source of entertainment for contemporary societies because sports' spectators have every single ingredient of delightful entertainment. Those spectators enjoy and entertain with weekly, monthly or early football match contests held in their nearby stadiums or attending media outlets.

2.1.5 Racism and Alcohol in Football

Football has the ability to make divers identities stand for unity and hostile countries play together in the peaceful war. In addition to this it helps to announce those nations whose name is not well known before and promote nationalism in the international sporting arena. According to Robert et al., (2002), in order to promote and express own identity, nationalism and to show powers of individual nations, football has a great power. Diverse ethnic groups come to unity through football in national team or clubs. Furthermore, UNESCO (2015), football brings people together from different age groups, gender, culture, religion, ethnic origin and sociocultural status to stand for their favorite team or club as a universal phenomenon. But the existence of racist attitudes in football is paradoxical in its universality.

The circling of racism in the football arena spoils the beauty and positive side of football and causes for the occurrence of hooliganism. Football and racism are not going together because of their characteristics. Football has a holistic, solidarity and unity behavior whereas racism is tended to egoism, hate and isolation; consequently it spoils the beauty and test of football sport. Racism in football is a provocative action being taken by spectators inside or in the immediate vicinity of the stadium. It is a prohibited action and unacceptable levels of verbal provocation, provocative banners or flags from spectators towards players, opposing fans and referees. Racist individuals and groups have forced football which is the source of enjoyment, peace unity and friendship in to disastrous manner. Carlo (2002) stated that the world of sport is under pressure from organizations and groups, which through racism, xenophobia and the use of violence, seek to destroy the joy, enthusiasm and unity surrounding sport (p.1). So, it is important stand together to reduce and alleviate racism in sports sector in general and football in particular. In order to reduce racism in football arena, awareness creation and rule of procedures are necessary. According to the HCCMSC (2012), because of different measures were taken like awareness campaigns and administration regulations by associations and football governing body, racism in football has dramatically reduced in United Kingdom.

Likewise, alcohol has also its own impact on changing football in to violent and destructive nature, as a result it causes for football hooliganism. The excessive use of alcohol consumption by spectators aggravated violence in football. Carnibella, et al, (1996), stated that the excessive use of alcohol by spectators before, during and after matches has forced them towards committing violence and destruction in and vicinity of the stadium.

2.1.6 Media coverage of football and football hooliganism

It is difficult to imagine life for modern society without media and entertainment in the physical world. The personal, societal and professional lives of all the modern society are touched by media technologies and outlets in one way or another on a daily basis. Football as a popular sport is one of the entertainment sector for modern society. The popularity of football undoubtedly comes with the help of media. This shows that football has a strong relation with the media. The media plays an essential role in the dissemination of football messages and have a strong affiliation with rapid increment each other in European and Latin American countries; even in the meantime it is true for Africans. Oshani (2015) stated that the media has an essential role for

sports popularity by providing free coverage for local teams, display player personalities and build fan allegiance. Moreover, Sarimah et al., (2016), found that in the dissemination of popular sports to the audience, Media has devoted the content of sports section and sports pages. Sport pages are the basic road map and additional asset for the newspaper survival by increasing readership and circulation of their publication.

There are print and electronic mediums in media scenario which can cover football sports. Those different media have the capacity to inform and entertain the readers, listeners and viewers about the happening of sports action in the field of play as well as out of the stadium. For the purpose of this study, it is better to look at only the print Medium. Print media and sport have a long time interaction. It is the oldest medium regularly informing people about sports. The 1920s which is considered as the golden age of sportswriters dominated the sports sections of newspapers, the most important mass medium at the time. A sports section of newspapers are among the most readable for a long time from its inception and at the current time. Although the rapid development of Radio and Television as well as internet media are influencing the newspaper, because of its focusing on popular sports makes it preferably today again. As Mohibullah et al., (2014), newspaper has survived through serving the audience professionally and having large volume of coverage to the beloved sport following the coming of television and internet. Now a days readers of sport fans and spectators use sport and football newspapers and magazines in order to get additional information from large volume coverage of the print media. According to Oshani (2015), readers are interested to read sport newspapers in order to get detail information about the match regarding coming events and results of past events.

News about football is covered apart from general news often it find in the back of the newspaper or it has its own distinct page. As Hall (1978) found out, sports news stories does not rank highly in the hierarchy of news. However, sometimes sports news comes out of its distinct page and makes it to the front page. In such cases, sports are linked with general news because of a dramatic event that is of great importance to not just sports fans but the public. Stories which have great economic, social and political values are always located on the front page of the newspaper. Newspaper's front page is an important location to attract readers. As (McQuail, 2010; Singer, 2001), the most important location to find society's most critical events is a newspaper's front page. The first page of the newspaper is what grabs a reader's attention, and,

thus, editors devote much energy in determining which story elements should be placed on the most prized page of their publication. The front page of the newspaper is the most important page of the publication and highlights the day's most critical stories.

Football hooliganism can be seen as something of an easy target for the media. Hall (1978), in the treatment of football hooliganism in the Press identifies what he calls the 'amplification spiral' whereby exaggerated coverage of a problem can have the effect of aggravating the issue. According to dal Lago (as cited in Carnibella, et al, 1996), in press coverage of football matches in 1970s, the reporter was highly focused on players not the violent incidence, whereas, from the mid-1970s, the reporters' attention has diverted to the violence incidence committed by spectators.

2.1.7 Sport Journalism

Sports journalism is a rapidly growing sector and an essential part of the news media in the media landscape, although it subjected to criticism that traditionally viewed as a toy department of the news media. According to Raymond (2006), although sport journalism traditionally considered as toy department, it has a great effect on commercial value that influenced newspapers and the popular press.

As sport, and football in particular the main objective is enjoyment and fun related entertainments and creation of relationship. So sport journalism is focuses on these points. Sometimes sport journalism teaches serious issues but mostly it focuses on soft news and stories. Sport journalism sometimes comprises serious issues in the form of entertainment. According to Raymond (2006), Sports journalism has covered issues like race, gender and national identity formation. Now day Sport journalism has becoming more attractive in the news media and entertainment industry. Even it is not only focused on light entertainment, but it focuses also beyond sports. Sport in general and football in particular has penetrated deeply in the minds of youths and society, consequently sport journalists are expected to write and report on the issue of finance, social interaction, peace building, diplomacy and other big issues relating with the sport. Sport journalism in the contemporary world has its own agenda and selects the appropriate issues in order to attain and satisfy need of spectators and stakeholders of financial sources in the entertainment industry. Schultz (as cited in David, 2007, p.387) for instance, Sports editors of

daily newspapers all over the world allow the sports industry to set the agenda and the priorities for coverage of sports events . . . the sports pages in daily newspapers are dominated by the particular types of sport, sports stars and international events which create the biggest turnovers on parameters such as advertising, sponsorship, numbers of television viewers and spectators in the stadium.

2.2 Theoretical Frameworks

In the contemporary and modern society the media provide vital contribution in informing and educating the public, directing attention to certain topics, and shaping attitudes of the audience. The two communication theories: Agenda setting and Framing plays such roles.

2.2.1 Agenda setting theory

Among the theories of communication in the 21st century, Agenda setting, which has its roots in the early 20th century, is one of the dominant, robust and prominent media effect theories in mass communication. According to Karin et al (2009) the intellectual roots of this mass communication theory has been credited to journalist Walter Lippmann, whose book, *Public Opinion*, argued that the news media construct our view of the world. That was in 1922, but it was 50 years later that Maxwell McCombs and Donald Shaw gave the now-familiar name to the phenomena Lippmann described, and since then agenda setting has become one of the major research themes in mass communication (p.168). Media construct peoples` views about the world. Truly, Lippmann (1922) argues that public opinion is a reaction to what we see in media content, which is not necessarily a reflection of reality. Equally important, Cohen(1963) predicted "the press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about" (p.120). These concepts lead to more elaboration for the theory of agenda setting which is the most adaptable theory in media and communication.

Agenda-setting theory was introduced in 1972 by Maxwell McCombs and Donald Shaw in their ground breaking study of the role of the media in 1968 presidential campaign in Chapel Hill, North Carolina. The theory states that the news media have a large influence on audiences, in terms of what stories to consider newsworthy and how much prominence and space to give them (McCombs, and Shaw, 1972). The attitude and believes of individuals is highly influenced and

shaped by media with the help of agenda setting. Moreover, Karin et al, (2009) have stated that agenda setting is the process of the mass media presenting certain issues frequently and prominently with the result that large segment of the public come to perceive those issues as more important than others. Simply put, the more coverage of an issue receives, the more important it is to people (p.147).

The concept of agenda setting is basically a causal relationship between the subjects that the media emphasize in news coverage which is called media agenda and the subjects the recipients consider important which is called recipient/public agenda. Through its development, agenda setting plays a vital role on the links of media and public issues. As Griffin (2012), media agenda is the pattern of news coverage across major print and broadcast media as measured by the prominence and length of stories whereas public agenda is the most important public issues as measured by public opinion surveys (pp.379-380).

Agenda setting has a solid relationship with different communication theories. For instance, William (2009), several communication theories have a relation with agenda setting. Cultivation theory researchers have examined agenda setting on the area of entertainment media; but the relationship between agenda setting, priming and framing is establishing strong linkage. Regarding the flow of noticeable, meaningful or memorable information from media to audience, the second level of agenda setting goes beyond the original premise of agenda setting. Frame setting is the second level of agenda setting that entertain with issue attribution.

Essentially, as William (2009), both framing and attribute agenda setting call attention to the perspectives of communicators and their audiences, how they picture topics in the news, and, in particular, to the special status that certain attributes or frames have in the content of a message. Nevertheless, detailed comparisons of framing and attribute agenda setting are complicated by the plethora of definitions for framing (p.519).

2.2.2 Framing theory

2.2.2.1 Concept of Framing

Framing is focused on the representation of the story in the media and the influence on the audiences. Although there is no established definition of what the concept of framing really entails, a number of scholars have identified framing differently which provides common

characteristics. Framing is a dynamic and inconstant concept because over the years people have used it with variations in different contexts such that there is no universally acceptable operationalization of the concept (Scheufele, 1999).

Scholars have theorized the concept in the field of psychology, sociology, media and politics. According to Tversky et al., (1973) who are the pioneers of framing in the field of psychology stated that framing refers to variations in how a given piece of information is presented to audiences, rather than differences in what is being communicated. Goffman, (1974) introduced the concept of framing to social science. He defined “framing” as a “schemata of interpretation” that enables individuals to “locate, perceive, identify and label” occurrences or life experiences. As a result it has become a crucial concept in communication research. Moreover, Robert Entman modernized this definition. Thus, Entman (1993, p. 52), suggests that framing essentially involves selection and salience recognizing “to frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described”. Frames mostly focus on meanings of an issue which displayed on its controversy (Gamson and Modigliani, 1987). Moreover, as Scheufele (2000) framing is the subtle changes in the wording of the description of a situation which might affect how audience members interpret the situation by focusing on invoking not by making the issue more salient. A psychological and sociological standpoint concept of framing can today be seen as one of the most important theoretical approaches in communication and media studies.

2.2.2.2 Framing process

Processes in general can be static and dynamic. Framing concept lies in the focus on communicative processes. Communication is a dynamic process that involves frame-building and frame-setting. Frame building focuses on how frames emerge and frame-setting looks the interplay between media frames and audience predispositions. Scheufele (1999), examine four framing processes: frame building, frame setting; individual level effects of framing; and a link between individual frames and media frames (i.e., journalists` and elites` susceptibility to framing process (p, 114-115). In news media, frame building is vital for developing news and obstacles of news quality. According to (Shoemaker & Reese, 1996) Frame-building refers to the development of frames and their inclusion in news stories, and the factors that influence the

structural qualities of news frames. Factors internal to journalism determine how journalists and news organizations frame issues and factors external to journalism. Equally important, Patricia et al., (2016), added Frame-building occurs when journalists construct news stories out of the bits and pieces of everyday life.

Likewise, the term frame setting focuses on the effect of frames on receivers` outlook. Patricia et al., (2016), stated that frames have a capacity to influence the perception of audiences towards public affairs. Scholars have associated frame setting with agenda setting. McCombs et al., (as cited in Scheufele, 1999, p.116), have argued that agenda setting and frame setting are based on essentially identical processes. Whereas agenda setting is concerned with the salience of issue, frame setting, or second level agenda setting is concerned with the salience of issue attributes. “The first level of agenda setting is...the transmission of object salience.

2.2.2.3 Media framing

Several media framing definitions have conceptualized by different scholars. Media framing refers to the selection process whereby pieces of information are selected and placed together in news stories (Andsager and power, 1999). Basically media framing focuses and describes how news media report and portray the news. In other words it is the way and process how an issue is portrayed in the news media and information is presented to its audiences. As Scheufele, (1999),media frames are defined as a main organizing objective or story line that delivers meaning to events that are unfolding. Viewers interpret and process information based on the tone of the news story (p. 106- 107).Moreover, Entman, (1993) has also stated that the media highlight a certain piece of information about a main topic of a news story, which raises the salience of the issue. The term salience means “making a piece of information more noticeable, meaningful, or memorable to audience” (p. 53). Media do not simply come up with facts; rather they add some contexts and remove others by targeting their audience.

More importantly as D'Angelo, (2017) a media frame is a written, spoken, graphical, or visual message modality that a communicator uses to contextualize a topic, such as a person, event, episode, or issue, within a text transmitted to receivers by means of mediation (p.1).Media framing of an issue relates not only to the content of the articles but also to physical characteristics, particularly frequency and the location of the story. Sizing of stories remains one way of saliencing a story (Entman. 1991:9). Similarly, a story's location within the newspaper

indicated how much the event or issue is important (Norris and Carroll, 1997). The task of media workers thus is to arrange random events into a meaningful, organized interpretive package.

2.2.2.4 Functions of media Frames

Several scholars have discussed framing functions which have an impact on audiences' perceptions. Dunwoody et al., (1992) stated that among the functions of framing one is for audiences; to make individuals act without putting much cognitive energy to the task. Particularly, a frame functions to affect the audience's perceptions of topics or issues by addressing certain values, considerations or facts with more obvious relevance to the topic than they might have under another frame (Scheufele, 2000). He also suggests that framing is based on "the assumption that subtle changes in the wording of the description of a situation might affect how audiences think about issues" (p. 309). Moreover, Entman (1993) clearly identified that frames fulfilled four functions for the media organization when reporting a certain issue or event. They could (a) define problems, (b) diagnose causes/causal interpretation, (c) make moral judgments, and (d) suggest remedies. Thus, one important application of media frame analysis is to examine how issues are presented in the news coverage (de Vreese, Peter, & Semetko, 2001).

Importantly Billings (2004) identified "the three functions of media frames. These are selection the issues in terms of angles, words and expressions; emphasis the issue in terms of magnitude and quality; exclusion the issue in terms of not to give space or coverage. Framing also exists in certain parts of the news text. In order to analyze how the media frame a certain issue or event, it is essential to point out the location of frames in stories. Tankard (2001) explained that frames can be located in news text, headlines, photos, lead paragraphs, sources cited, quotes, logos, statistics and charts. Entman (1993), however, suggested that frames exist everywhere in the communication process not only in the communicator and the message or text, but also in the receivers of the message and within the culture in which the message circulates. Therefore, how people come to understand the news has a lot to do with how the news was shaped or framed by the mass media (Scheufele, 1999).

2.2.2.5 Dominant frames

There are several different types of frames dominantly used in media coverage. News media can, consciously or unconsciously, use a variety of specific frames to communicate news to audiences

(Steimel, 2009). For instance, Neuman et al., (1992) examined four dominant news frames that are applicable to multiple news contexts, namely, the conflict, economic consequences, morality, and human impact frames. Moreover, Valkenburg, Semetko and de Vreese (1999) added the responsibility frame in addition to those four dominant news frames and renamed the human impact frame as the human interest frame. So, Several researchers have used and identified the five frames in their content analyses, because journalists all over the world frequently use these frames. These dominant generic frames are discussed below.

2.2.2.5.1 Human Interest Frame

The human interest frame is "classified as general and brings an individual's story or an emotional angle to the presentation of an event, issue, or problem" (Valkenburg, Semetko, & DaVreese, 1999, p. 220). Basically, human-interest frames incorporate individual stories. Human interest frame brings a dramatized, emotional and personal angle to the presentation of an event and provokes emotion to keep interest of media publics. As a result journalists use cases and experiences of individuals for news story to catch, grasp and hold thoughts' of audience in multiplex issues. (Semetko & Valkenburg, 2000). The human interest frame significantly influences emotional responses; as it appears that people who read a story framed in terms of human interest feel more empathy, sadness and sorrow related to the situation. The emotional response, in turn, appears to be a clear predictor of assignment of blame and responsibility (An & Gower, 2009). The human interest frame is a commonly used frame. Earlier research of Neuman et al. (1992) showed that the human interest frame, alongside next to the conflict frame, is the most common frame across a variety of news content.

2.2.2.5.2 Responsibility Frame

This frame is defined as "a way of attributing responsibility for a cause or solution to either the government or to an individual or group" (Semetko & Valkenburg, 2000, p. 96). They found that the attribution of responsibility frame was most commonly used in serious newspapers. The media frame presents a topic in a way that assigns responsibility for a cause of a problem to an individual, a group or the government or as a solution. There are two levels of responsibility frames: individual vs. organizational. (Iyengar, 1991) Point out the two visible news frames of episodic news frames which targets individuals and thematic news frames relied on general

context. Both consider an issue, time and space. Media can present problems and their solutions as either an individual's or society's responsibility. It is important to explain episodic and thematic frames in the news media or media framing. Iyengar (1991) argued that news about political issues takes either an episodic or thematic frame.

2.2.2.5.3 Conflict Frame

News stories framed in terms of conflict emphasize conflicts among individuals, groups or organizations (Semetko & Valkenburg, 2000). It is clear that why journalists might choose to use the conflict frame in order to simplify complex events and have them more easily understood by the audience. It appears that the conflict frame may contribute to the attribution of blame in crisis situations (Nijkraak et al., 2015). Furthermore, de Vreese (2004) found that a narrative written in a conflict frame leads the reader to include more and opposing points of view in his or her thoughts. The high frequency of the conflict frame is confirmed by (An and Gower 2009), who found that in crisis news coverage, the conflict frame is the second most frequently used frame.

2.2.2.5.4 Economic consequences frame

This frame tells a story regarding financial consequences for an individual, group, organization or region. Programs which deal with consequence of problems are particularly expressed within this frame and this frame is usually an outcome of covering issues from authentic viewpoint (Neuman et al., 1992). The consequence frame circulates on the positive gain and negative loss of impacts due to the issue. As de Vreese, (2004) consequence frame emphasizes the profit or loss consequences of the issue. This frame mostly applied in crises and disasters. Nijkraak et al. (2015), confirmed that when crises involve larger economic consequences, the frame will be more common in the news.

2.2.2.5.5 Morality frame

News stories placed in the context of moral prescriptions are framed in terms of morality. The stories consist of a moral message, a reference to God or other religious tenets or social prescriptions about behavior (Semetko & Valkenburg, 2000). The cultural values find their way into the media. Due to the journalistic norm of objectivity, the morality frame is commonly used indirectly through quotations or inference (Neuman et al., 1992). Moreover, (Semetko &

Valkenburg, 2000) found that the morality frame was infrequently presented in the media coverage of several issues. Focusing on crisis media coverage, it appears that the morality frame is not frequently used compared to the other four frames, but the frame is used predominantly in certain types of crises. News stories related to preventable crises were more likely to be framed in terms of morality than stories about other types of crises (An & Gower, 2009). So; morality frame has a humanitarian element. Generally the above five frame types are important in media framing when journalists and media houses have covering different issues which have political, economic social as well as cultural elements. Furthermore, successful news frames are employed two additional frames together with the five frames. Successful frames must diagnose a problem which is diagnostic framing and propose solutions and tactics which is prognostic framing.

2.2.2.5.6 Diagnostic and Prognostic Frames

It is essential to remind that frames can also be diagnostic and prognostic frames. These two frames are also important to identify causes of the problem and solutions to the problems. As (Benford 2005: 38) Diagnostic frames serve the function of identifying a social problem and then linking that negative aspect of social life to a certain cause. In contrast, prognostic framing provides a solution to the problem, posed by diagnostic framing. Furthermore, (Loseke, 2003) supported Benford's idea that diagnostic frames are about the causes of the problem that have been determined through the construction grounds and answer audience members' questions about how to understand the meaning of the condition and what causes it and the type of harm the condition creates whereas, prognostic frames are demands responding questions of audience regarding the problems. These two frames are highly linked each in identifying of causes and suggesting solutions.

2.2.2.6 Media Sources

Source is the basic ingredients in the construction of news stories and through them; the building of frames is the sources cited by journalists to give perspective and balance to a news story. Sources are basic elements of media production and have a capacity to shape frames in the media. Sources are one component of the news production process and its associated values (Gans, 1979; Shoemaker & Reese, 1996). Moreover, Shoemaker and Reese (1996) suggested regarding the source, as "Information sources have a tremendous effect on mass media content,

because journalists can't include in their news reports what they don't know... sources may influence the news in subtle ways by providing the context within which all other information is evaluated...and by monopolizing the journalists' time so that they don't have an opportunity to seek out sources with alternative views" (p. 150). This idea has strengthened by (Kim & Weaver, 1993), as investigation of sourcing patterns flows together framing analysis. For justification Journalists depend on authoritative sources, as a result many argue that journalists frame their story based on the sources cited in. Media need journalists to provide societal issues on a routine basis (Tuchman, 1978). Providing societal issues in a routine basis requires a high level of dependence upon and cooperation with government officials, including the police, who comprise the bulk of news sources and provide the necessary news accounts (Gans, 1979).

Media have solid relation with the police for uninterrupted flow of crime and related violence information which covers a large part of news stories. Thus, it becomes the primary source of crime and violence news (Chermak, 1994). He added that Victims are also basic sources for media production. Media are interested to portrayed victims caused by crime or violence. Victims provide the "human-interest element" of crime news (Chermak, 1994, p. 62). Victims can be ideal and indirect victims. As (Howarth and Rock, 2000), directly harmed victims are ideal victims who considered as primary victims whereas, families, friends, and relatives of primary victims featured as indirect victims. So, media give priority to portray ideal victims for better authoritative sources. Some reporting has shown that a large number of sources cited by the media tend to be greater credibility to the news stories than do fewer sources quoted in the stories (Ramsey, 1999).

2.2.2.7 Tone of media frames

The term Tone is an essential concept in media coverage. News contents in the media are expressed in different ways as types and levels of framing. The content of news coverage is also characterized by the tone of voice. Tone, which in framing literature is also designated as valence. This frame valence specifies the frames' tonality. Frames can be categorized by having positive, negative or neutral valence. As (de Vreese & Boomgaarden, 2003), a frame with positive valence may emphasize beneficial or high-worth aspects, solutions, or treatments; a frame with a negative valence may emphasize unfavorable or low-worth aspects, solutions, or

treatments; and a frame containing neutral valence presents statements of fact without assigning positive or negative value

Essentially, frames will stress more positive or negative aspects of the given issue. Journalists emphasize the tonality of a frame by portraying an issue in terms of good or bad news. In crises coverage Dunwoody (1992) concluded that the mass media regularly accused of bias, sensationalism, inaccuracy, indifference and of being simplistic and polarized (p.75). Positive framing produces more positive linkage as a result becomes more attractive, than negatively framed once. The most likely reason for the predominantly neutral coverage is that journalistic norms of neutrality and objectivity stipulate that the news should be balanced and unbiased (Shoemaker & Reese, 1996). These norms lead journalists to avoid explicitly taking a side in the coverage

2.2.2.8 Factors Affecting Framing

The effect of frame is determined by several factors. Scheufele, (1999: 109) points out “the external and internal factors that impact media framing include social norm and values, organizational pressure and constraint, pressures of interest groups, journalist routine and ideological or political orientations of journalists”.

In terms of organizational pressure and constraint the ownership of the media and their interest affects what and how the media cover events, issues or problems (Johnson-Cartee, 2005). In addition to ownership, resource constraints like finance, time, space and human resource affect how a given media frame an issue or event (Andsager and Powers, 1999 and Scheufele, 1999).

Journalistic routines and journalists’ ideological and political orientations also contribute to the framing of issues (Scheufele, 1999; Shoemker and Reese, 1996). The view that journalists’ routines affect the news framing is composed of two components. First, as much as the frames provide cue for readers, they provide similar functions for journalists. Journalists relay on frames “to make sense of facts, to focus on the headline and to structure the story line” (Norris and Carroll, 1997:1). Further frames are used as ‘working routines’ for journalists. In this way, they enable them to immediately identify and group information and make news suitable for their audiences (Giltin, 1980 cited by Scheufele, 1999:106).

Regarding pressures of interest groups, Journalists relied on onlooker and other sources to report a story. The first encounter between journalists and sources particularly for breaking news put the framing process in motion (Entman, 1991:17). When media adopt a government's frame, they legitimate the government's action (Johnson- Cartee, 2005:139 and 189). Still there is a view that journalists regard government official sources as indication or completeness of the news. But as (Gans 1979) suggested, journalists by any means will not be a parrot rather being objective and detached with truthfulness. At last but not the least the extent of freedom of the press in a given society can affect media framing. According to Kern et al. (2003:239) news frames on terrorism are shaped by censorship from government or self-censorship on the part of the journalists.

2.2.2.9 Criticism of framing theory

Largely and dominantly, framing theory understandably gives good look on how events are displayed by the media; however it has been criticized with its weak sides. Its absence of clear definition and conceptualization hinders the commonly applicable notion is one of the criticisms. According to Scheufele (1999: 103), many of the limitations of media framing theory relates to its lack of a clear conceptual definition and generally applicable operation. With regard to the limitation in definition, Entman (1993) described framing as a scattered conceptualization (p, 51) with previous studies lacking clear conceptual definitions and relaying on context specific, rather than generally applicable operationalization. As Scheufele (1999) noted, because of unclear conceptualization partly, framing has been used too much to illustrate comparable but clearly unrelated approaches and studies have unreasonable framing in amalgamation with other concepts such as agenda setting. Further, Scheufele, (1999: 117-18), states when researchers carryout an experimental studies on media framing, they do not exactly show why and how news frames influence audiences or readers behavior, attitude and cognitive. Newman et al, (1992) further confirmed that the selections of different topics do not necessarily require certain frames.

CHAPTER THREE

Research Methodology

This chapter presents the methodological part in detail. It focuses on research design/method, sample and sampling techniques, data collection instruments, and procedure for collecting and analyzing data.

3.1 Research Design

Many Researchers have employed different methodological approaches in research. Some studies applied quantitative while others prefer qualitative. Creswell (1994) has stated that quantitative approach as a type of research has been explaining phenomena by collecting numerical data that are analyzed using mathematically based methods. Quantitative analysis focuses on data frequency of occurrences. On the other hand Qualitative approaches use to explore the behavior, perspective, feelings and experiences of people and what lies at the core of their lives specifically. Hancock, (1998) has explained that enabling the researcher for providing data of different behavior, believes, opinions, emotions and relationships of individuals is the logic behind applying qualitative method. Moreover, Ritchie, et al., (2013) have stated that in the exploration of change or conflict applying qualitative methodology is important and the foundation lies in the interpretive approach to social reality as well as in the description of the lived experience of human beings. Furthermore, according to Kothari (2004), “quantitative approach involves the generation of data in quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid fashion ” whereas qualitative approach is “concerned with subjective assessment of attitudes, opinions and behavior(p.5).

For the purpose of this research both quantitative and qualitative approaches were employed. This is the mixed method research approach. As Creswell (2014) the combination of qualitative and quantitative approaches provides a more complete understanding of a research problem than either approach alone. The use of mixed approach enable the researcher to review and substantiate the reliability of a given research and validity of the collected data, So, applying both approaches is very important to check the accuracy of the data gathered from the sampled newspaper. A quantitative study was first conducted and then followed by a qualitative analysis to give meaning to the patterns established through quantitative study.

3.2 Sample and Sampling Techniques

It is essential to choose a sample that is truly represent the population. Based on this research problem that the study intends to address and in order to select the samples, the time span and the newspaper of this study; a purposive sampling technique was employed. As Kothari (2004) the researcher purposively chooses the particular units of the universe for constituting a sample on the basis that the small mass that they so select out of a huge one will be typical or representative of the whole (p.59). So, the researcher used purposive sampling technique in data collection.

Taking these in to consideration first the media; Addis Zemen newspaper was selected based on national newspaper/ its accessibility in terms of area coverage that has an opportunity to reach large audience and in terms of stock that has an opportunity for the researcher to easily collect the data. It was also based on daily newspaper in terms of timeliness that has an opportunity to cover the stories within a day when football hooliganism is occurred; as a result it insures that the message is current and relevant. So, it is expected to cover and frame the issue in considering football hooliganism as a universal problem needs large and immediate coverage to the audience.

For the purposes of this study, news articles, regarding football hooliganism stories, were selected from the analyzed newspaper. The sample covered 2018/2019 competition season that is from November 2018-July 2019. This timeline is purposefully selected because during this time different Ethiopian football league matches were under way and majority of football hooliganism events were occurred in stadiums of different parts of the country. So, this study used all football hooliganism stories which covered from November 2018- July 2019, because size of the sampled data enabled researcher to easily manage it and important to be studied. So, December 2018- July 2019 is taken for content analysis. A researcher also purposefully selected and conducted in-depth interview with three journalists of the sampled newspaper who have a role of editor and reporter in sport stories coverage. The researcher purposely selected the interviewees, because their opinions are thought to be relevant to this research topic. One editor and two reporters from Addis Zemen newspaper were included in the interview part. Consequently, in this study unstructured in-depth interview technique was used in order to obtain detailing and abundant data on the issue of football hooliganism coverage.

3.3 Data Collection Instruments

This study utilized quantitative content analysis and in- depth interviews in order to collect the desired data that address the stated research questions and to achieved the objective. Content

analyses research techniques are often applicable to study media and communication messages that comprise written and transcribed words. According to K. A Neuendorf (2002), Content analysis may be conducted on written text, transcribed speech, verbal interactions, visual images, characterizations, nonverbal behaviors, sound events, or any other message type (p.24). In relation with quantitative content analysis Berelson (1952) has stated that content analysis is a research technique for the objective, systematic, and quantitative description of the manifest content of communication. Moreover, a content analysis guided by framing theory yield data which most readers pick up (Entman, 1993:57). So, a quantitative content analysis has employed to collect data from Addis Zemen newspaper and quantify the frequency about the extent and natures of stories, sources employed tone of the stories and identify frames used in football hooliganism stories. Similarly, in-depth interview has also conducted with reporters and an editor of the analyzed newspaper to collect the data that complements the quantitative content analysis. According to Kothari (2004), in qualitative data collection unstructured interviews are vital and enable the researcher to grasp understandings and perception of the interviewees with first-hand information. Moreover, unstructured interview enables the researcher to use follow-up questions to get detailed information and clarified meanings within a relaxed circumstance.

3.4 Procedures of Data Collection

The procedure of data collection was first, assessing 273 editions of the newspaper which published within a sampled period and collecting 28 stories from 26 editions related to football hooliganism from Addis Zemen Newspaper. Four data collectors including the researcher assessed the whole pages of the analyzed newspaper to find out football hooliganism stories. Especially, in this study all daily publications of Addis Zemen newspapers which focus on football hooliganism were the target of the study. This study used all football hooliganism stories which covered from November 2018- July 2019, because their sizes enabled to easily manage it and important to be studied. The contents of individual articles related to football hooliganism issues in all the selected editions of the newspaper were collected and analyzed. To specify clearly, a total of 28 football hooliganism related stories were collected from Addis Zemen newspaper. Following this Coding lists were prepared to find the extent and nature of the stories in the newspapers, to identify frames and sources employed by the newspaper, and to find what tones were used in football hooliganism articles. Next to this the researcher conducted face to

face interview with three journalists from Addis Zemen newspaper which have provided supplementary data.

3.4.1 Sample units of analysis

Unit of analysis is an article and the major entity that researchers are analyzing in their study. Individuals, groups, photos, newspapers, could be a unit of analysis in a study. As Jensen (2002), a unit of analysis, in media studies, could range from a single word or symbol to an entire article or story. In this study individual articles which focused on football hooliganism related issues were the unit of analysis. All conventional news stories, articles/column writings, editorials, and letters to the editor that are related to football hooliganism in the selected newspaper were used as the units of analyses. According to Satu et al., (2014), the success of data collection should be assessed in relation to the specific research questions and study aim. The preparation phase also involves the selection of a suitable unit of analysis, which is also important for ensuring the credibility of content analysis (P.5).

The term unit can, for example, be a letter, word, sentence portion of pages, or words. So the researcher of this study would take full articles of football hooligan stories from Addis Zemen newspaper within the already specified time frame as unit of analysis. Consequently, the researcher of this study has coded the data which gathered from Addis Zemen newspaper from December 2018- July 2019 and equally important, the data was gathered from journalists with in-depth interviews to develop themes for the study. By this the researcher would observed the latent and manifest themes in this study. In-depth interviews were transcribed in to appropriate texts by the second coder to avoid influences of personal judgments in the research. The occurrence of frequency of unfolded words in the coverage of football hooliganism issue became manifest theme which is mostly free from personal judgment. However, the researcher's intention to reach interpretive of semantic units in the text became latent theme which is subjected to personal judgment.

3.4.2 Coding category

The collected data from Addis Zemen newspaper are labeled into certain categories to develop themes of football hooliganism stories. Each football hooliganism article published in Addis Zemen was analyzed for data using the code guide. The codes used for categorization of data were based on research objectives and research questions. Therefore, to code contents of all

selected football hooliganism articles, they are coded under the following categories as defined below:

- **Type of story:** it is a category used to find out whether the football hooliganism articles coded as (news Stories, feature Stories, editorial, Commentaries, columnist).
- **Placement of the story:** It refers to the places in which football hooliganism stories are placed and coded as (whether they placed on the front, inside or back page).
- **Framing types:** it is used to point out the five common generic frames and two additional frames used in football hooliganism issues and coded as (conflict frame, responsibility frame, human interest frame, consequence frame and morality frame and others are diagnostic and prognostic frames).
- **Source of the stories:** - this refers to the kind of sources used for football hooliganism stories and coded as (football federation, government, police, meeting and workshops, research documents, victims, individuals, other sources (clubs, spectators and media outlets)).
- **Tone of stories:** Refers to leaning of the stories, where an attribute, object, or event is framed and coded as (positive, negative, neutral).
- **News stories:** It highlight new happenings or events
- **Feature stories:** Stories which are descriptive, often more wordy and have a creative structure to attract the reader.
- **Commentaries:** Stories which deals with criticism, discussion or explanation of ideas, opinions or facts.
- **Editorials:** A story which shows the stand of the newspaper or editor`s opinion on a topical issue and has its own column.
- **Columnist:** Someone who writes a regular article for the newspaper that focuses.
- **The conflict frame:** It is measured based on whether a football hooliganism story emphasizes conflict between individuals, groups, institutions or countries and reflected disagreements and blame between people or groups.
- **The responsibility frame:** It is measured based on whether a story mentions people or organization that should be held accountable for causing or solving football hooliganism. It also suggests that people or organization have the ability to alleviate the issue, mentions any solution to a problem.

- **The human interest frame:** It is measured based on whether football hooliganism story mention about individual feelings, involves people and their testimonies, feel more empathy and sadness. It also shows or discusses individuals or groups affected by football hooliganism incident.
- **The consequence frame:** It is measured based on whether a story mentioned economic consequences of football hooliganism incidence and emphasizes the profit or loss consequences of the issue.
- **The morality frame:** It is measured based on whether a story consists of moral messages towards football hooliganism, a reference to religious, morality or social prescriptions.
- **The diagnostic frame:** It is measured based on whether a story mentioned causes of football hooliganism problem
- **The prognostic frame:** It is measured based on whether football hooliganism stories mentioned possible solutions to the problem.
- **Positive tone:** is displayed by football hooliganism stories that portray the issue as having genuine grievances as indicated by an emphasis on unfair referee decision, federation/clubs ticketing tardiness, lack of facilities, frequent recruitment and dismissal of coaches. As a result readers of Addis Zemen Newspaper hold positive attitude towards football spectators.
- **Negative tone:** Is displayed on football hooliganism stories that blame spectators by emphasizing on destructing behavior, indiscipline character, alcohol drink and violence conduct. In this regard readers of the analyzed newspaper hold negative attitude towards football spectators in Ethiopia.
- **Neutral tone:** Is displayed on football hooliganism stories that rely on motivational force for spectators' hooligan behavior. The story emphasizes on Europeans football influence and current political turbulence of the country. The words used to describe football hooliganism evoke no specific positive or negative associations between spectators. In this case readers of the newspaper hold neutral attitude on the stories.

The codebook supplied direction for the coding process (See Appendix B). After the researcher finished the coding process, football hooliganism articles from Addis Zemen newspaper were analyzed by a second coder in order to avoid results represented by the subjective interpretation

of the researcher. The second coder was MA graduated student in journalism and communication. The coders including the researcher explored each football hooliganism articles more precisely paragraphs, sentences and phrases as well as headlines as framing units.

3.4.3 Inter-Coder Reliability

After coding, an inter-coder reliability test was held to certify the reliability of results. Inter-coder reliability indicates the level of agreement among independent coders who coded the same content using the same coding instrument (Wimmer & Dominick, 1997). The independent coders were the researcher of this study and the second coder of MA graduated student in journalism and communication. Holsti (1969) was proposed and applied the following formula to find out reliability. Inter-coder Reliability = $2M / (N1 + N2)$, Where M represents the agreement of two coders' coding decisions and N1 and N2 are the total numbers of coding decisions made by the two coders. In most published content analysis report a minimum above 0.75 reliability coefficient thought to be sufficient. So, for this study Holsti's method formula is selected to measure intercoder reliability. Based on this 28 football hooliganism articles from the analyzed newspaper were taken for inter- coder reliability check. The two coders including the researcher independently coded a total of 140 units/ judgments (5*28). Following this the independent coders agreed on 132 units and 8 dissimilarities were found and decided by double coding. As Wang (2011) explains "the intercoder reliability could be satisfied in studies where coefficients are above 0.85" (p. 18). In this study the overall coefficient of inter-coder reliability surpassed 0.94 (94.28%). This number is good enough to indicate the reliability (See Appendix D).

3.5 Methods of Data Analysis

After gathering and coding the essential data to answer the research questions the next step and task is analyzing the data either qualitatively or quantitatively. "Data analysis is the crucial stage where researchers begin to understand their findings in light of their research aims" (Basit, 2003, p. 145).As explained earlier in this research quantitative content analysis and in- depth interview analysis were employed to study football hooliganism stories in Addis Zemen newspaper. The presentation of the data is structured in tabulation, figurative, narrative and descriptive form. A quantitative data of this study were analyzed and presented in frequency tables and figure. A quantitative content analysis was used to examine and answers the frequency of football hooliganism story types, placement, sources, frames identified and tones in Addis Zemen newspaper. Consequently, it enabled the researcher to measure the results in numbers. Content

analysis was conceived to help lead the identification of football hooliganism frames in Addis Zemen newspaper. In fact this study was also used textual frame analysis to examine the frames employed in Addis Zemen newspaper. In other words frame analysis was used to identify, define and explain the frames regarding football hooliganism found in the analyzed newspaper. Roushanzamir & Raman (as cited in Andrea K. Andrus 2012 p. 20) defined textual analysis as: Textual analysis is important because it uses an interpretative method, which allows the researcher to examine all aspects of the text, including stylistic language, omissions and visuals.

The content analysis has its own shortcoming that answers only the ‘what’ of the content studied and rejects the ‘why’. In order to complement the defect in-depth interviews were conducted with sport reporters and editor of Addis Zemen newspaper. In-depth interview analysis was used for this study to assist the findings of content analysis. It has carried the researcher to obtain profound understanding of interviewees. Moreover, it is a suitable method to strengthen the finding acquired through textual analysis. It can give detailed background about the motives interviewees offer specific answers. In-depth interview data of this study were analyzed and presented in narrative and descriptive form. Finally, content analysis and in-depth interview analysis were compared to achieve the objective of this research.

3.6 Ethical Considerations

The researcher has considered the following ethical issues in the overall procedures of the research process. He has given due recognition to the work of others. This enables to avoid plagiarism. The principle of informed consents have respected, that means before conducting interview all the participants were asked for their interest and consent for participation and any form of record. As (Esterberg, 2002, p. 186), “the confidentiality of participants is an important consideration in social research.” thus, the study was carried based on the rules of interviewees with no use of deception on the words they provided. The privacy and respectability of the informants were in safe hands.

CHAPTER FOUR

Presentation, Analysis and Discussion

4.1 Introduction

This chapter presents analysis and discusses the results of content analysis and in-depth interview analysis. The data was collected from news stories and articles of Addis Zemen newspaper from November 2018-July 2019. In addition to this, it was collected from sport journalists and editor who are working in Addis Zemen newspaper with in-depth interviews. This study basically used framing theory and agenda setting to look at the extent and nature of football hooliganism issues, location of stories, sources quoted in, tones and frames employed in the analyzed newspaper. As discussed in the previous chapter, Content analysis and in-depth interview analysis were performed. So, this chapter presents results of the above Pointe accordingly. Based on the results of the content analysis and in-depth interview the researcher has discussed the findings.

4.2 Presentation of content analysis results

4.2.1 The Extent and nature of Football Hooliganism coverage

First, in all editions of the newspaper sport stories were covered within a specified time period. Out of 273 editions of Addis Zemen newspaper, a total of 28 articles in 26 editions were found which deal about issues of football hooliganism from November 2018-July 2019. This number is 9.5% from the total edition. All these football hooliganism stories have been analyzed in this study. From the total number of football hooliganism articles, 12 (42.86%) were feature stories, 9 (32.14%) were commentaries and the rest 7 (25%) articles were news stories but there were no editorial and columnist types of football hooliganism in the newspaper (Table 1).

Table 1: Type of football hooliganism stories in Addis Zemen newspaper

No	Type of stories	Number of football hooliganism stories	Percentage of the story
1	Feature stories	12	42.86%
2	Commentary stories	9	32.14%
3	Hard news stories	7	25%
4	Editorial stories	-	0%
5	Columnist stories	-	0%
	Total	28	100%

4.2.2 Location of football hooliganism stories

Regarding placement of football hooliganism story, 15 (53.57%) of the analyzed articles were located on the back page while the rest, 13(46.43%) were placed on the last inner page of Addis Zemen newspaper (figure 1). But there was no football hooliganism story on front page. In terms of story type and their location, from the total number of stories 8 (28.57%) feature stories were located on the back page whereas the rest 4 (14.29%) feature stories were located in the last inner page from the total. On the other hand 7 (25%) of commentary stories from the total stories were located in the last inner page whereas, the rest 2 (7.14%) of commentary stories were located on the back page from the total. In connection with total stories coverage 5 (17.86%) of the news stories were located on the back page and the rest 2 (7.14%) of hard news stories from the total stories coverage were located in the last inner page.

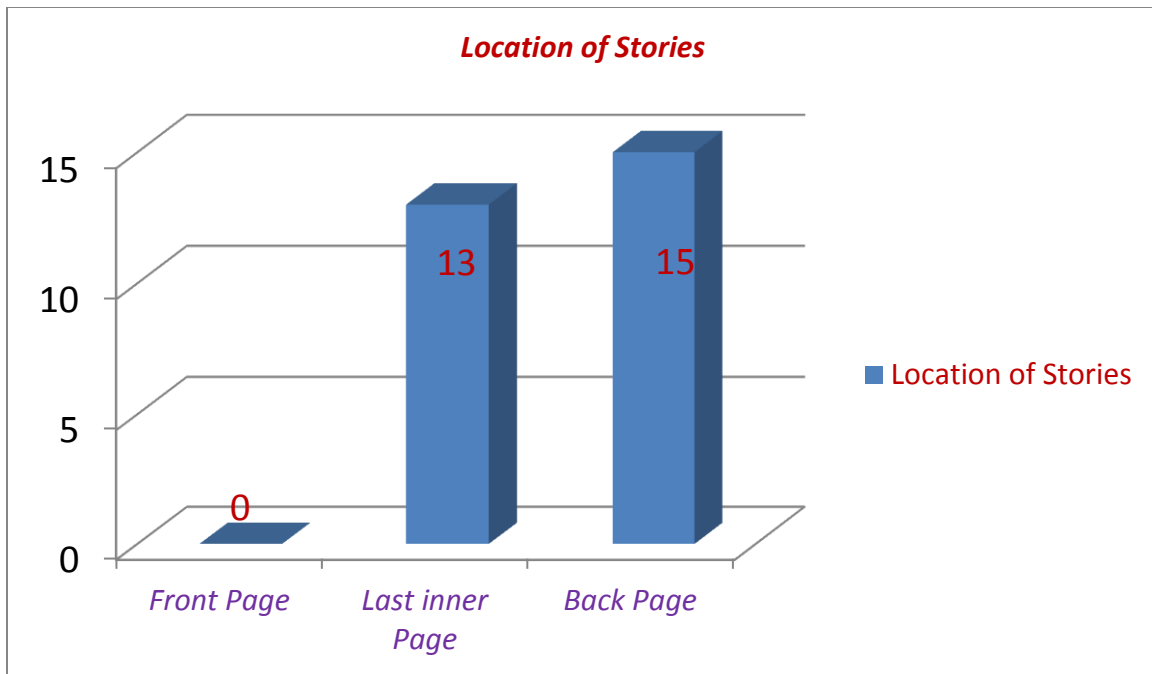


Figure 1: Location of Football Hooliganism Story

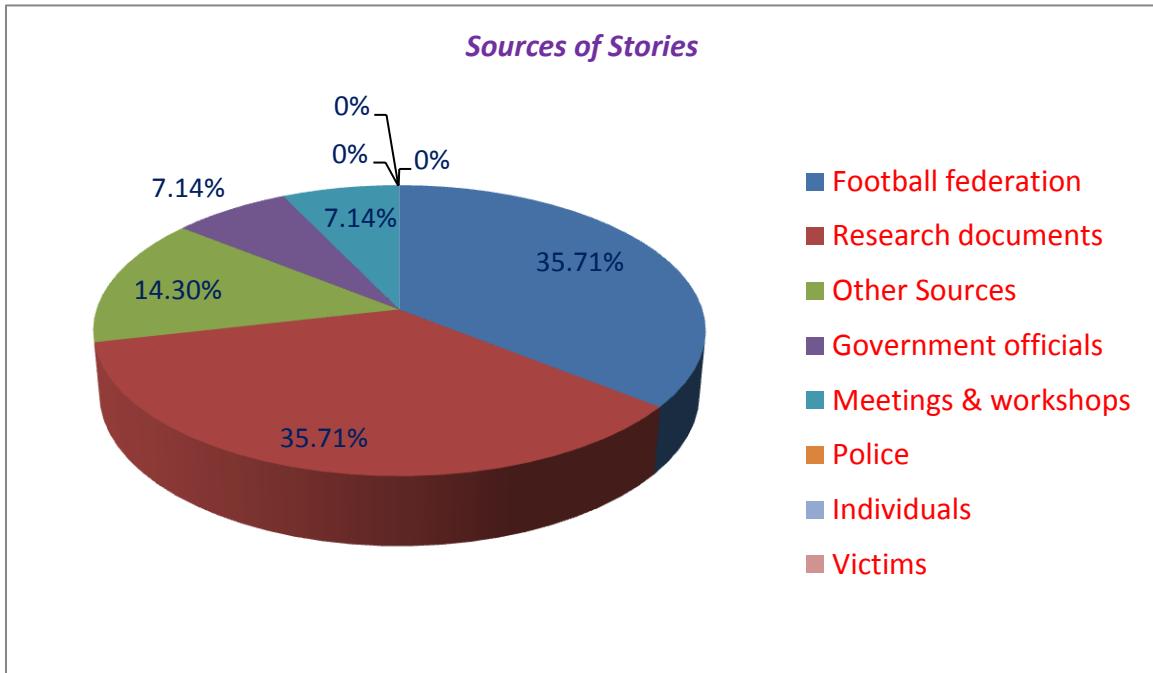
4.2.3 The Sources used by the analyzed newspaper

Based on the research question, it examines on what are the main sources: Addis Zemen newspaper used while covering football hooliganism stories; the employed sources were analyzed to determine how they contribute to frames. For the purposes of this study, sources of information that would be used in the stories of football hooliganism were divided into football federation, government officials, victims, meetings and workshops, research documents, police, individuals and other sources (clubs, spectators, media outlets). These were sources of information that Addis Zemen newspaper reporters and writers asked and consulted for justification and used in their football hooliganism story coverage. The sources were influencing the newspaper to frame the story of football hooliganism. In discussing media framing it is preferable to identify the most and the least frequently used sources of information in the story.

As shown in figure 2 Addis Zemen newspaper relied heavily on football federation and research findings sources for football hooliganism stories coverage. Football federation and research documents sources were the main sources equally quoted with 10(35.71%) each. Other sources were the next main sources which quoted repeatedly next to football federation and research documents with 4(14.3%). Government officials and meetings & workshops were the sources

quoted in a limited numbers with 2(7.14%)each. The rest police, individual and victims were not quoted on football hooliganism stories. So the result indicated an overwhelming use of football federation and research findings as sources.

Figure 2: Sources of football hooliganism stories used by Addis Zemen newspaper



4.2.4 Tone of the stories

The third research question of this study was “What were the tones of commentaries, news, editorials, news, features and columnists used in Addis Zemen newspaper? This research question asked whether the tone of the newspaper offered a positive, neutral, or negative description of stories in football hooliganism coverage.

Table 2: Tons of football hooliganism stories in Addis Zemen newspaper

No	Tone of the story	Number of stories	Percentage
1	Negative	13	46.43%
2	Neutral	9	32.14%
3	Positive	6	21.43%
	Total	28	100%

Table 2: shows that, among the 28 news stories and articles analyzed, the highest number of football hooliganism stories 13 (46.43%) were found to be negative whereas the neutral tones of the articles were also found at the second level recorded at 9 (32.14%) in Addis Zemen newspaper. The rest 6 (21.43%) football hooliganism articles were found to be positive tones towards football hooliganism issue.

4.2.5 Dominant frames used in the story

Based on the second research question of this study, it enquires on what frames do Addis Zemen newspaper used in reporting football hooliganism, findings are presented. After coding the data and having read all the title, the lead paragraph and the body text, all generic frames were found in the articles. In addition to these frames, the articles were coded to identify two additional frames. The results of this analysis are presented in tables and graphs along with their analysis and discussion. In this study the researcher employed Generic frames in analysis of Addis Zemen newspaper football hooliganism articles data together with other frames. It consists of human interest, responsibility, conflict, and economic consequence, diagnostic and prognostic frames.

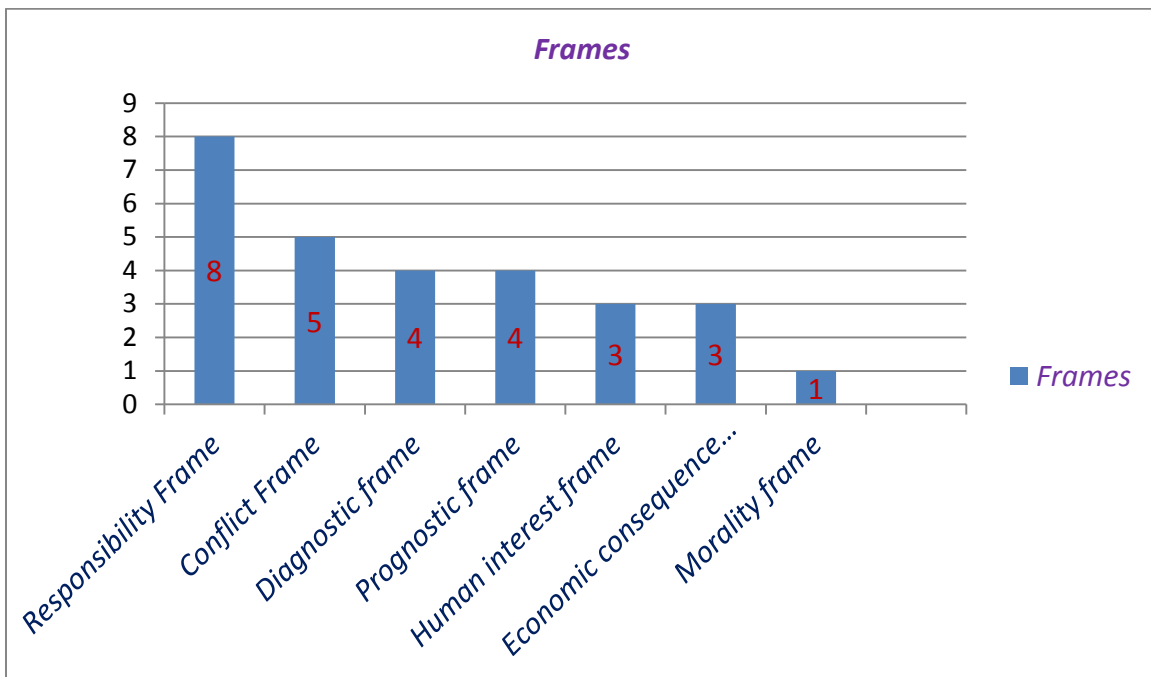


Figure 3: Frames used in Addis Zemen in the coverage of football hooliganism

As shown by figure 3: all generic frames together with other frames were frequently used in Addis Zemen newspaper by scoring; Responsibility frame accounts 8 stories, Conflict frame 5, diagnostic frame 4, prognostic frame 4, Human interest frame 3, Economic consequence frame 3 and the rest 1 article was framed with morality frame. Moreover, from the analyzed articles; the significantly high amount of football hooliganism stories were used in responsibility frame which constitute 28.57%; following the responsibility frame, conflict frame scored the second highest amount which made up 17.86%. Diagnostic frame and Prognostic frame each scored equal number with 14.29%; and it was the third frequently observed frames in Addis Zemen newspaper regarding football hooliganism stories. Human interest and Economic consequence frame both scored a limited extent and equal coverage with 10.71%. But, Morality frame scored the least number which accounts 3.57%.

4.3 Discussion of the Findings and Interview

This study provided an abundance of information regarding extent and nature, location, source quoted, tones and framing of stories in football hooliganism circumstance with such a national influence. The study tried to find sequence of employed sources, dominant frames and tones together with type and location of stories by Addis Zemen newspaper coverage of football hooliganism. These issues were examined during coverage to understand which issues were put at the dominant stage and the least common in coverage of football hooliganism. Tone was evaluated in order to get whether the coverage was positive, neutral, or negative regarding spectators. As found in the presentation part Addis Zemen newspaper was covered football hooliganism stories in feature and commentary intensively than the news story. Likewise, all football hooliganism stories were found in the back and inner part of the back page. Moreover, the majority of the stories were attributed to football federation and research findings sources. The highest numbers of the stories were also leaned to negative tone. The next part interprets and discusses the results presented in the above sections. Moreover, this section relates the findings of this research to framing theory that were presented in the literature review.

4.3.1 Number and Nature of the Stories.

The findings in terms of quantity of the story indicated that Addis Zemen newspaper was covered 28 football hooliganism stories out of 273 editions. Addis Zemen is a daily newspaper

which has a daily sports section in each publication. But regarding football hooliganism stories it has given limited extent coverage, although the issue of football hooliganism was the basic media agenda in Ethiopia during the specified period. It is not a considerable number of coverage given to football hooliganism the fact that from 273 editions of the newspaper which means one football hooliganism story was found from nine/ten editions or it was needed more than a week to cover one football hooliganism story in the analyzed newspaper.

Informant 1 stressed that the issue of football hooliganism is a concern for all at national and international level, and also now a days it has been becoming the basic agenda in media. He added that the extent of football hooliganism in Ethiopia is alarmingly increasing. Although Ethiopian football is not strange to conflict and turmoil that arouse between spectators, onwards a few years late the observable situations on the issue have reflected the country's political status quo beyond the sport. The key informants(1,2,3) believed that Addis Zemen as a multi-task newspaper, it had an effect on the quantity and quality of coverage, because the newspaper has served all economic and political, social and entertainments together with sport issues to addressed all audience. So, all informants agreed that the amount given to football hooliganism and related issues coverage was enough. But it has not been a factor for Addis Zemen's coverage of football hooliganism in small amount. Entman (1991), stated in section 2.2.2.3 beyond the content of the article the media framed an event or issue in line with number of articles and location. So, from the above discussion it is possible to say that Addis Zemen newspaper has framed football hooliganism stories insignificantly within a sampled period. It can also conclude that although the problem become alarming and massive in political, social and economic area, the newspaper didn't give enough coverage to the problem.

Furthermore, the findings suggested that the analyzed newspaper was highly focused on feature stories and commentaries with 42.86% and 32.14% respectively. The rest 25% of the stories were covered in news story format. Informants revealed that the editorial policy of the newspaper was not restrictive and doesn't impose limitation on story types rather; the situation and problem of breadth and depth as well as timeliness have determined it. It could not be easy to pass the issue by covering simply in the form of news, because football hooliganism by its nature is depth, not disappear at a time, needs ample time and critical attention. Thus in order to provide and create better understanding and alternative to the audience, it is advisable to cover

the issue in feature and commentary stories. These enable to indicate causes, consequences and solutions of unsporting behavior in depth analysis.

Informant2 explained that covering day to day stadium's conflict with news story was not important enough and could not bring capital outcome beyond flapping the problem. However, using feature and commentary story coverage can provide broad idea and scrutinize the problem in depth as well as provided professional freedom in order to focus on solutions. But the analyzed newspaper did not provide enough coverage for causes, consequences and solutions, rather it focused on blaming.

Informant3 also responded that editorial and columnist forms have given to country's hot agenda. Although editorial and columnist are the basic story coverage that expresses the stand points of the newspaper and free opinions expression respectively concerning with current hot issues, the analyzed newspaper did not consider football hooliganism as Ethiopian hot agenda.

4.3.2 Location of the stories

Audiences get lesson from the amount of information in a news story and its position about the importance of an issue which attached to it (McCombs & Shaw, 1972). The findings of this study suggested that 28 football hooliganism stories were analyzed in terms of amount and these stories were placed on two places of Addis Zemen newspaper. The first position is the last inner page and the second position is the back page of the analyzed newspaper. But there was no story coverage on the front page of Addis Zemen newspaper regarding football hooliganism stories. This finding is opposed the idea mentioned in the literature. As several studies have suggested, front-page is the most important placement to find out society's most alarming issues and highlights the day's most critical stories. Agenda setting theory of the press infers that the position of stories in a newspaper is the basic factor to deciding issues of prominence on the public agenda, because covering an issue in a place where it can be visible to the audiences is an important. Importantly, prominence of the story and hard news stories dominated the front pages. It is also attract reader's attention; as a result editors have determined important issues covered in their front page publication. These forces audiences tend to focus on front-page stories rather than on stories published other locations in the newspapers. Stories covered on the front page of a newspaper shows to have more prominence than stories covered on the inside pages. But in the

case of Addis Zemen newspaper football hooliganism coverage, front page has not given to the stories. Football hooliganism and related issues have a character of violence as a result the stories are crucial to be worthy of prominence and get front page coverage, but Addis Zemen newspaper did not give coverage on its front page to football hooliganism stories. From the total of 28 football hooliganism articles none of the story appeared on the front page. Usually hard news is located on the front page, and audiences who are depend on the newspapers primarily by reading the front page. But all hard news of football hooliganism stories published in the last inner and back page of Addis Zemen newspaper. Informant 1 noted that during the time when most football hooliganism issues were occurred, the country's political situation was also at the peak of tension. Following this there were many displaced, murders, and conflicts. Here upon considerable people were injured than stadiums' conflict injured. Since the newspaper is not only for sports, in such situations it is not surprised that football hooliganism was not getting front page or hard news coverage. Football hooliganism has a chance to treat on sports column, so it is not fair to share other issues coverage in the newspaper.

From the discussion it can conclude that Addis Zemen Newspaper did not give due attention to football hooliganism stories and considered sport as toy department in the news media similar with the criticism on the literature mentioned in section 2.1.7. Football hooliganism stories did not get front and inside page coverage except sports' column. All front pages and inside pages except sports' column were filled with none football hooliganism stories which some stories were less prominent than football hooliganism in the analyzed newspaper.

4.3.3 Sources of the Stories

Scholars have magnified the usefulness of studying different sources quoted by media as a foundation work of professional journalism that affects media credibility and framing (Entman, 1993). Sources have a great effect in media framing of manifold issues. This study found out that there was a big variety between and among important sources of football hooliganism coverage. The most common sources in the analyzed newspaper of this study were primarily focused on sources of football federation and research documents, whereas others, government officials and Meetings & workshops respectively appeared to a very limited extent in reporting football hooliganism stories. However, police, individuals and victims were not cited as a source in Addis

Zemen newspaper. This reflecting that there was a tendency not to use the main stockholders of football hooliganism as a source.

There was a very interesting and surprising finding in this study related to official sources; government officials were at a limited extent in the coverage of football hooliganism without considering its positive and negative role in the incidence of football hooliganism. Likewise, police sources were missed in the story coverage even though football hooliganism as a conflict story needs the testimony of police who are the main stockholder. More precisely, the analyzed newspaper included no sources from police and a limited number from government officials. Even they were less than research document sources. This finding miscorrelates with Tuchman, Gans and Chermak (section 2.2.2.6) argument that “a high level of dependence upon and cooperation with government officials, including the police, who comprise the bulk of news sources and provide the necessary news accounts”. Government officials and police could be taken as the most important part by journalists during the coverage of football hooliganism. The government organization coordinated all policy implementation efforts relating to sport for peace and for unity by avoiding racism and discrimination. Likewise, police institutions have a power to keep peace and security matters raised by spectators in the field of play and throughout the turmoil area. As a result, the media would be nearer to these sources in order to get balance and comprehensive sources about football hooliganism incidence. In the newspaper the most cited sources were football federation and research findings.

For this sensitive topic, victims who are the main stockholders neglected from relying on Addis Zemen newspaper. This finding miscorrelated with (Chermak, 1994), argument that ‘victims has a human interest element of violent related issues that attracted audiences. Likewise, individuals also missed from Addis Zemen newspaper being source of football hooliganism stories.

Furthermore, all informants acknowledged the excessive use of football federation and research document sources. The real existing system of information delivery problem has made the newspaper to become dependent on football federation and research document sources. Informant 2 believed that there is no better than football federation for first hand level source of information about football issues. In addition to this, excluding sources of police, victims, and individuals from football stories were connected with individual consent in order to meet victims and individuals to cite them as a source of information. Informant 3 said that there were no

established systems that the police have given information quickly on the issue of football hooliganism whenever the problem is occurred. In regard to the insignificant use of government officials, meetings and workshop sources the key informants (1, 2, and 3) argued that lack of human resource has become an obstacle to have information from them. But this reason has not become obstacle only for those sources rather it has become for all sources.

As discussed above the analyzed newspaper was dominantly employed on football federation and research document sources. It conclude that These two sources were credible for Addis Zemen newspaper, because as Ramsey (section 2.2.2.6) suggested, a large number of sources cited by the media tend to be greater credibility to the news stories than do fewer sources quoted in the stories. However, police, victims and individuals were not used as a source in Addis zemen football hooliganism coverage; as a result these three sources were not credible for the analyzed newspaper as Ramsey argument. But as Chermak (section 2.2.2.6) suggested, media have solidity relation with the police for uninterrupted flow of crime and related violence information which covers a large part of news stories. Moreover victims are also basic sources for media production.

4.3.4 Tone of the Stories

The findings regarding tones of the newspaper in the coverage of football hooliganism problem is dominantly negative. 13 stories were found to be negative whereas the neutral tons of the articles were 9 and the rest 6 articles were found to be positive tons towards football hooliganism issue. The negative attitude is displayed by football hooliganism stories that blame spectators by emphasizing on damage done to stadium, alcohol drink and drug abuse, violence conduct, destruction behavior and indiscipline character. In this regard readers of the analyzed newspaper hold negative attitude towards football actors in Ethiopia, because as previous research has shown that if the content is positively framed, people tend to have more positive attitudes towards the topic (De Vreese and Boomgaarden (2003). Consequently, if the content negatively framed, people tend to have more negative attitude towards the issue.

Likewise, the neutral tone of Addis Zemen newspaper was found as the second level next to negative tone. In the analyzed newspaper neutrality is displayed by football hooliganism stories emphasis on Europeans football influence and current political turbulence of the country.

However, the positive tone of the newspaper story coverage became the lowest number towards football hooliganism issues. The Positive attitude is displayed by football hooliganism stories that portray the issue as having genuine grievances as indicated by an emphasis on unfair referee decision, federation/clubs ticketing tardiness, lack of facilities, players transfer, frequent recruitment and dismissal of coaches. As a result readers of Addis Zemen Newspaper hold positive attitude towards football spectators and actors in Ethiopia. The media is capable of creating a positive image by portraying football hooliganism as discouraging issue and reversible if willingness and efforts have. Otherwise, destructive nature may affect the sport family.

Furthermore, key informants (1, 2, and 3) described the valence of football hooliganism stories dominantly focused on positive tone. They suggested that in terms of word usage the newspaper has avoided hard, sensationalizing, exaggeration and offensive words and properly used soft and pleasant words. So, stories leaning towards the hooligan spectators and actors with informants' attitude towards the same issue did not match. In the analyzed stories the dominant number showed negative tone towards the topic whereas the informants had a positive attitude towards the issue of football hooliganism. But the findings suggested that balanced coverage of football hooliganism issue were moderately observed.

4.3.5 Frames

Analyzing media framing of this study may start deal with various stories and their location within the media outlet. The results indicated that Addis Zemen newspaper framed feature stories of football hooliganism in a more significant manner compared with commentaries and hard news stories. Furthermore, it framed football hooliganism stories at the back page of the newspaper in a significant manner than the last inner page and the front page. Moreover, the analyzed newspaper employed various frames while covering football hooliganism stories of 2018/19 competition season. The result (Table 5) shows that Responsibility frame was used dominantly in the newspaper. Likewise, the newspaper employed other frames from their most frequent (Conflict, Diagnostic and prognostic frames) to low frequent (Human interest, consequence and morality frames).

4.3.5.1 Responsibility frame

The content analysis of this study showed that the responsibility frame was significantly the most frequently fitting frame in Addis Zemen newspaper's football hooliganism story coverage. Based on (Semetko & Valkenburg, 2000), the responsibility frame, carries accountable an individual person, group, organization or institution as the dominant and decisive responsible body to the causes and solutions of football hooliganism problems. On this circumstance the responsibility given to causing and resolving football hooliganism issue was attributed to the federation, the government, and the police, coaches, and supporters' association leaders as well as media itself. A total of 8 articles from Addis Zemen newspaper were found in responsibility frame. The responsibility frame assigns and holds accountable to football federation as the main responsible party to the causes and solving the problem of football hooliganism because, the analyzed articles seem to hold similar message that the football federation is responsible for football hooliganism issues. The messages have transferred that if the federation took appropriate measure on coaches, players, spectators and clubs, football related violence would not be occurred. So, Addis Zemen newspaper has given due attention to the dominant responsible body (federation) who carries the leading accountable for football hooliganism. This finding correlates with Rosmarijn (section 2.1.1), argument that “ In order to tackle supporters' misconduct, national and international football organizations have created specific rules that hold clubs directly liable for the behavior of their fan base”.

But in the analyzed articles there are also gaps to mention a total explanation of police responsibility in maintaining security of its citizens and keeping property damage against football hooliganism as well as the responsibility of football clubs, football fans and media were in a small amount and even missed. Football clubs have a direct accountable to football hooliganism because most hooliganism issues emanated from clubs and supporters. Police as law enforcement, every football violence has relayed on the back of it. Literatures have supported these two consecutive ideas by Ramón Spaaij (section 2, 1.1); for the prevention of football hooliganism most clubs are represented by low dedication. Instead they have created suitable environment to aggressive fans. They have the responsibility to reduce the expansion of aggressive groups who are the actors of football hooliganism. Likewise, in collaboration with clubs, the governing body police has improved to take responsibilities although, they represented

by their aggressive style at football matches. But In the analyzed articles the responsibility of football clubs and police in the issue of football hooliganism were employed in a limited extent and miscorrelate with the literature.

In addition to this the analyzed articles lack to give elaboration to football fan responsibility and totally missed the responsibility of media in football hooliganism problems. The Responsibility of football fans in the analyzed articles were at the level of insignificant position although they are main actors of football hooliganism. Moreover, the media responsibilities towards football hooliganism were not mentioned at any level of the analyzed articles nevertheless, media have a capacity to provoke spectators towards hooliganism and a capacity to provide alternative solutions against hooliganism. But Ramón Spaaij in (section 2.1.1) provided that Football fans are potentially powerful agents in the prevention of football hooliganism. Various ultra-groups contribute to conferences, debates or educational programs promoting the positive social functions of sport. On the other hand Carnibella in section 2.1.1 explained that the task of the Press and Media Group was to avoid sensationalist reporting of any hooligan incidents by encouraging openness between the various police forces and the media. Furthermore, football hooliganism as a violent conflict media has a power to resolve such conflicts. The argument by IMS, in section 2.1.1 showed in a conflict editors and reporters describing the problem in a different way to reduce tension and launch negotiations by looking for a different angle in order to attract an audience. But, this finding miscorrelated with the literature. So, the analyzed newspaper did not give due attention to the responsibility of clubs, spectators, police and media towards football hooliganism problems.

4.3.5.2 Conflict frame

The analyzed newspaper employed conflict frame to a high extent next to responsibility frame. The conflict frame describes football hooliganism problem argument between individuals and groups who are in disagreement by emphasizing conflict. As Nijkrakeet al., 2015 stressed (**section2.2.1.2**), the conflict frame contribute to the attribution of blame in crisis situations. Thus the football hooliganism problem argument lies on blaming between and among football clubs, football federations, spectators, referees and police as well as the media. The critics especially from football clubs and supporters more focused on misadministration by the federation, explained that football federation imposed unfair financial and point sanctions on innocent clubs

in the mask of violence and unfair referee placement with safeguarding the referees who were committed biased decisions. They also criticized the police for their aggressive measures on innocent supporters. There were also disagreements between the federation and the media on the flow of football hooliganism information. Football federation on his part more focused on racism and political agenda in the mask of football activated by clubs and supporters and condemned that football clubs and supporters have linked each football violence and related decisions taken by the federation with racism, political questions and their locality. As a result the federation believed that football clubs and supporters in the name of racism they committed football hooliganism. On the media part the federation criticized the media in their aggravating report of football hooliganism. This situation has not only affected the football, it has also provoked the media to present hooliganism in different ways. Therefore, there is a strong conflict between football hooliganism and fair play or racism and misadministration. As a result audiences forced to grasp opposing messages from the fact ground.

The conflict frame is the second highest frequently used frame in the articles analyzed in Addis Zemen. This finding correlated with (An and Gower 2009), stated that in crisis news coverage, the conflict frame is the second most frequently used frame and the most popular frame. A total of 5 articles in Addis Zemen newspaper were directly framed hooliganism stories in conflict framing. Generally In the analyzed articles, the findings revealed that fair play, racism, political questions, misadministration of football and media aggravation are in constant conflict, the federation wanting clubs and supporters to separate themselves from racism and stand on the road of fair play as well as wanting the media to minimize aggravating the issue. The clubs and supporters wanted federation to follow fair administration among clubs and wanted the police to keep innocent supporters' security in and surrounding of the stadium. The media also wanted the federation to give appropriate information on time about football hooliganism. so, Addis Zemen newspaper was covered such conflicts successfully.

4.3.5.3 Diagnostic frame

In order to overcome football hooliganism problem, it is important to know causes of the problem. Diagnostic frame provides an assessment of how and why football hooliganism problems developed. In football hooliganism coverage, the causes were characterized based on externalization. The articles analyzed in this frame acknowledged football hooliganism as a man-

made problem, has different human and organizational causes. Addis Zemen newspaper was found out that racism, supporters' political intention, current political turbulence of the country, clubs need of unfair result, and decision of the federation as causes of football hooliganism on the analyzed articles it published. This would be 14.29% and the third dominant frame in the analyzed articles of football hooliganism. Even though racism, supporters' political intention, clubs need of unfair result, and decision of the federation were the dominant causes for football hooliganism in the analyzed newspaper, decision of the referees, unsporting behavior of coaches and players, media provocation were missed as causes for the problem in the analyzed newspaper. According to Saša et al., (2013), Results of match, behavior of players, referee decisions, behavior of supporters of other club, importance of the match, instability taking place on the sidelines of the match, unsuitable atmosphere created in the media, as well as other multi social and political events affected spectators' behavior and causing to football violence.

Therefore this literature is true for Ethiopian football hooliganism context. However, Addis Zemen newspaper framed hooliganism stories by mentioning racism, political questions, clubs need of unfair result and decision of the federation in small amount with externalization the issue and missed others as causes of football hooliganism. Nevertheless, informant1 believed that basic causes of football hooliganism problem were got coverage as the space can provide. But this argument is not substantial because the missed causes such as decision of referee and unsuitable atmosphere created in the media are basic causes in football hooliganism problem.

Based on the discussion, correlations and miscorrelations were observed. In the one hand causes framed by the Addis Zemen newspaper correlates with the above literature, on the other hand causes missed by the analyzed newspaper findings miscorrelated with the literature. Therefore, in Addis Zemen newspaper the basic causes of football hooliganism in Ethiopian football were missed.

4.3.5.4 Prognostic frame

Suggesting remedies to football hooliganism problems to the target audience are the result of diagnostic causes. Prognostic frame is focused on the responses to football hooliganism problem causes. Considering the problems were racism, supporters' political intention, current political turbulence of the country, clubs need of unfair result, and decision of the federation to face

football hooliganism problems, Addis Zemen newspaper suggested prohibiting ethnic naming of clubs, isolation football from politics, establishing fair play on football clubs and providing immediate decisions by the federation considered as a solution.

The prognostic frame that is used by the analyzed newspaper suggested the complete range of solutions of football hooliganism to some extent high. Because, as the analyzed prognostic frame suggested largely on prohibiting ethnic naming of clubs, isolation football from politics, establishing fair play on football clubs, providing immediate decisions by the federation and providing experts suggestion was underlined as the main solutions of the problem in its 4 articles. Although, there is no fixed formula that particularizes the amount of prognostic frames to deliver solutions regarding the existing problem, the analyzed newspaper were covered this frame in moderately. Fortunately, the analyzed newspaper covered prognostic frame in equal number with diagnostic frame. But all solutions are given to the federation and football clubs. Furthermore, it seems like Addis Zemen newspaper wants the whole solutions emanated from football federation and clubs. As a result educating supporters about fair play, strength stadium security, developing referees' performance, prohibiting alcohol drink in stadium surrounding and reducing aggravated reporting by the media were missing for providing solutions to the problem.

The frame of prohibiting ethnic naming of clubs served as the main prognostic frame for the analyzed newspaper on this study. Prohibiting ethnic naming of clubs is continually referred to as a key aspect that has been taken better coverage than others. The resets were mentioned insignificantly.

Informants (1.2.3) argued that Addis Zemen newspaper as a media created suitable environment and invited experts to provide substantive solution to the problems of football hooliganism and the newspaper tried to indicate the correct solutions by skimming different studies on the issues. However the availability of lesser efforts taken by football stakeholders to solve the problem was influenced the newspaper in its coverage of solution oriented stories. Addis Zemen newspaper as a media could be found out all possible solutions by knocking the door of all stakeholders relating to football hooliganism. But, the informants said nothing about their efforts to force the concerned bodies that have a role to bring solutions.

Even though, the informants believed that Addis Zemen newspaper covered the correct solutions by skimming different studies on the issues, none of the articles in the newspaper has showed football hooliganism solutions found by different studies. Informant3 also argued that in Ethiopia the problems of football hooliganism were relating to racism and politics; as a result the solutions were common. So devoting time and space in similar solution is not advisable.

Although, diagnostic and prognostic frames, are essential because of their capacity for showing causes to the problems, and suggesting solutions to the problems in detail, Addis Zemen newspaper employed this frames moderately, but not used in its publication dominantly

4.3.5.5 Human interest frame

The other way Addis Zemen newspaper articles framed is human interest frame. Stories framed with a human interest enable the story to attract audience attention. This frame explains football hooliganism issue from the context of personalized angle either the actors or victims and focuses on how issues affect particular people. This type of frame mostly generates from peoples story who affected by an issue. Regarding this study human interest frame generally comes from stories of people affected by football hooliganism. The analyzed newspaper employed this frame to a limited extent and found in the fourth place. The findings differ from Neuman et al. (1992) research, emphasizing the human interest is the second most common frame next two conflict frame in different stories content. A total of 3 articles from the sampled newspaper were found in human interest frame which is 10.71% of the total football hooliganism stories coverage. The newspaper used human interest frame to grasp the attention of audience in football hooliganism issues. However, it could be said that this frame was not significant in the articles the newspaper presented as a result is a lesser frame. Semetko & Valkenburg (2000) pointed out that the purpose of this frame is to personalize the news and make the news more emotional and attractive. But a limited extent of stories was covered in human interest frame. The affected people did not get priority on Addis Zemen newspaper football hooliganism coverage. Supporters, players, coaches and referees as well as their families who were injured physically and materially due to football hooliganism did get limited extent coverage even though such stories have a power to attract audience attention.

The key informants stated that lack of space hinders not to give more coverage from personalized angle to individuals or groups who were affected by football hooliganism. Informant 2 suggested that it was difficult to follow and cover each and every incidences of football hooliganism in such type of newspaper because Addis Zemen is not sport's newspaper rather it covers the socio-political and economic issues as well as other entertainment arts. So covering each stadium's conflict and clamor in the context of personalized angle of affected person or group by football hooliganism has scrambled the space. So, Addis Zemen did not focus on the affected people with football hooliganism.

4.3.5.6 Consequence frame

Consequence frame basically discussed the negative effects of football hooliganism on economy of individual, society and country level. This frame also discussed socio-political effects of football hooliganism. Neuman et al., (1992) argued that economic consequences frame tells a story in terms of financial consequences to an individual; group; organization or region and government programs which deal with health or other problems are particularly expressed within this frame. So, the negative effects range from economic loss to social crises, peace instability and security threats. In terms of economic loss; property damage, revenue decrement due to interruption of games, financial sanctions on clubs and players, financial influence on the delivery system of health service due to its physical damage of citizens, and generally drop off on economy of a country because in the sector players, coaches, referees, and other stockholders are not fully employed and could not be easily payable. On the other hand it has created social crises like human physical damage and death, victims expose to physical and mental health problem, supporters and families' cohesion are endangered. Finally, the aggregate result creates peace instability and become security threat. Football hooliganism is not only about football's problem, rather a number of sectors and segments of society who are directly or indirectly dependent on football also affected with the incident.

The newspaper employed consequence frame to a limited extent like human interest frame. A total of 3 articles from Addis Zemen newspaper were found in consequence frame. This frame, which can be seen as quite closely related to the problems of football hooliganism was the least frame next to morality frame in the analyzed newspaper with 10.71% coverage. This limited number of coverage might suggest the segregation of football hooliganism from its humanitarian,

economic, social and political context. As a result, Addis Zemen newspaper seems to have ignored basic impacts of football hooliganism to highlight the seriousness of its multi sartorial consequence.

Key informants from the sampled newspaper argued that lack of feedbacks and research findings regarding the actual economic lose due to football hooliganism, influenced the story coverage being limited in economic consequence. Furthermore, based on key informants' suggestion, to show figurative and numerical economic damage and lose in football hooliganism story coverage without study based findings is difficult. In addition to this informant 2 argued that a number of social, political and humanitarian effects were existed because of football hooliganism problem, but, covering each outcomes of football hooliganism coverage was difficult due to lack of human power and space on the media part and during the time when football hooliganism was occurring there had been seen carelessness of concerned body to disclose the actual outcome of football hooliganism problems.

The results of this frame suggested that the coverage of football hooliganism in Addis Zemen newspaper is typically less on the context of impacts of the problem.

4.3.5.7 Morality frame

The morality frame was the least and insignificantly used frame in Addis Zemen newspaper. As Semetko and Valkenburg (2000), the morality frame was infrequently presented in the media coverage of several issues including crisis. However, An & Gower, (2009), morality frame is used predominantly in stories related to preventable crises than stories about other types of crises. In the context of this study football hooliganism is a preventable crisis if appropriate measures would take. But, Addis Zemen newspaper has utilized the morality frame to a limited and insignificant extent with a total of 1 article. From the findings it seems to be in contradiction to An & Gower, (2009) argument.

In Ethiopian context mothers, elders, religious leaders have a great pronounced on different issues. In the issue of football hooliganism the analyzed newspaper missed these actors who could provide capital idea. The social standards and cultural traditions were insignificantly used as justifications for football hooliganism. In morality frame a paragraph in the article includes moral judgment of peace mothers conveying messages towards football hooliganism related to

religious, morality and social standards. In discussing football hooliganism, except peace mothers, Addis Zemen newspaper did not quote any religious or social leaders in its stories coverage. Thus, only one article of football hooliganism provided advice and told the reader to do fair play and not to do unsporting behavior.

Informant1 from Addis Zemen also supported that in the coverage of football hooliganism stories, the newspaper had a try to cover the issue based on social interaction and moral value messages. But the coverage lacks quality, quantity and depth. Moreover, informant 2 argued that one of the reasons that the newspaper more focusing on feature and commentary than the hard news is in order to give wide and detailed coverage to the mentioned values. But this argument contradicts with their preliminary argument and the content findings. However, As Neaman et al., (1992) argue that the cultural values find their way into the media. But, the morality frame was not utilized in Addis Zemen newspaper effectively. Utilizing of this frame in a limited extent shows that the analyzed newspaper did not motivate audience for taking measures towards football hooliganism, because providing social prescriptions of how to behave is one characteristic of morality frame. So, Addis Zemen newspaper did not tell to audience regarding how elders and religious leaders should say and behave towards football hooliganism as well as bring attitudinal change, rather it has told to only the audience about peace mothers.

In general Addis Zemen newspaper framing of overall response to football hooliganism problems dealt more with responsibility, conflict, diagnostic and prognostic frames than human interest, economic consequences and morality frames.

CHAPTER FIVE

Summary, Conclusions and Recommendations

This chapter presents a brief summary of the research process, conclusions of findings and recommendations. First the summary is presented followed by conclusions; and then goals are set for future studies as an eye break and to create understanding on the framing of football hooliganism in the Ethiopian media landscape.

5.1 Summary

Football related Violence or hooliganism has been linked to Ethiopian football since the arrival of football sport in the country. However football hooliganism has gotten public, government and media attention as a social and political agenda since the last five-ten years. Within this years the word and action of football hooliganism has been becoming common in the Ethiopian football arena. The 2018/19 competition season was one of the major seasons that football hooliganism highly observed. To support the idea with evidence, EFF Home/Facebook (June 5, 2019), stated that the 27th Ethiopian premier league is interrupted for unlimited time due to security issues of supporters intimidation. In addition to this, the current Prime Minister Abiy Ahmed (PhD) has explained on his government performance report of 2019 for the council of people's representative, "football violence which has been observing all over the country is becoming high treats for citizens. So, the government obliged to take an action on it".

Media in general and newspapers in particular are one of the main stakeholders for alleviating and controlling football hooliganism. The media have a responsibility for addressing and alleviating football hooliganism problem by providing information and educating the public.

This study assessed how Addis Zemen newspaper framed football hooliganism during the 2018/19 competition season. As the literature indicated through frames the media define problems, imply solutions and attribute responsibilities. Thus, the study employed a combination of quantitative and qualitative research approach. A quantitative content analysis was utilized to assess how football hooliganism stories were portrayed in the newspaper and gather information regarding number of coverage, article format and location of articles, sources which were identified and quoted, valence of stories and frames which were employed in the articles. The eight months (November 2018-July 2019) coverage of Addis Zemen newspaper was examined.

To bring out the media frames, 28 articles of football hooliganism were used for content analysis. Moreover, in-depth interviews were also purposely selected and conducted with editor and journalists of Addis Zemen newspaper sport department to get information that would have been impossible to find with the content analysis alone as well as to realize whether the newspaper editorial policy influence journalists' framing. Besides, it intended to find out what roles the media played whenever football hooliganism occurred. The data found from content analysis and in depth interviews were analyzed and discussed based on the framing theory and the review of related literature by making Framing theory central to the work.

5.2 Major Findings

- The content analysis result shows that Addis Zemen newspaper provides minimal coverage to football hooliganism stories in 9.5% of the total edition during the specified period. This shows that the analyzed newspaper did not surmount its responsibility sufficiently by informing and educating the public on this case.
- Football hooliganism stories are seen more as feature and commentaries than the news in Addis Zemen newspaper during the sampled period with 42.86%, 32.14%, and 25% respectively.
- There were no editorial and columnist form of stories coverage in Addis Zemen newspaper while covering football hooliganism within a sampled period. It would be good for the readers to know the standpoint of the newspaper and free opinions of others about the issue, if the stories were reported in the form of editorial and columnist.
- Regarding placement of the stories the most dominant stories were covered at the back page whereas the rest dominant stories were found at the last inner page of the newspaper with 53.57% and 46.43% respectively. But none of the stories was located at the front page. Football hooliganism stories as a conflict stories, it would be good if some stories were reported at the front page to attract the readers and shows emphasis is given to the issue.
- The Most dominant stories were sourced from football federation and research documents in more than 71% of the analyzed articles. This shows that the newspaper was highly dependent on football federation and research documents.

- Others (clubs, spectators and media outlets), government officials and meetings & workshops were used in few stories with less than 29% together.
- Victims, individuals and police were not used as sources to the analyzed newspaper in football hooliganism stories coverage. It seems that the newspaper was purposely or negligently missed the basic sources of football hooliganism, although victims and police are the main actors in football hooliganism.
- The most significant numbers of football hooliganism stories were leaning towards negative tone while the moderate numbers of stories were leaning towards neutral tone. On the other hand the least number of the stories were leaning towards positive tone.
- The responsibility frame was the most predominantly used frame in the analyzed newspaper while covering football hooliganism by scoring 28.57%. In the analyzed newspaper the dominant responsibility to solve the problem of football hooliganism is relied on football federation. This implies that the newspaper missed others' responsibility like clubs, spectators, players and media because all collaboration works are contributing their share in fighting football hooliganism problems.
- Conflict, Diagnostic and prognostic frames were dominantly used frames next to responsibility frame in the analyzed newspaper with 17.86%, 14.29% and 14.29% respectively. In this case the stories were give emphasis to blaming among federations, spectators and other stakeholders. In addition to these identifying causes were relied on racism, supporters' political intention, clubs need of unfair result, and decision of the federation whereas, suggesting solutions were relied on prohibiting ethnic naming of clubs, isolation football from politics, establishing fair play on football clubs and providing immediate decisions by the federation.
- Human interest, Economic consequence and Morality frames were the least used frames in their arrangement of decreasing order with 10.71%, 10.71% and 3.57%.

5.3 Conclusions

Based on the content analysis findings, as discussed above, Addis Zemen newspaper devoted limited extent coverage (in 9.5% editions) to football hooliganism compering with other issues and sporting coverage. Although football hooliganism was the basic media agenda in Ethiopia, Addis Zemen newspaper did not give a considerable number of coverage to football hooliganism the fact that from 273 editions of the newspaper only 28 stories. This indicated that the

newspaper has considered the issue is not as newsworthy as other topics. Regarding stories type 42.86% of football hooliganism stories were presented as feature stories and 32.14% stories were in the form of commentary. The rest 25% of the stories found in news story. This study can argued that football hooliganism is viewed more as feature and commentary respectively than news in Addis Zemen. However, in unexpected events the media should provide immediate and current coverage with the news form. As football hooliganism is unexpected problematic issue, it would get enough coverage in news. Regarding placement of the stories 53.57 of the stories were found at the back page of Addis Zemen newspaper. This indicated that the newspaper has also considered the issue less important and not newsworthy because most great significant stories and hard news are found in the front page; considering football hooliganism as a violent conduct becomes hard news and great significant stories. Front-page is the most important placement to find out society's most alarming issues and highlights the day's most critical stories. The position of stories in a newspaper is the basic factor to deciding issues of prominence on the public agenda, because covering an issue in a place where it can be visible to the audiences is an important.

Regarding sources the media relay on different sources to report some events, issues or problems. In Addis Zemen newspaper football federation and research documents were the most dominant sources of information however, victims, individuals and police were not represented in the analyzed articles. Thus, as seen in the newspaper, the articles lack testimonies of victims, individuals and police. The absence of victims, individuals, and police from being story sources on football hooliganism seemed ultimately excludes them from the analyzed stories. As a result, imbalance of sourcing and 'voiceless ness' was prevalent in the analyzed newspaper. But football federation and research documents are more credible than victims, police, government and others by Addis Zemen newspaper, because as the literature suggested a large number of sources cited by the media tend to be greater credibility to the news stories than do fewer sources quoted in the stories.

In terms of valence stories leaning towards the hooligan spectators and journalists' attitude towards the same issue do not match. In the analyzed stories the dominant number showed negative tone towards the topic whereas the informants had a positive attitude towards the issue

of football hooliganism. But the findings suggested that balanced coverage of football hooliganism issue were moderately observed.

Regarding Frames it may define causes of problem, suggest solutions and attribute responsibilities. The result found that responsibility frame was dominantly used in Addis Zemen newspaper coverage of football hooliganism. The responsibility to solve the problem was largely attributed to the federation. Conflict frame was the second most dominantly used frame in the analyzed newspaper stories which focused on blaming. The Argument lies on blaming between and among football clubs, football federations, supporters, referees and police as well as the media. The analyzed newspaper tended to cover the causes through the diagnostic frame and suggest solutions through the prognostic frame as the third dominant frames. By using these frames, they imply the causes of problem were largely relied on racism, supporters' political intention, clubs need of unfair result, and decision of the federation. Thus, these could be solved by prohibiting ethnic naming of clubs, isolation football from politics, establishing fair play on football clubs and providing immediate decisions by the federation. However, few human interest framings are used in a few cases of football hooliganism stories and consequence frame is also seen in a few cases of the stories. Morality framing was found at the least in Addis Zemen newspaper football hooliganism coverage.

5.4 Recommendations

This study dealt with the framing of football hooliganism in Addis Zemen newspaper. The findings indicated that the sampled newspaper has tended to consider football hooliganism issue as a minor agenda. Football hooliganism by its character has a power to attract all media, because of violence and destructive nature of the issue. But the analyzed newspaper within a sampled period did not give priority the issue rather considered it as a toy department in the news media. Thus, based on the findings the researcher of this study suggests the following recommendations. The newspaper must:

- ❖ Provide broad and continuous coverage on front page, editorial page and columnist page in order to give emphasis and grasp the readers' attention easily.
- ❖ Avoid merging of football hooliganism story coverage with routine sport coverage, because hooliganism has destructive and devastating character.

- ❖ Avoid stereotype looking and cover football hooliganism stories as equal importance as it gives to other conflict stories.
- ❖ Use victims, individuals and police as a dominant source in the stories coverage, because they are primary information providers to football hooliganism stories.
- ❖ Frame the issue that wrongdoer stakeholders should take responsibility to the problem.
- ❖ Frame the issue in such that the police identify causes of football hooliganism.
- ❖ Frame the issue more tend to religious leaders, elders and mothers to provide a role for fighting against football hooliganism.
- ❖ Work mutually with football federation, clubs, supporters associations and police who have a direct concern on football hooliganism.

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Appendix A: Sampled Newspaper Articles Analyzed

Article no.	Publication date	Page number	Article Title	Article type
1	November 14/2018	26	The issue of fair play is not only federation`s responsibility	Commentary
2	November 30/2018	26	The inseparable sport management and its result from political colonization	Commentary
3	December 10/2018	22	In order to avoid fair play violation	Commentary
4	December 18/2018	26	The league has not gotten system guardian again today	Commentary
5	December 26/2018	22	Let`s defeated anti- peace and unity stamps through sport	Feature
6	December 27/2018	24	Mothers of peace ambassadors conveyed message in premier league game on the spot	News
7	January 1/2019	20	The game of Sheger Derby has accomplished with fair play	Feature
8	January 9/2019	20	The game of Fasil and Wolwalo: it glorified sport and peace	Feature
9	January 9/2019	16	The federation has imposed eight game ban on Diredawa striker	News
10	January 22/2019	20	Ethiopian coffee and Mekele city football clubs has discussed together	News
11	January 24/2019	19	Political game in the mask of sports wear	Commentary
12	January 29/2019	26	Fair play in collaboration with the commission and its stakeholders	Commentary
13	February 13/2019	22	Keep the law! Our football has drunken	Feature

14	April 14/2019	24	Behind the stadium	Feature
15	April 24/2019	19	Measures will be took until football match stoppage	News
16	April 24/2019	19	Likeness of football clubs and political parties	Feature
17	May 1/2019	15	Need to immunity: The demented football with racism	Feature
18	May 9/2019	20	Letter of the two clubs and the national federation silence	Feature
19	May 15/2019	18	The federation has imposed sanction of decision on Dedebit football club	News
20	May 23/2019	18	Discussion is being under way to adjoin Sidama Buna and Wolayita Dicha football clubs	News
21	June 6/2019	18	Ethiopian premier league has temporarily terminated for unlimited time	News
22	June 11/2019	18	The kismet of the league not get hold of decider and decision	Commentary
23	June 18/2019	14	The controversial game after three times extending	Feature
24	June 22/2019	40	To what extent the government silence on the issue of football	Commentary
25	July 6/2019	24	The government due cure football`s wounds beyond tamper with	Commentary
26	July 7/2019	16	Violent conduct and its defensive mechanism	Feature
27	July 15/2019	12	Ethiopian football cancer: ethnic “naming or thinking”?	Feature
28	July 17/2019	24	Sport for unity; sport for difference	Feature

Appendix B: Coding Sheet

1. Name of newspaper: _____

2. Date of publication: _____

3. Location of article (page): _____

4. Title of the article _____

5. _____ Number of football hooliganism stories

6. -----Article types of football hooliganism

- Hard news _____
- Feature _____
- Commentary _____
- Editorial _____
- Columnist _____

7. Sources cited in the story _____

- Football Federation _____
- Government, _____
- police, _____
- Meeting and Workshops, _____
- Research Findings, _____
- Victims, _____
- Individuals, _____
- Other sources _____

8. _____ Tone of the Story towards Football Hooliganism

- Positive
- Negative
- Neutral

9. 3. Frames _____

Responsibility frame

- Does the article suggest that the victims, spectators, media, government or any other as responsible for football hooliganism? Yes/ No

Morality frame

- Does the story make reference to morality, God, and other religious tenets? Yes/ No
- Does the article offer social prescriptions about how to behave towards the problem?

Human interest frame

- Does the story provide a human example or ‘human face’ on the issue? Yes/ No

Consequence frame

- Does the article indicate any consequences of football hooliganism be it health, economic, political etc.? Yes/ No

Conflict Frame

- Does the story reflect disagreement between individuals or groups? Yes/ No

Diagnostic frame

- Does the story identify causes of football hooliganism problem? Yes/No

Prognostic frame

- Does the story specifying remedies/solutions and identifying strategies, tactics, and targets? Yes/ No

Appendix C: Interview Guide

Reporters (Sport) interviewed.

1. What is your view towards football hooliganism particularly in Ethiopia?
2. What was the reason that the amount of your football hooliganism stories being small within a specified period?
3. What were the reasons your football hooliganism stories highly focused on feature and commentary articles?
4. Why did you give less attention on your stories to individual and groups who are affected by football hooliganism in line with emotional angle?
5. What was the reason that you give less attention to the economic, social and political consequences in your football hooliganism stories?
6. Why did you give the least coverage to social interaction and moral judgment messages in your football hooliganism stories?
7. What was the reason that your football hooliganism stories are more leaning towards negative tone and the least number of stories leaning towards positive?
8. Football federation and research findings were highly used in your football hooliganism stories as a source of information. What was the reason?
9. Why did not you use victims, individuals and police as a source of information in your football hooliganism stories?

10. Government, meetings and workshops are main sources of football hooliganism stories. Why did you use them insignificantly?
11. To what extent your editorial policies enable and influence you to select and use sources of information while covering football hooliganism?

Editor (Sport) interviewed.

1. What is your view towards football hooliganism particularly in Ethiopia?
2. What was the reason that the amount of your football hooliganism stories being small within a specified period?
3. Your football hooliganism stories were not covered in the form of editorials and columnists type of stories. What were the reasons?
4. Your football hooliganism stories were located at the back page of sports section including hard news. Why did not use the hard news on the front page?
5. Did your editorial determine the type of stories in your football hooliganism coverage?
6. Did your editorial policy influences reporters` framing on sources selection and use of tones towards football hooliganism stories? Explain them.

Appendix D: Inter-coder reliability

No	Content categories	No of articles in coding decision	Decision agreement by the two coders	Decision disagreement by two coders	Reliability	
					coefficient	percentage
1	Nature of the stories	28	27	1	0.96	96.4%
2	Location of Stories	28	28	-	1	100%
3	Frames on the Stories	28	25	3	0.89	89.28%
4	Sources of Stories	28	28	-	1	100%
5	Tones of the Stories	28	24	4	0.85	85.71%
	Total	140	132	8	0.94	94.28%

It was calculated based on Holsti's (1969) intercoder reliability formula

$$R = 2(M)/N1+N2$$

Where: M – Refers to decisions on which the coders agree

N1 and N2 – Refers to decisions which each coders independently make