

**Addis Ababa University**

**College of Social Science and Humanities School of Journalism and  
Communication**



**Media representation of gender: A comparative study of EBC and  
FBC TV news reports**

**By: Silenat Melkie**

**A Thesis Submitted to College of Social Science and Humanities  
School of Journalism and Communication**

**Presented In Partial Fulfilment for the Requirement of the Degree  
of Master of Arts in Journalism and Communication**

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Addis Ababa**

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**Advisor: Teshager Shiferaw (PHD)**

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## Declaration

I declared that the thesis in titled — Media representation of gender: A comparative study of EBC and FBC TV news reports is my work and I have duly acknowledged the sources of materials I have used.

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With Great Regards  
Silenat Melkie  
June 2024

ADDIS ABABA UNIVERSITY SCHOOL OF GRADUATE

This is to certify that Silenat Melkie's thesis A Media representation of gender: A comparative study of EBC and FBC TV news reports was prepared in accordance with the University's regulation and was submitted in partial fulfilment of the requirements for the degree of Master of Arts in journalism and communication.

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Chair of the Department of Graduate Coordinator

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## **ACRONYMS**

EBC – Ethiopian Broadcast Corporation

FBC- Fana Broadcasting Corporate

EFDR- Ethiopian Federal democratic Republic

EWLA-Ethiopian Women Lawyer Associations

GEC-Gender Equality Commission

GMMP -Global Media Monitoring Project

IA-Initiative Africa

IWMF- International Women’s Media Foundation

NEBE- National Election Board of Ethiopia

NEWA- Network of Ethiopian Women

UN- United Nation

UNESCO- United Nation Education Science and Culture Organization

WDR -World Development Report

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## ABSTRACT

*The purpose of the study is to assess the representation of gender in news reports Ethiopian Broadcasting Corporation (EBC) and Fana Broadcasting Corporate (FBC). Quantitative content analysis methodological approach has been employed to address the research questions. The data was collected through a systematic random sampling method. The period under consideration extended from September 11, 2022, to March 5, 2023, encompassing duration of six months. Following the principles of systematic random sampling, a total of 36 specific days were chosen with intervals of five days between each selection. During the designated sampling days, EBC presented 230 news stories across various topics, while FBC aired 219 news stories covering a range of different subjects. The study data collected from the digital archive of the media and website of the media. The researcher compiled a spreadsheet by attentively listened to each sampled news piece for data analysis and categorized in to ; the series of the news, the news stories topic, news source, Function of news source and the occupation news source categories. The news sampled originally Amharic version and the researcher translate into English for the analysis purpose. The finding of the study shows that representation of women is less than men in both media news reports. Women represent as a news source 15 percent in EBC and 16 percent in FBC while male 52 percent and 57 percent respectively. Men are commonly linked with roles characterized by prominent, political visibility, public whereas women tend to be associated with household tasks and environments of a home, informal nature, which are often unpaid and receive limited recognition. Women in the news report of both media framed as a beneficiary and less knowledge stereotypically; that is women dependant, dominate in soft news, lack of ability and private sphere on the other hand men are independent, dominate in hard news, able and visible to public sphere. A woman in some news topic has no role and relatively outnumber on engagement in popular opinion. Gender inequalities are existed in the news report of both EBC and FBC news reports according to the representation, the role given in the stories. Still news is dominated by men and the gender representation in the media need attention. EBC and FBC journalists and editors have to be alert of the editorial policy concerning to female representation while producing news.*

## CHAPTER ONE

### 1. INTRODUCTION

#### 1.1. Background of the study

In Ethiopian society, women's experiences, knowledge, and accomplishments in their various roles - be it at home, within their communities, or in their professional environments - remain unrecognized and unrewarded. The media in Ethiopia, operating within this framework, reflects and perpetuates these values, consequently excluding women's voices and images from major stories of immense social, political, and economic significance. In their coverage of these matters, the media neglects women, treating them as if they are not citizens whose lives are affected by the social, economic, and political developments unfolding in the country. Women in Ethiopia experience discrimination and disadvantages compared to their male counterparts in various aspects, including social, economic, and political spheres.

Every day television channels broadcast news, current affairs, drama, documentary, lifestyle programs, shows and more. All contain image of men and women that might influence our ideas about gender positive or negative way. In modern societies, the media plays crucial role in constructing appropriate or inappropriate gender roles (Initiative Africa, 2019). Beijing declaration and Platform for Action, adopted by the UN in 1995 refers ‘the media has a huge potential to promote the development of women and the equality of women and men, by portraying women and men in a non-stereotypical, diverse and balanced manner, and by respecting the dignity and worth of the human person’ (UN 1995, para.33). “Representations in the media and ICTs not only respond to the individual cultural context in which they were produced, but also create or reinforce meanings” (UNESCO 2019, P. 49). Stereotypes, sexism, reification, discrimination and violence are common representations of women in the media (UNESCO 2019, P. 50). Representation also play a significant role in codifying “socially

constructed beliefs about men and women, often but not necessarily, sexist and negative, which ignore complexity and serve to rule out exceptions and choices” (UNESCO 2012, p. 54).

A report of Global Media Monitoring Project GMMP (2020) show that women were present in only 14% of politics and government news, 24% of economy news, 8% of crime-related news, and 18% in celebrity/arts/entertainment/sports news (GMMP 2020, p. 11). “Across the world, women are underrepresented in the media, often portrayed in a sexualized and subordinated way, and shown in stereotyped feminine roles. There is a strong link between the status of women in and through media and the way society treats women, How the media represent women greatly influences opinion making processes about gender roles in everyday life” (Haider 2020, p. 9).

Global Media Monitoring Project GMMP shows that there have been very few changes towards gender balance in global news content in the twenty years the project has been running. GMMP (2020) reports shows gender equality in the news media is first and foremost a human rights issue. As such, gender equality in the news is a crucial aspect of media quality that has an intrinsic value in and of itself, regardless of the ‘effects’ that can be linked to its presence or absence. Still, the systematic and persistent lack of gender equality in the news media across the globe is also consequential for other parts of political, economic, and social life (GMMP, 2020, p.42)

Research conducted by Initiative Africa (2019) regarding the "Gender audit of Ethiopia broadcast media houses" demonstrates that women are only portrayed and heard in media if they adhere to specific gender stereotypes. Typically, women depicted in television programming are confined to the roles of housewives, responsible for cooking and caring for children, or portrayed as victims, caregivers, or solely focused on their reproductive capacities. Therefore, there are limited instances in which women's achievements and perspectives in productive domains are showcased.

## 1.2. Statement of the problem

The portrayal of events in the real world by mass media, particularly news broadcasters, is often depicted as reliable and unbiased towards all social groups. In the realm of television news, women who serve as news sources are frequently subjected to stereotyping and are confined to discussing traditional "female" topics (De Swert & Hooghe, 2009, p.14). The Global Media Monitoring Project (GMMP) conducted an analysis of 287 news stories published by 20 traditional and digital media outlets for their "Who makes the news" report. The findings of this analysis revealed that women have become even more marginalized compared to men when comparing the statistics of news subjects in 2020 with those from the previous monitoring conducted in 2015 (GMMP 2020, p. 32).

In Ethiopia, media associations have eternalized deeply hardwired conceptions and prejudices against women, both in the newsroom and in the news they produce. When women are written about, they're frequently portrayed as victims, household workers, or the objects of men's solicitations, while men are depicted as strong leaders, heads of families, decision-makers, and savers (Seble, 2006; Nardos, 2008). According to Seble (2006) Issues of public concern are mostly told from men's perspectives, with male voices and images. Concerns closely related to women and their voices are not given due space in the news putting women in the limits of news and the issues of public importance.

Selamawit (2016) find out the existence of absence of awareness regarding the importance of balancing the female perspective with that of males, even in cases where females are included. This lack of equitable representation is further exacerbated by the fact that women are not given lead roles and are not depicted in influential positions.

Another study carried out by Hananiya (2022) asserts that in Ethiopia, women are depicted in media advertisements as house workers, homemakers, mothers, and individuals with low social status roles.

The media, in its entirety, plays a significant role in disseminating information, providing entertainment, portraying various aspects of society, and imparting knowledge to the masses. This role can greatly contribute to bridging the gap between males and females in all societal contexts. In Ethiopia, scholars have conducted research on gender and print media; however, there is a lack of studies focusing on the representation of gender in the news coverage by broadcast media, particularly television news. Therefore, this research endeavours to examine and compare the representation of gender in the news reporting of two prominent Ethiopian media outlets, namely the Ethiopian Broadcasting Corporation (EBC) and Fana Broadcasting Corporate (FBC).

### **1.3. Objectives of the Study**

#### **1.3.1. General objective of the study**

The goal of this study is to assess representation of gender in news reporting on television of Ethiopian Broadcasting Corporation (EBC) and Fana Broadcasting Corporate (FBC).

#### **1.3.2. Specific objective**

- To examine how women and men are represented in the news of Ethiopian media specifically EBC and FBC televisions.
- To explore function of women and men in both televisions news broadcasted.
- To demonstrate the frequency at which women sources are utilized in television news in comparison to their men counterparts, and the consequential implications of this.
- To identify the major themes of news stories that women are news source.

#### **1.4. Research questions**

1. How are women and men depicted in the television news coverage provided by EBC and FBC?
2. What is the role assigned to women and men in the television news as depicted by EBC and FBC?
3. How often are women and men source used as a news source in EBC and FBC?
4. What are the major themes of news stories where women are news source?

#### **1.5. Significance of the Study**

The investigation focused on the representation of gender in the news reported by both EBC and FBC television news broadcasters. It holds significant value for both media entities to conduct self-assessment through a gender lens, pinpoint deficiencies, and strive to enhance their current attitudes and practices. Moreover, it is crucial for media professionals to be mindful of inclusivity, encompassing both genders in their news production.

This study may serve as a foundation for future research activities in the realm of gender and media. It has the potential to stimulate similar research projects and underscore the necessity of periodically monitoring media content.

Additionally, the findings could support ongoing efforts by women's advocacy groups striving for accurate and equitable representation of women in the media. Furthermore, it could aid proponents of diverse voices and fairness in media content.

#### **1.6 The scope of the study**

The study focuses on the representation of gender in the news reported by EBC and FBC television during the Amharic news time. The researcher has chosen the EBC news time "ETV ZENA 57" at 8:00 pm and the FBC news time "Fana Zena" at 12:00 am. However, it should be noted that FBC does not provide news on Saturday and Sunday at 12:00 am; instead, the news time on those days is at 7:00 pm so in those sampled days the researcher used as a sample. The researcher has utilized these selected days for the study, which covers a duration of six months from Meskerem 1/2015 EC (September 11, 2022) on Sunday to Yekatit 30/2015 E.C (March 9, 2023) on Thursday. The study encompasses 20% of the total days, amounting to 36 days of news broadcasted during the Amharic news time. The study used all news stories of 36 days, for both ETV ZENA 57 and Fana Zena which is on aired over six months.

The rationale behind the selection of Meskerem 1 as the starting point of the research study is rooted in the significance of this date as the beginning of the New Year in Ethiopia. The study encompassed all news stories with the exception of sports and international news, while also excluding shows, documentaries, and any advertisements aired during news segments.

### **1.6. Limitations of the study**

One of the primary obstacles that must be acknowledged in this context is the selection of news time. Initially, the researcher intended to utilize ETV ZENA 57" at 8:00 pm and Fana 90 at 7:00 pm for this study. However, it is important to note that Fana 90 is a news show that encompasses various program packages such as politics, economy, social issues, health, art, and others. Furthermore, Fana 90 has duration of 1 hour and 30 minutes, whereas ETV ZENA ranges from 30 to 45 minutes. Given that the study involves a comparison, it becomes challenging to effectively compare the two. Moreover, the focus of the study is specifically on news, whereas Fana 90 encompasses different program packages. Consequently, selecting only the news segment from Fana 90 raises concerns of potential bias, leading the researcher to be biased. So the researcher used the primetime news of FBC Fana Zena which is on aired on weekdays at 12:00 am and on weekends at 7:00 pm.

The researcher analyzed the representation of female and male in the news reports by EBC and FBC. It should be noted that live reports conducted outside of the studio by field reporters were not included in the analysis, as these reports are typically not edited. The study specifically examined news content that was produced by reporters and editors and presented by anchor.

### **1.7. Organization of the study**

The research has classified into five chapters and different parts. These different parts are acknowledgments, abstract of the study, table of contents, list of tables, list of appendices, and references. The first chapter is the overall content and arrangement of the paper. The second chapter is the review of related literature to come up with sufficient knowledge of the topics. In chapter three the research methodology, the source of the research content and the techniques and procedures used to research the subject. Chapter four contains the data presentation and data analysis with the instruments to do the analysis based on the knowledge acquired in the related literature review. Last chapter five summarizing the paper with conclusion and some recommendations based on the finding.

## CHAPTER TWO

### 2. REVIEW OF RELATED LITREUTURES

#### 2.1. Introduction

The objective of this chapter is to present a comprehensive examination of existing literature that can serve as a pertinent structure for the study. The chapter is structured into three distinct sections: a concise analysis of relevant literature on gender and media; the representation of gender in the media; the contrasting aspects of hard and soft news; and the theories of framing and agenda setting. Within each of these sections, the correlation between the current research and the literature review is explored.

#### 2.2. Gender and the Media

The correlation between mass media and gender is what encompasses gender and media. The significance of gender and media remains pertinent and necessitates attention and dedication from scholars. An investigation conducted by Initiative Africa on eight broadcast media platforms, titled "gender audit Ethiopian media houses," demonstrated that a majority of professional media establishments lack awareness regarding gender issues and the fundamental concepts of gender. Furthermore, the media houses predominantly concentrate on women when conceptualizing the notion of 'gender' (Initiative Africa, 2019). This study encompasses the representation of gender, encompassing both females and males, in the news coverage provided by the chosen media outlets.

Skejdral (2017) contends that the domain of Ethiopian journalism is primarily male-dominated, with 71.1% of individuals being men, while 28.9% are women. Men are adequately represented in authoritative and influential positions, occupying top and middle management roles, whereas women are disproportionately found in lower positions and functions, such as producers, reporters, and news writers. Additionally, it is important to note that men mainly focus on

reporting hard news, whereas women primarily contribute to soft news stories. Mulatu (2019) in an assessment of the Ethiopian media landscape posits that men continue to dominate the mainstream media. The representation of both male and female individuals has not been equitable within Ethiopian media, wherein gender considerations have not received due attention in terms of the recruitment and appointment of female journalists in the fields of journalism and media leadership.

Rozgonyni and Adams (2022) state that the notion of gender identity, beyond the fundamental concepts and emotions associated with self-identification, should also be comprehended as encompassing the socially constructed roles, behaviours, activities, and attributes that a particular society deems appropriate for both women and men. The concept of gender extends beyond the binary classification of male and female, incorporating a spectrum of genders, gender expressions, and identities that are not fixed, but rather possess the ability to transform and evolve throughout an individual's lifespan (Rozgonyni & Adams, 2022). The presence of men and the absence of women in various forms of media communicate a significant aspect of the prevailing gender power dynamics. Considering that women constitute more than half of the actual population, their limited representation or complete absence within the symbolic social landscape of mass media may serve to reflect and perpetuate a cultural climate in which women are undervalued in comparison to men (Greenwood & Lippman, 2011).

As posited by the Gender Equality Commission (GEC) in 2013, the media has the capacity to advance gender equality by ensuring equal opportunities and fair treatment within media organizations, equitable representation in decision-making roles, and parity in media content, particularly in combating ingrained sexist stereotypes.

According to Initiative Africa (2021), the attempt to foster gender equality within the media landscape is of paramount importance as it facilitates the dissemination of a well-rounded and unbiased portrayal of both women and men. It is imperative that journalists and other stakeholders in the media industry adopt a gender-sensitive approach consistently.

The promotion of gender equality in the media necessitates various authentic and substantial undertakings, as outlined by UNESCO (2012). These activities serve as indicators of gender awareness across different forms of editorial content such as reporting, editing, commentary, features, documentaries, interviews, talk shows, and within various subject areas including politics, governance, economics, business, science, and technology. They also extend to different content categories such as news pages, editorial pages, business sections, sports sections, and others.

Cory (2013) as referenced in Turab (2022) highlights that news reporting is predominantly from a male standpoint, often leading to the marginalization or total exclusion of women. The underrepresentation of women in news media and their portrayal as less competent compared to men may perpetuate the perception of gender dominance within society (Turab, 2022).

Vandenberghe (2019) asserts that gender equality remains an elusive aspiration, despite the increasing prominence of women, particularly in top echelons, on a global scale. The representation of women in news environments worldwide is consistently inadequate, with a ratio of approximately 3 male figures for every female one (Ibid.p.5).

Collins (2011) contends that women are inadequately represented across a variety of media platforms and environments. The portrayal of women often tends to be limited and negative, frequently involving their equalization through the display of provocative or revealing attire. Furthermore, women are frequently depicted in subordinate positions, evident in their facial expressions, body language, and other related aspects. They are also commonly shown in traditionally feminine, stereotypical roles.

### **2.3. Gender representation in media**

As posited by Hall (1997) and cited by Govender et al (2014), representation entails the construction of meaning through the utilization of language. Language, along with signs and images, assumes a crucial function in shaping and augmenting individuals' perception of reality and consequently melding their sense of self. The media's portrayals possess a formidable capacity to influence the manner in which societies form their knowledge, attitudes, stances, and practices. Language serves as a reflection of social reality, illustrating how traditional gender roles manifest in various manifestations of news media as they depict both men and women.

The content disseminated by the media serves as a reflection of the prevailing societal values. The media's treatment of subjects pertaining to women lays bare the existing attitudes of society (Kumari & Joshi, 2015). Further elaborated the media can assume the role of both a perpetrator and a protagonist, as it has the capacity to either perpetuate gender-based discrimination through the portrayal of stereotypical and sensationalized images of women or to offer equitable coverage that empowers women while simultaneously bringing acts of gender bias to light

Selamawit (2016) indicate that there exists an underrepresentation of female news sources within news media, coupled with a noticeable absence of consciousness regarding the necessity to achieve a balance between the perspectives of females and males. Additionally, there exists a significant discrepancy between the occurrence rates of male and female news sources across all categories the fact that even when females are included, they are not entrusted with leading roles and are conspicuously absent from positions of significance.

On the contrary, the study of gender stereotypes in the media primarily focuses on advertisements. According to Hananiya (2022), women continue to be depicted as alluring figures who entice consumers to purchase advertised products. This portrayal further reinforces the objectification of women, reducing them to mere sexual objects. Moreover, women are consistently portrayed in roles that are not related to their professional lives. It is not uncommon to see women in occupational roles; however, the prevailing mindset among advertisers and

promoters perpetuates the notion of male superiority. Consequently, this mindset often leads to the representation of women in a stereotypical manner. In the Ethiopian advertising industry, women are still predominantly portrayed as homemakers, house workers, parents, family caretakers, wives, product users, and individuals engaged in seductive actions, which are often unrelated to the products being advertised. Additionally, low-status products such as sanitary and hygiene items, diapers, and oil tend to feature women. Furthermore, it is worth noting that the roles of homemaker or parent and housework are primarily associated with women. This particular portrayal contributes to a comprehensive image of women in the media as mothers, caregivers, and individuals who bear greater responsibility for children.

Shimelis (2015) asserts that the subordinate position of women in society, along with their exclusion from various privileges and opportunities enjoyed by men, renders their contribution to household survival and the economic and social development of society as producers and reproducers indispensable. Consequently, efforts are being made nowadays to address the issue of gender inequality and discrimination. The involvement of women in politics allows them to address their fundamental problems and needs within their community, while also ensuring transparency, a genuine fight against corruption, accountability, political commitment, political leadership, and political responsiveness at the national, regional, district, and local levels. Shimelis contends that women's equal participation in decision-making and politics is not only a demand for fairness and democracy, but is also a necessary requirement for their interests to be taken into consideration.

The concept of gender representation encompasses both the private and public spheres. The private sphere pertains to the domain of home and family, which extends to encompass various aspects of community life that are associated with this realm. Within this sphere, women are assigned the roles of homemaker, wife, and mother within a privatized household. On the other hand, men's domain is separate from this realm and encompasses all institutions of public life, including economic, political, religious, and higher educational institutions. The division between the genders is clearly evident in the depiction of the ideal man and woman, as well as in

the dynamics between them, and this division has significant and far-reaching implications (Akmese & Deniz, 2016).

Akmese and Deniz (2016) point out that television news serves to perpetuate traditional gender roles, with men being portrayed as active participants in the public sphere while women are confined to the domestic domain. The gender representations depicted on television convey the message that women are submissive, lacking in knowledge, and are often victimized. Further, they are objectified and their primary concerns revolve around appearance and maintaining a clean home. The male-dominated economic system further compounds this issue by presenting women as commodities. The media also plays a significant role in normalizing the victimization of women.

The mass media serve as one of the primary conduits through which individuals engage with and interpret other individuals (in terms of race, gender, faith, age, social status...). The pervasive nature of the media bolsters their capacity to exert influence and redirect our lives; our perception of ourselves and others is a direct result of media depictions and reporting. Consequently, the media possess the ability to foster a sense of unity among individuals who share similar backgrounds, orientations, upbringings, and origins. This is accomplished through a collective understanding of media portrayals and representations. At the same time, the media perpetuate and reinforce stereotypes and established patterns of thought and relationships through their content and coverage within society (Degerr & Okpeh, 2016).

According to the Global Media Monitoring project GMMP (2020) their reports reveal that women constituted only 13% of the subjects and sources in the television newscasts that were monitored. In addition, they accounted for 21% of the individuals featured in the digital news stories and tweets that were coded from various media outlets such as Al Jazeera, BBC News-World, CNN International, France 24, Reuters, RT News, TeleSur, and @nytimes. In 2015, the GMMP report indicated that women represented 15% of the individuals who were seen and heard in the media. Although there has been some improvement in these figures, women

continue to be significantly underrepresented, especially in influential international media platforms that cater to substantial audiences.

The underrepresentation of women persists not only in narratives that directly pertain to their experiences but also extends to news coverage of gender-based violence. Within the realm of stories that address sexual harassment, rape, and sexual assault, women and girls are conspicuously absent as both subjects and sources (GMMP, 2020). In relation to the depiction of gender in the media, it is observed that men are more prominently featured than women. Furthermore, the media tends to adhere to traditional gender norms, portraying women as victims. Most studies indicate that the media is primarily controlled by males, and female participation in the media is comparatively lower. Given the present investigation's emphasis on the representation of gender in news coverage, it is crucial to evaluate the correlation between media and gender.

### **2.3.1. Gender stereotype**

Gender stereotypes can be defined as conceptions regarding specific attributes that distinguish the descriptive or normative beliefs about women and men, encompassing traits, role behaviors, occupations, and physical characteristics (Ward & Grower, 2020). Gender stereotypes consist of organized and collectively accepted principles and perspectives concerning the distinguishing characteristics of women and men, as well as the presumed qualities associated with masculinity and femininity (Akmese & Deniz, 2016).

Wood (2014) identifies four themes that demonstrate how media reflect and promote traditional gender roles. The first theme, Women's dependence/men's independence, describes how the media manipulates fixed gender roles, creating inequality in relationships by portraying one sex as having more authority than the other. In this regard, the dominant-submissive model of male-female relationships often portrays females as dependent and subservient.

The second theme discussed by Wood is the role of women as primary caregivers/men as breadwinners. Wood (2014) points out that the media tends to portray women's diverse roles and contributions outside the home in a limited manner. Despite the presence of accomplished women in various fields of work, their representation in the media focuses primarily on their roles as homemakers, mothers, and wives.

The third theme explored by Wood (2014) examines how the media mirrors and upholds traditional gender arrangements, specifically men's authority and women's incompetence. This portrayal perpetuates negative beliefs by emphasizing male competence and authority at the expense of females.

The final theme discussed by Wood is the representation of women as victims and sex objects, and men as aggressors. Women are often depicted as subject to men's sexual desires. Paradoxically, the very qualities women are encouraged to embody (sexiness, beauty, powerlessness, and passivity) to meet societal ideals of femininity contribute to their victimization. Similarly, the qualities men are expected to exhibit (aggression, dominance, sexuality, and strength) are linked to violence against women (Wood, 2014, pp. 33-36).

Since this study focus on the representation of gender in the news of selected media outlets, studies focus on gender are indicate that women represented stereotypically, this element are important to this study to assess the change of stereotypical representation of gender in the news.

#### **2.4. What is news?**

The measurement and categorization of what is considered "news" by journalists has been a topic of debate among scholars (North, 2014). According to Fuller (2017) as cited in Alice and Okoro (2021) news is a significant genre within the media realm. It entails a report on recent discoveries made by a news organization, pertaining to matters that hold importance or interest to a specific community served by said organization. The purpose of news is to facilitate communication and the dissemination of information to a large audience. In order to excel in

their profession, news writers and editors must always be conscious of their language usage, as it serves as the medium through which news is conveyed. This element is important to the study since the study focus on the news.

#### **2.4.1. The hard and soft news**

Hard news can be defined as the presentation of factual information regarding events that are considered significant in the sphere of news. These events typically pertain to serious topics such as politics, economics, major crimes, disasters, and matters of public interest. Due to its importance, hard news necessitates immediate publication (North, 2014). Within the newsroom, hard news is regarded as the most prestigious form of journalism and is primarily undertaken by male reporters.

North adds that soft news, on the other hand, does not require immediate publication as it lacks informational value. Soft news focuses on features or human-interest stories, unusual events and trends, personalities, and lifestyle. Its purpose is to entertain and evoke emotions in readers, eliciting laughter, tears, love, hatred, envy, or pity. This connection with emotions is often associated with feminine attributes. Soft news stories hold less significance in the news hierarchy, and as a result, female reporters are more frequently assigned to cover such stories compared to their male counterparts.

Emawaysh (2019) in her MA thesis titled "The Involvement of Women Journalists in Reporting Hard News Stories: A Case Study of Amharic News Department of the Ethiopian Broadcasting Corporation," highlights that female journalists are commonly associated with what is referred to as soft-news stories. While stereotypical perceptions play a significant role in limiting women's involvement in covering hard news stories, it is important to acknowledge the influence of personal capacity and interest. So in the media the most investigated issue concern to gender is who report more soft news and hard news not addressed the role of women and men in hard news and soft news.

#### 2.4.2. News sources

In the analysis of news stories and the examination of news sources, the importance of such activities cannot be overstated. As stated in Selamawit (2016) and Gans (1979) have indicated, a news source can be defined as "the actors who journalists observe or interview, including individuals who appear on television or are quoted in magazine articles, as well as those who provide background information or suggest story ideas" (p.15).

According to Matthews (2010) a news source can encompass various entities that supply news information over a period of time. These entities can include both individuals who are actively involved in the news, such as government officials, and static documents, such as official reports.

Fisher (2018) argues that in the realm of journalism, the term "source" refers to a provider of information from whom a reporter obtains material for writing a story. This can encompass a range of sources, including written reports, social media platforms, and data releases via websites such as Wiki Leaks. Additionally, it can involve individuals such as eyewitnesses, whistleblowers, civic officials, police officers, politicians, business leaders, community and advocacy groups, and communication professionals who represent them (p.1).

Building on the work of Shoemaker and Reese (1991), as cited in Matthews (2010), it is proposed that sources can be categorized into two types: direct and indirect. Direct sources are those who have direct involvement in the story or are affected by the events being reported, either individually or as representatives of organizations. On the other hand, indirect sources serve to enhance the narrative and may include experts qualified to comment on the news event or members of the general public (p.35).

## **2.5. The Theoretical Frameworks**

### **2.5.1. Framing theory**

Framing in the realm of the social sciences pertains to a collection of concepts and theoretical perspectives concerning how social groups, individuals, and societies arrange, communicate, and comprehend reality. Framing is widely employed in the fields of media studies, political science, sociology, and psychology. The premise of framing is founded on the notion that the way a subject is depicted in the news can have an impact on how it is comprehended by audiences (Moris, 2013). Moris (2013) highlights that when a frame is established in the news; it can impact the consumers of said news.

The theory of framing introduces a fresh perspective to the longstanding discourse on journalistic objectivity. When journalists construct news, when they formulate the portrayal of an aspect of reality through language and imagery, they deliberate on a frame to utilize. As Abreu (2015) suggests, a frame is shaped through the process of selection, emphasis, and exclusion. A specific frame directs individuals to concentrate their attention on certain messages (those that are incorporated within it) while disregarding other messages (those that are excluded from it).

D'Angelo (2017) asserts that media framing is a persuasive process: As media frames meld the foundations, upon which individuals and groups contemplate, interpret, evaluate, and act upon a given topic, persuasive messages are designed to alter opinions or attitudes towards a specific object, such as an issue or person

Frames are established through the selection of certain words, the individuals who are interviewed, and the quotations that are utilized, and even the presentation of accompanying photographs. Mass media actively establish the frame of reference that recipients subsequently employ in interpreting and discussing topics. Journalists infuse a story or topic with a particular "spin," taking into consideration their organizational and modality constraints, professional judgments, and specific assessments regarding the audience (Moris, 2013, p.16).

The utilization of framing by the media serves as a means to exert influence over individuals' responses to news reports. According to Entman (1993) as cited in Arthur's (2018) master's thesis from Tilburg University titled "Framing Effect in Newspaper Reports," framing encompasses two distinct processes: selection and salience. Selection entails the news media's discretion in determining which elements to incorporate or exclude from a news report, while salience involves the accentuation of certain aspects within the communicated information to enhance their prominence. In essence, media framing occurs when certain facets of perceived reality are chosen and amplified within a textual communication in order to advance a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation.

The phenomenon of news framing concentrates on the journalists' own knowledge, as well as the conventions and routines prevalent in the newsroom, collectively shaping the manner in which frames from sources are chosen and integrated into stories (D'Angelo, 2017). Further state in models pertaining to news framing, audiences assume a role of reception that, although not entirely passive, is nonetheless subject to the influence of communicators who employ mediation to disseminate a message.

The significance of media framing lies in its capacity to provide an alternative to research solely centered on media bias or objectivity (Niziza, 2018). This concept represents a more sophisticated approach capable of discerning nuanced differences that arise when topics are presented in varying manners. Framing acknowledges the media's ability to define a situation and its associated issues within a given presentation.

Arthur (2018) asserts that framing theory is concerned with the deliberate selection and placement of specific details within a communicated text. This implies that news writers and journalists must possess the ability to vary sentences, phrases, and keywords in order to emphasize saliency. These linguistic characteristics ensure that news writers do not merely repeat the same words, thus preventing boredom among readers. Instead, they employ different words to convey the same information.

The theory of framing is focused on the choice, display, and understanding of specific matters in the realm of media. Consequently, it is crucial to employ the framework of framing theory in this examination to evaluate the representation of women and men news sources in the selected media outlets in Ethiopia. It is evident that the depiction of an issue in the media is subject to dispute across different contexts. The framing theory in this study is important to understand how female news sources are framed in the news stories. The research investigates the representation of women and men in order to assess the frequency of appearance in the news and the extent to which they are framed in the stories.

## CHAPTER THREE

### 3. RESEARCH METHODOLOGY

#### 3.1. Research methodology

Research methodology is the specific technique used to identify select, process and analyze information about the research issue. This study examines how gender represented in the news reported by both EBC and FBC television News reports. To undertake this study quantitative approaches have been employed to collect and analyzed the data.

#### 3.2. Research design

This study places its focus on the representation of gender in media as portrayed in news reports, utilizing a quantitative approach, specifically employing quantitative content analysis. According to Coe and Scacco (2017) quantitative content analysis is a research method that involves the systematic categorization and documentation of various aspects of a text for the purpose of subsequent analysis. The term "text" in content analysis encompasses a wide range of textual, visual, or auditory materials that can be documented and subjected to repeated readings, hearings, or viewings (Coe & Scacco 2017, p.10).

Content analysis is a suitable method for investigating media messages, including those found in print, broadcast, and online media. It offers an effective approach to studying the content of mass media, as stated by Riffe, et al. (2005). Additionally elaborate on the concept, defining quantitative content analysis as a systematic and replicable examination of communication symbols. These symbols are assigned numerical values based on valid measurement rules, and statistical methods are then employed to analyze the relationships between these values. This analysis aims to describe the communication, make inferences about its meaning, and draw conclusions about its context, both in terms of production and consumption.

Wimmer and Dominick (2011) posit that content analysis serves as a methodological approach to the study and analysis of communication in a systematic, objective, and quantitative manner. Its primary purpose is to measure variables (p.156).

According to Wimmer and Dominick (2011), content analysis fulfils five significant objectives. Firstly, it allows for the identification and description of patterns or trends in media portrayals. Secondly, it enables the testing of hypotheses pertaining to the policies or objectives of media producers. Thirdly, it facilitates the comparison of media content with the realities of the real world. Fourthly, it aids in assessing the representation of specific societal groups. Lastly, content analysis allows for the drawing of inferences about media effects. Thus, this research method proves to be a non-intrusive technique, permitting the examination of a diverse range of data over an extended period, ultimately revealing prevalent discourses and their probable meanings (p.157-159).

Content analysis is an appropriate method to examine media messages. According to Krippendorff (2004), content analysis is a research technique that facilitates the derivation of reliable and valid inferences from textual or other significant entities in relation to their usage context. It is worth noting that content analysis is not limited to written materials, but also encompasses various forms of artistic expression, images, maps, sounds, signs, symbols, and recorded materials.

Quantitative analysis of messages, which adheres to the principles of the scientific method such as objectivity, inter-subjectivity, a priori design, reliability, validity, and hypothesis testing, is not confined to specific types of variables or the particular context in which the messages are generated or presented (Neuendorf, 2010).

### 3.3. Media Selection

For this study two Medias are selected, namely; Ethiopian Broadcast Corporation EBC and Fana Broadcasting Corporate FBC. Ethiopian Broadcasting Corporation EBC formerly known as Ethiopian Television and Radio Agency In 2014 the channel changed its name from Ethiopian Television and Radio Agency (ERTA) to Ethiopian Broadcasting Corporation (EBC). As information from website under the umbrella of Ethiopian Broadcasting Corporation there are five channels, named ETV ZENA (news), ETV Languages, ETV Entertainment, ETV Afaan Oromo and ETV Children's world. Since this study focus on the representation of gender in news reporting ETV ZENA (news) is selected. "ETV ZENA 57" is prime time news 8:00 pm which contain political, economy, social, sport, current events and international news.

Fana Broadcasting Corporate FBC commenced television news broadcasting in 2017. The program "Fana Zena" is aired daily at 12:00 am from Monday to Friday, while on Saturday and Sunday; it is scheduled for 7:00 pm. This news segment encompasses a wide range of topics including politics, economics, social issues, sports, current affairs, and international news.

### 3.4. Sampling techniques

The investigation employed a systematic random sampling approach, drawing data samples from the digital archives of EBC and FBC, as well as their websites. Spanning a six-month period from September 11, 2022 GC to March 9, 2023 GC, totalling 180 days, both Fana Zena and ETV ZENA 57 broadcasted different news stories every day. The research analyzed 20% of the total news coverage during the specified time slots. To minimize sampling error and gate enough representative samples, a sample must be equal or exceed 20% Riffe, et al. (2005, p.106).

Sample frame = 180 day (six month)

Sample size = Sample frame \* 20%

$$=180\text{days} \times 20\%$$

$$= 36 \text{ total sample days}$$

“Systematic sampling involves selecting every  $n$ th unit from a sampling frame. The particular number ( $n$ ) is determined by dividing the sampling frame size by the sample size” (Riffe, et al. 2005, p.108).

$$n = \text{Sample frame} / \text{sample size} (180\text{days} / 36\text{days}) \quad n = 5$$

The study used all news broadcast in 36 sampled days. The News time of 36 sample day was taken from on aired six month of FBC’s Fana Zena and EBC’s ETV ZENA 57 each by selecting every 5<sup>th</sup> days starting from Meskerem 1/2015 EC (Sept 11, 2022) on Sunday, to until Thursday, Yekatit 26/2015E.C (March 5, 2023). The first day sample collecting started from Meskerem1/2015 E.C (Sept 11, 2022) the second on Meskerem 6/2015 EC (Sept 16, 2022) and continued with 5 day gap for six months to get all 36 day the sample data.

On Saturday and Sunday Fana Zena news time is at 7:00 pm those sampled days the researcher take news broadcasted at mentioned time. For instance Meskerem 16/20115 E.C sampled day is on Saturday so Fana Zena is at the night 7:00 pm and the researcher takes the mentioned time news reported.

Additionally , when the sampled day is not available the researcher take the news before one day or next day sample, which mean for instance EBC news October month the second news sample day is 11/2/2015EC but not available the sampled day so the researcher take the sample from 10/2/2015EC. The other one is if the sampled day is not available the researcher take the next day sample for instance EBC September month sample the fifth day sample 21/1/2015 EC is not

available, so the researcher take the sample from 22/1/2015. Since it is comparison the researcher take the same sampled day for FBC also.

In 36 sampled days EBC's ETV ZENA 57 broadcasted 230different news which contains political, economy, social, sport and current events. FBC's Fana Zena also in 36 sampled days broadcasted 219different news which contains political, economy, social, sport and current events.

### **3.5. Data source**

The study data collected from the digital archive of the media and website of the media. The website archive is from the institutions social media specifically YouTube video player. The other option for media house specifically for television channels to get to their audience they upload their news on YouTube. ETV and FBC use YouTube to upload their news stories to reach their YouTube viewers. According to the sampling technique the researcher collected the data the study need from the media house digital archive and website archive.

#### **3.5.1. Data collection instruments**

The researcher used two data instruments to collect enough information for the study. The news on aired from FBC and EBC website and digital archive content analysis was the primary tool of the study. Different studies, books, articles, editorial policy of both media and reports used as secondary tool of the study.

#### **3.5.2. Data analysis**

The data are originally Amharic and the researcher translated sample news to show in the analysis. The content data was properly organized, coded and summarized. The quantitative content data analyzed by using descriptive statistics such as percentage and frequency. Graphs, charts and tables used to present the findings.

### 3.5.3. Coding

For this study the researcher taken coding categories from Global Media monitoring Project GMMP (2020) and I have applied to this study after slight modification. I have used Global Media Monitoring Project coding categories because it has been used globally study before over 20 years. Accordingly the categories are the follow:

- News stories topic categories which refer to the central subject of news stories; Politics and diplomacy, economy, agriculture and mining, science and health, social and legal, crime and violence, Celebrity, art, media and sports.
- News source categories which refer to who speak or have their voice in the news; female, male, group, institutions or organization and gender blindness.
- Function in the story categories which refer to the assumed role of the news sources in the story at the time of giving news information;  
**Expert**= the person who provides additional information, explain the issue, opinion or comment, based on dedicated awareness or skill  
**Spokesperson** =the person speaks on behalf of a group, other people or institutions.  
**Subject** = the story is about something the person has done or said.  
**Eyewitness** = the person gives witness or comment, based on direct observation.  
**Personal experience**= the person provides opinion or comment, based on individual personal experience.  
**Popular opinion** = the person's opinion is implicit to imitate that of the 'ordinary citizen' (e.g., in a street interview, vox pop etc.); it is implied that the person's observation is shared by a wider group of people.
- Occupation categories, which refer to the major activities in the news sources are portrayed or engaged in. Politician, diplomat, military, Business and finance, law, Government employee, Science technology professional, Academic expert, lecturer, researcher, Agriculture and mining, Health sanitation and hygiene, Celebrities, homemaking and community.

- News source role which refers the function of news source in specific topic for instance under politics topic whom engaged as expert, spoke person, eyewitness, popular opinion, personal experience and subject of the story.
- The news story sequence which refers the news story hierarchy or order; the news stories come at begin, at the middle and at the end.

The study content analysis aims at approach a particular set of data about the news items that are particularly allied with the problem stated in this study. It included;

- ❖ Number of female and male news sources
- ❖ What roles female and male suppose in the news
- ❖ How female and male are portrayed as sources in the news
- ❖ Type of story female and male assigned
- ❖ Frequency of female and male used as a source within the news story
- ❖ If there a important alliance between assignment of the news broadcast and gender of the source
- ❖ Occupations of news sources and which functions are represented in the news stories
- ❖ Who appears in the begin, middle and end of news stories and function in the news according to news sequences

#### **3.5.4. Units of Analysis**

The study includes all news except international news which is produced in the Amharic Newsroom and run by both institutions EBC and FBC. Hence, the unit of analysis of the study is news level. In addition the unit of analysis researcher categorized; date of news broadcast, , frequency of the news and prominence, topic of the news, source of the news, function of the news source, occupation of the news source, topic of news and news source function relation and

themes of the news stories covered. The researcher translates the sampled news from Amharic to English to show in the analysis.

## CHAPTER FOUR

### 4. ANALYSIS AND INTERPRETATION OF DATA

#### 4.1. Introduction

The investigation concentrates on examining the representation of gender in the news coverage of EBC and FBC in a comparative manner. The volume of the news stories broadcasted in a sampled day is in minutes, for instance the first sampled day for EBC is September 11 which is total five news story series used 25 minutes. On the same day FBC broadcasted four news story series used 11 minutes; in all sampled days the number of news stories and the time it takes is different. And furthermore, the days that were sampled were grouped into intervals of five days starting from the initial sample day to the final sample day. Which is the first sample day was September 11, 2022, the second September 16, 2022, the third September 21, 2022, and continued until the last sample day March 5, 2022. The researcher utilized- for both mediums- the identical days that were sampled.

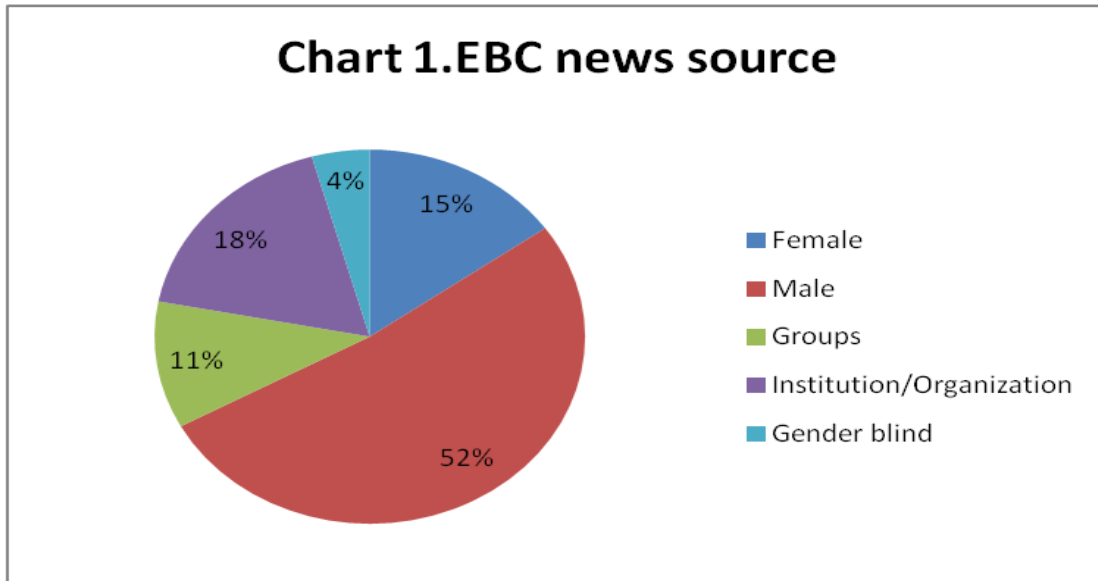
The researcher extracted coding categories from the Global Media Monitoring Project GMMP (2020), and compiled a spreadsheet by attentively listened to each sampled news piece for data analysis and categorized in to five categories. The categories are: the first is the series of the news, which refer 1st, 2nd, and 3rd ...news the research used this category to analysis the prominence of the story. The second is news stories topic categories which refer to the central subject of news stories; Politics and diplomacy, economy, agriculture and mining, science and health, social and legal, crime and violence, celebrity, art, media and sports. The third news source categories which refer to who speak or have their voice in the news; female, male, group, institutions or organization and gender blindness means not stated as female and male in the news. The forth Function in the story categories which refer to the assumed role of the news sources in the story at the time of giving news information; Expert, Spokesperson, Subject, Eyewitness Personal experience, Popular opinion. The fifth Occupation categories, which refer

to the major activities in the news sources, are engaged in; Politician, diplomat, military, Business and finance, law, Government employee, Science technology professional, Academic expert, lecturer, researcher, Agriculture and mining, Health sanitation and hygiene, Celebrities, homemaking and community. The news sampled originally Amharic version and the researcher translate into English for the analysis purpose. To ensure a proper comparison, the data presentation was carried out separately for each television station. Additionally, a discussion regarding the findings was incorporated within this section.

## **4.2. Gender in the news reported by EBC and FBC**

### **4.2.1. EBC news sources**

News source was the one category that the researcher focuses and listen the news sampled carefully and analyzed. In this study, the sources of news are classified as female, male, institution or organization, group, and gender blind. An analysis of news stories conducted on a sample basis indicates that only 15 percent of news sources in EBC news reports are female, while male news sources account for 52 percent. It is worth noting that institutions or organizations serve as news sources 18 percent of the time, which demonstrates a more satisfactory representation than that of females in EBC. Females rank as the least source of news, next to group news source accounting 11 percent. Male news source are greater than female news source more than three times, which is news are male dominated. From the total news a story that has humanized news source but not mentioned as female and male which is gender blind is 4 percent. See chart.1



The data collected indicates that the majority of news lacks a female news source. On September 11, 2022 in the news provided by EBC news on the fifth series focuses on the military fighting between the TPLF and the federal government, as well as the military celebrate Ethiopian New Year. In this news report, there are four male news sources with distinct roles, but no female news source was present.

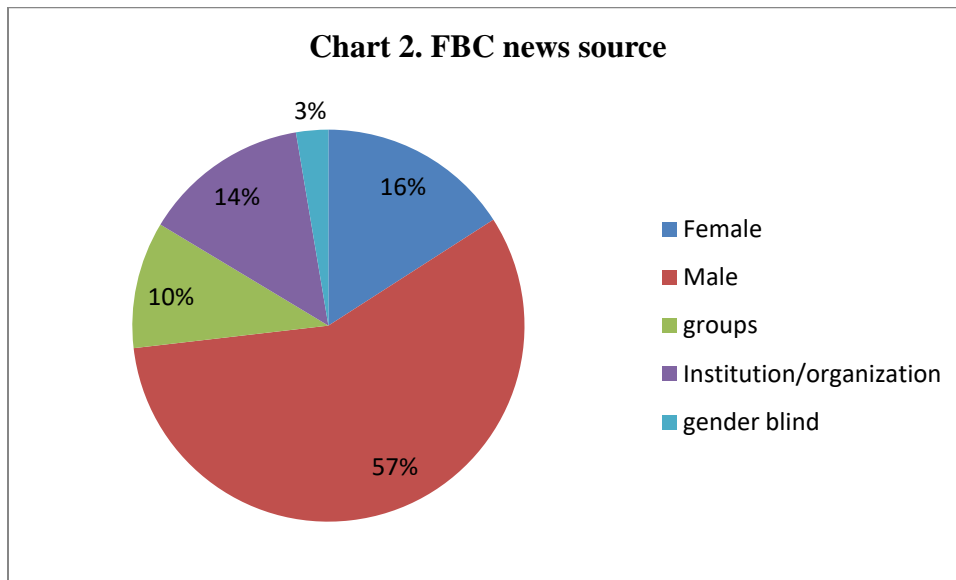
Simultaneously, the news reported on October 22, 2022 the third news series stories revolves around the reform of services in various offices within the Oromia region. This news report features three male news sources that hold political positions, but no female news source is included. On November 9, 2022 the 6<sup>th</sup> news series about the complaint of Woldya city residents” the delay in the construction of the main road of Woldya city has led to economic problems” in this news stories there are four male news source which is from the resident and the project manager but no single female in the news. This can show the news production team in the media the reporter, editor and the entire member are less gender sensitive.

On December 9, 2022 EBC broadcasted the first series of news story is “Prosperity Party has achieved many successes by turning national challenges into victories with its strong leadership and direction”. This news has three male and one female news source. Women's equivalent engagement in decision-making and political affairs is not solely a plea for justice and democracy but is also an essential prerequisite for their concerns to be acknowledged. It is crucial to highlight that the rationale behind the empowerment of women is not solely in the interest of women but also serves the interest of the entire community.

The fourth news series on December 9, 2022 was “It has been stated that efforts are being made to achieve the plan to cultivate 250 thousand hectares of fields in summer irrigation wheat in the Amhara region this year”. This news has four male news sources but no single female news source. In the same day the six series of news stories was “In Addis Ababa, it was stated that it should be done in coordination to thwart the evil actions of the forces working to disrupt the teaching and learning process. Forums involving parents have been held in schools”. This news is a discussion that student parent’s teachers, the city education officer and security forces are involved. The people who speak in the news are six male and one female. This show the media ignores the value of participation of female in public sphere and present unbalance source of gender representation.

#### **4.2.2. FBC news source**

FBC news report data analysis indicates that 16 percent of the news sources are female, while 57 percent of the news sources are male. Furthermore, the data illustrates that 10 percent of the news sources belong to groups such as farmers, parents, students, and community members, among others. On the other hand, institutions and organizations representing the government, non-governmental entities, and private organizations in the country account for 14 percent of the news sources. 3 percent of the news sources are not mentioned as female and male. See chart 2.



On September 27, 2022 FBC reported news on the fourth series news regarding the prisoners in Wolkite prison who are taking various polytechnic courses during their incarceration. They celebrated Ethiopian Meskel. The news was sourced from eleven male individuals with different roles, but no female sources were mentioned. On the same day, the sixth series of news focused on job opportunities in the industry sector for graduates from various institutes. The news included five male sources with different roles, but no female sources were cited. On October 24, 2022 FBC reported six series of news stories within different topics and sources. On this, in the total news broadcasted, nine males are involved in the news source but no female. The presence of men and the absence of women in the news media signify something about the prevailing gender power dynamic in the society. Media plays a significant role in shaping individuals' perceptions of the world through the visual representations and messages it disseminates. So the absence or underrepresentation of women in the news shows that the media is dominated by men.

The presence of gender diversity in the news reported is highly encouraged by both EBC and FBC's editorial policies. The editorial policy of EBC (2014/15) outlined in chapter three, specifically includes diversity in gender, religion, age, culture, and language in the news reported

by the station. Similarly, FBC's editorial policy in 2017/18) also mentioned in chapter three, ensures that females are included in every aspect of news sourcing.

Even though both media outlets acknowledge the importance of gender equality in their editorial policy, the data collected reveals significant disparities between the representation of female and male news sources. Despite women making up half of the country's population, their presence in news reports on both TV stations, EBC 15 percent and FBC 16 percent, is significantly lower. The comparison between EBC and FBC shows not much difference in the representation of female news sources, indicating that both TV stations are dominated by male news sources. See the above chart 1 and 2.

In the context of Ethiopia, there remains a deficiency in the number of female voices within the media, which is predominantly influenced by male news sources. The representation of females in media news reporting primarily revolves around the portrayal of other societal groups. Consequently, the issue of female representation within the media has not received the necessary level of attention.

#### **4.2.3. Gender Blindness**

Gender blindness is categorized under news source categories. According to United Nation (UN) women (2020), gender blindness is characterized by the oversight in acknowledging that the roles and responsibilities of men/boys and women/girls are ascribed to them within particular social, cultural, economic, and political settings. Initiatives, interventions, strategies, and mindsets that exhibit gender blindness fail to consider these distinct roles and varied requirements.

The study analyzed total of 449 news stories which is 230 from EBC and 219 From FBC broadcasted in 36 sampled days. News that EBC broadcasted 4 percent is gender blind; news that FBC broadcasted 3 percent is gender blind. The findings indicate that certain news issues, such

as graduation, unemployment, and agriculture, job opportunity humanized news source but not stated the number of females and males involved.

On October 14, 2022, EBC documented the fourth news series titled "A total of 9,400 students studying natural sciences sat for the grade 12 national exams at Hawasa University." On November 9, it was announced that the municipal authorities of Addis Ababa are actively engaged in initiatives to generate employment opportunities for 400 thousand residents during the fiscal year. The news article did not provide a breakdown of the gender distribution, indicating a lack of gender-specific information. The medias specific gender information is important to recognize the participation of women in different area such as education, science and technology, politics and other.

On December 14, the eighth news series highlighted the graduation of 3,213 students from Jimma University, who completed programs at the doctoral, master's, and bachelor's levels across various academic disciplines. On December 9, 2022, EBC's initial news series reported that over 2.9 million individuals have enrolled for voting procedures aimed at structuring 6 zones and 5 special districts within the southern region. The reporters who covered this news and the editor who approved its broadcast demonstrated gender blindness.

Although the editorial policy of EBC states that institutions in the country include gender participation in different fields, this inclusion is not reflected in the actual news reports.

On December 4, FBC news reported that in Jimma city, practitioners involved in clustered dairy cow farming expressed enhancement in their economic status. The city administration is currently focusing on facilitating milk accessibility by providing assistance to the farmers.

On November 4, FBC news announced that Addis Ababa city received acknowledgement and honours for individuals who made significant contributions to the global recognition of student nutrition and waste management practices. Gender blind reports conceal the power,

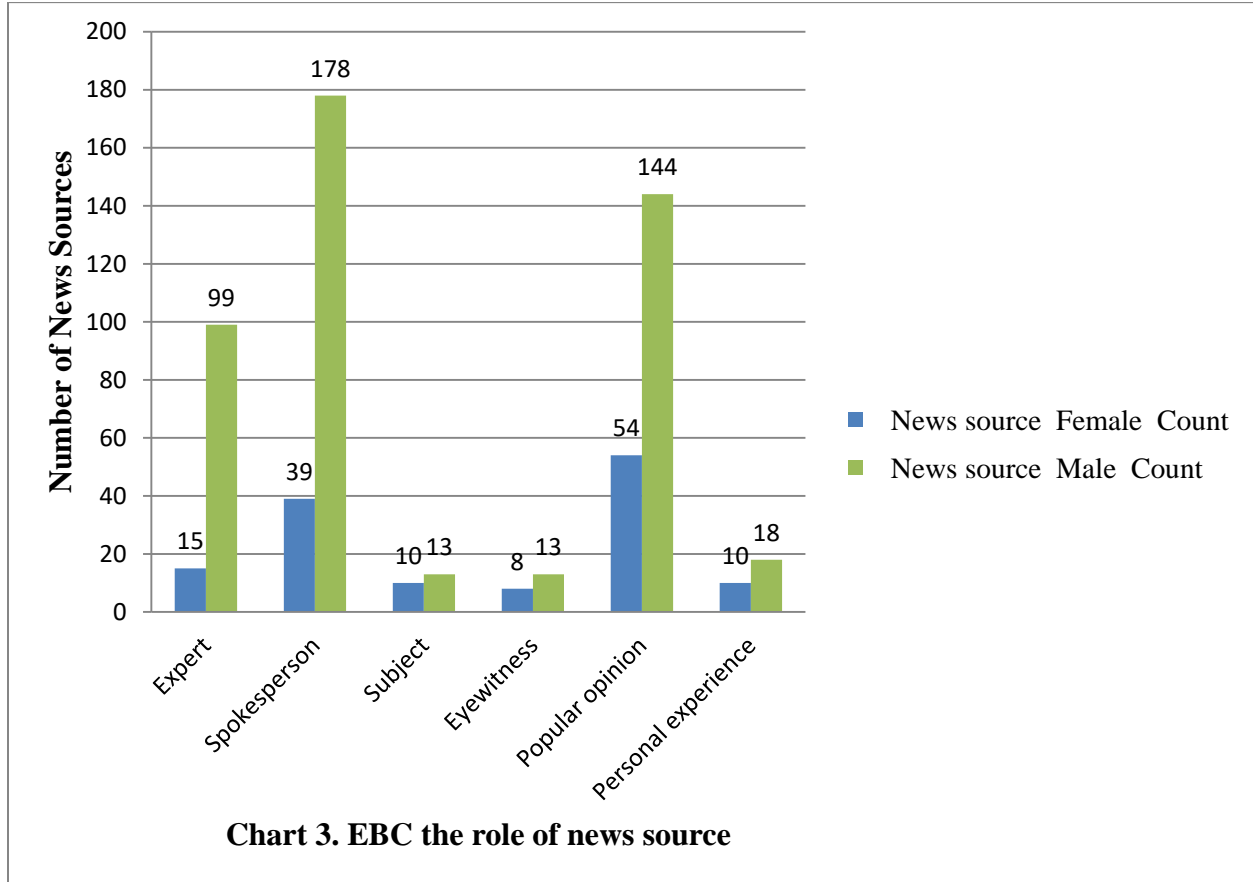
achievements, and contributions of women in various fields of study. Such gender blind news reports ignore the contribution of women and men in achievements of every aspect in the country.

### **4.3. The role of news source**

There are individuals featured in the news for various purposes. A spokesperson represents the interests of others, such as individuals, organizations, or groups. Experts contribute information and commentary based on their specialized knowledge or expertise. Eyewitnesses provide testimony based on direct observation. Some individuals are the subjects of news stories, which report on their actions and statements. On occasion, they may offer personal opinions or comments based on their own individual experiences. In some instances, they may also express popular opinions on issues covered in the news, either as ordinary citizens in street interviews or as representatives of other people (GMMP, 2020).

Reporters and editors make the determination as to whether incorporating expert observations will enhance a story by adding its viewpoint, equilibrium, and impartiality. In the event that they conclude that experts are necessary, the inquiry subsequently arises as to which experts should be chosen; possessing expertise in news narratives may be crucial and provide a competitive advantage for one's career progression and professional standing (Freedman & Fico, 2005).

The disparities between the roles of women and men can be observed in both EBC and FBC news television stations. These stations are responsible for conveying information and conducting professional analyses on various subjects. It is worth noting that the organization representing information is predominantly composed of males. Consequently, women have limited participation in the media industry, and addressing gender-related concerns remains an unresolved matter that requires further attention.



According to the data analysis EBC news report result male experts are counted 99 and female experts are 15 of total number of news source. The inclusion of scientific and technological expert sources is an indispensable element in the creation of news content. These expert sources offer comprehensive and substantial information, enabling journalists to produce captivating news stories that possess both breadth and depth.

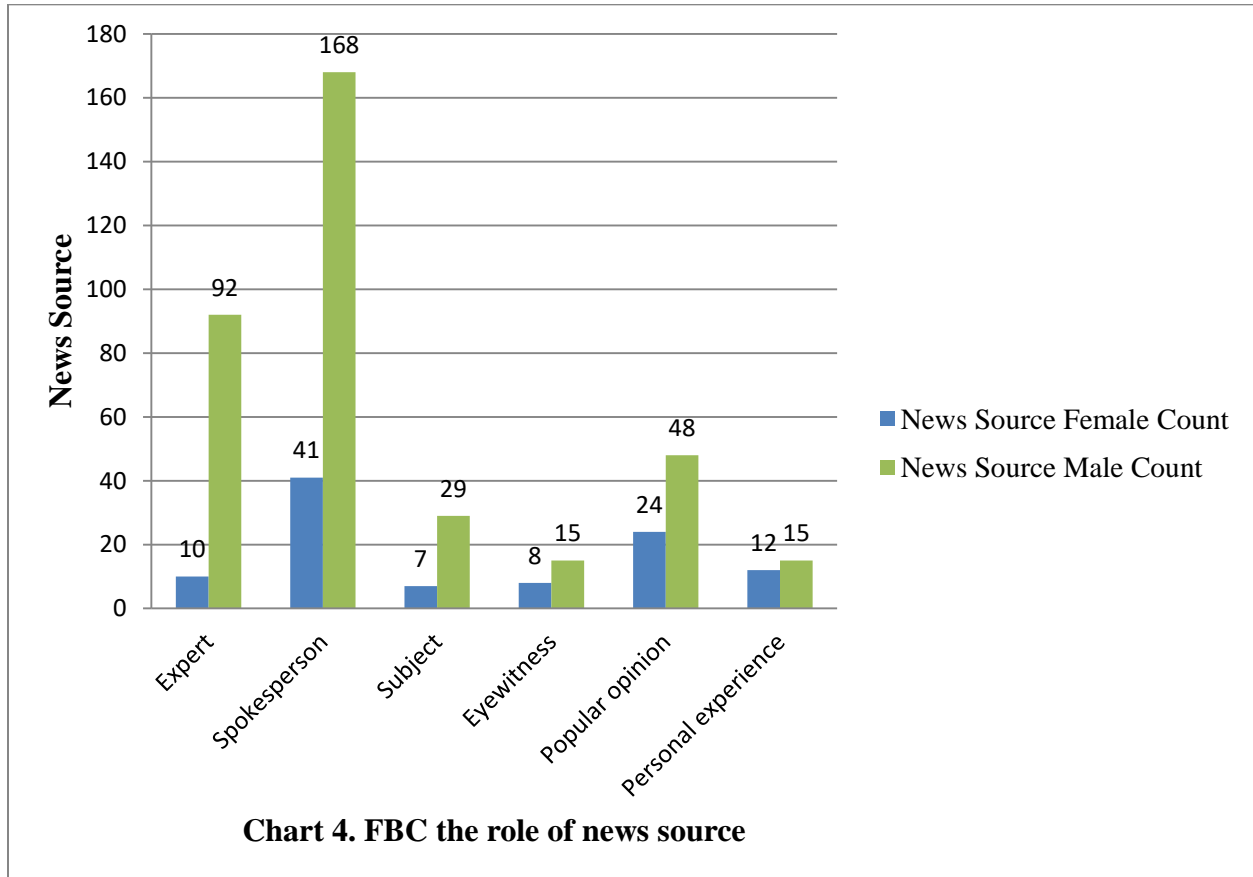
Spokespersons are 178 male and 39 female. In the function of popular opinion from total female news source only 54 in number engaged and male counts 144 in popular opinion. In all function of news source which mean expert, spokesperson, subject, eyewitness, popular opinion and

personal experience female are less in number compared to males. As the data shows the role of female in spokesperson and popular opinion is better 39 and 54 respectively but still it's less than males' role. See chart 3

News reported by EBC on October 2022 the 2<sup>nd</sup> in a series of news stories focuses on the presentation of the national dialogue commission's report and its subsequent discussions with regional representatives. This news segment features four male news sources; the national dialogue commission commissioner, Oromia, Harare and Benishangul Gumuz region presidents, all of them are spokespersons in the news by representing the people. Simultaneously, on the same day the 6<sup>th</sup> in a series of news stories covers the house of federation's deliberations on the 2015 E.C budget and various regional matters. In this news piece, six male politicians express the viewpoints of their respective regions. Unfortunately, no female news sources are featured in either of the news reports, despite the fact that the sources are representatives of different regions.

In 2018, the FDRE saw the appointment of Prime Minister Abiy Ahmed, who, upon assuming office, established a cabinet comprised of 50 percent women ministers. Notably, he appointed the first female head of state, the chairperson of the NEBE, and the president of the country's Supreme Court, thereby showcasing a significant representation of women in high-ranking positions; female politicians in Ethiopia encounter numerous challenges. EWLA conducted monitoring activities during the 6th National Election in Ethiopia to address issues of violence against women in elections, as documented in Martina and Alis (2022) during the 6th National Election in Ethiopia, women constituted 45% of all registered voters, yet women candidates accounted for only 21%. Women participating in electoral processes are frequently hindered by violence and insecurity, both as candidates and as voters. Violence against women in elections can manifest as persistent harassment, psychological mistreatment, physical aggression, or sexual assault against women involved in the political realm, regardless of their level of

engagement. Such acts exert a chilling influence on women's potential endeavours as a whole, posing a formidable challenge to the very foundations of democracy (Martina & Alis 2022).



FBC news reports indicate that an analysis of expert news sources reveals that 92 of them are male, while 10 are female. In terms of the representation of organizations or institutions, there are 168 male spokespersons and 41 female spokespersons. When it comes to popular opinion, there are 48 males and 24 females, with the latter being a smaller number. Additionally, in FBC news reports, the participation of female news sources in various functions is lower in comparison to males. See chart 4.

Comparison to EBC news sourcing women as spokespersons FBC represent relatively in EBC women spokesperson are 39 in number while FBC are 41 no much difference in both TV station. The participation of female news source as spokesperson on speaking on behalf of organizations, group's women represented less than men even the number difference also very large men are more than three times of women number.

Freedman and Fico (2005) argued that the inclusion of expert sources' observations in news stories can enhance their value and simultaneously contribute to the shaping of the news by the press, as they distribute their analysis, opinions, and insights. The supposed independence of these expert sources, if they are not aligned with any side in a particular operation, may enhance the influence of their opinions in the minds of the readers.

The researcher examines the role of news sources in conveying stories, sharing experiences, and addressing the challenges they encounter. Additionally, they provide testimony to the services and support they receive. The representation of females not only as news sources but also as subjects and issues in these news reports is compared to that of males, as well as to other functions in both EBC and FBC. It is observed that men, who occupy positions of authority, are the ones who hold power, provide expert opinions, and act as spokespersons. Conversely, females are depicted in a manner that stems from personal experiences. This overall portrayal reinforces traditional gender differences and stereotypes that are prevalent in Ethiopian society, with men in positions of authority and women in subordinate roles. The depiction of men as objective and women as subjective further perpetuates these societal norms, and the information provided on essential matters lacks substance and fails to address relevant issues.

Gender stereotypes refer to established beliefs and viewpoints regarding the attributes of males and females, as well as the perceived qualities associated with masculinity and femininity (Akmese & Deniz 2016). Consequently, in both EBC and FBC news reports, men tend to dominate the roles of experts and spokespersons, while women are often assigned roles related to

the subject matter of the stories, such as eyewitnesses, popular opinions, and personal experiences, which are often portrayed in a stereotypical manner.

#### 4.4. News topic and news source

Topic category refers dominant issue in the story .The news that is broadcasted on a daily basis focuses on a wide range of topics. During a period of 36 days, EBC aired a total of 230 different news stories, while FBC aired 219 different news stories. All of these news stories are obtained from various news sources. In this study under the category of topics range of options included in the analysis of news topic are listed on table.1.

News topic	Range of options included under the topic
politics and diplomacy	Local, regional and national politics, Defense, Military, Peace, parliamentary , Negotiation, Treaties, Police, security, Foreign affairs, international relations
Economy and finance	Economy policies, economy crisis, stock markets, Labor issue, consumer issue, Banking, insurance, Investment, Industries, Tourism, Taxes, Poverty, informal work
Agriculture and mining	Farming, Mining, Forestry, Fishery, Pastoralist
Science and health	Medicine, Health ,Hygiene and sanitary ,Safety ,Covid 19 and HIV AIDS, Researches, Technology , telecom, aviation

Social and legal	Legal system, legislation ,court ,Education and capacity building training ,Development issue , aid ,Infrastructure ,Child care, family relation, Religion, culture, tradition ,Human right, women’s right, children’s right, Environment, Migration, displacement
Crime and violence	Corruption ,War ,Child abuse, State based violence ,Gender based violence
Celebrity, art, media and sport	Celebrity news ,Death ,Fashion and lifestyle, Media ,Art ,cinema , theatre, books, entitlement

**Table .1 Range of options included in the given news topic**

According to the categories of topic same sample news with English translations from EBC broadcasted news topics.

October 18, “The House of people Representatives held its 2nd regular session of the 2nd working year and discussed and approved various draft laws”. The news categorized under politics topic it has four male news sources.

November 9 “the government has delivered initial humanitarian aid to 395,000 citizens in Tigray region. The government is working hard to deliver humanitarian aid”. The news has one male news source and categorized under social and legal topic

January 4” The movement of Ethiopian manufacturers to export industries is a source of hope for the youth” the news stories has three male news source and categorized under economy and finance topic.

December 9” The Prosperity Party has been successful in many challenges due to its strong leadership decisions”. This news categorized under politics topic and it has a single female and four male news sources with different roles.

**Table2. EBC who speak in the news**

Topic category		Female	male	groups	Institutions/ Organization	Gender blind	Total
Politics and diplomacy	Count	17	102	14	24	5	162
	Percentage	10.49%	62.96%	8.64%	14.81%	3.09%	100.00%
Economy and finance	Count	16	82	21	29	11	159
	Percentage	10.06%	51.57%	13.21%	18.24%	6.92%	100.00%
Agriculture and mining	Count	13	57	18	32	7	127
	Percentage	10.24%	44.88%	14.17%	25.20%	5.51%	100.00%
Science and health	Count	10	48	13	25	5	101
	Percentage	9.90%	47.52%	12.87%	24.75%	4.95%	100.00%
Social and legal	Count	45	95	14	13	4	171
	Percentage	26.32%	55.56%	8.19%	7.60%	2.34%	100.00%
Crime and violence	Count	3	17	10	16	3	49
	Percentage	6.12%	34.69%	20.41%	32.65%	6.12%	100.00%
Celebrity, art, media and sport	Count	32	64	8	19	2	125
	Percentage	25.60%	51.20%	6.40%	15.20%	1.60%	100.00%

According to the data obtained from content analysis, it can be observed that women are the least represented when it comes to topics that dominate the agenda of news stories such as politics, diplomacy, economy, agriculture, and science in EBC news reports. The voices that represent the women perspective in political and diplomacy-related news stories only account for 10.49 percent of the total number of news sources. Similarly, women make up 10.06 percent of the news sources in economic and business stories, 10.24 percent in agriculture and mining, and 9.9 percent in science and health. However, women have a slightly better representation in news stories that deal with social and legal issues, accounting for 26.32 percent, and in celebrity and art news, accounting for 25.6 percent.

In the realm of news agenda politics and diplomacy, men constitute 62.96 percent of the total number of news sources. In terms of the economy news agenda, men account for 51.57 percent of the news sources, while in agriculture and mining they represent 44.48 percent. In the realm of science and health, males make up 47.52 percent of the news sources. Social and legal topics are covered by men at a rate of 55.56 percent, crime and violence at 43.69 percent, and celebrities, art, media, and sport at 51.2 percent. It is worth noting that topics such as social and legal issues, as well as celebrities, art, media, and sport, are relatively better represented by females compared to other topics. See table 2

The outcome also demonstrates that in comparison women are better in number of representation in the news topics that categorize under the categories of social and legal, such as education, capacity building, child care, development issues, aid culture, and family relations, among others where as men are lower. Similarly, in topics categorized under celebrities and art, such as celebrity news, lifestyle fashion, and so on, female news source are better in number compared to other news topics.

Generally, Female comparisons to male in EBC news broadcasted female are underrepresented in all news topics categories.

According to the categories of topic same sample news with English translations from EBC broadcasted news topics.

November 8, 2022 “Ethiopian Airlines is working as a strong institution in West Africa by buying shares of airlines in Togo and South African countries. The airline has reached 62 destinations in Africa”. The news story is focus on the aviation and categorized under science and health topic. In this news stories two males are news source.

November 14 2022 “Ethiopia's economy reached 6.16 trillion at the end of the 2014 fiscal year. In Ethiopia, the per capita income reached 1212 dollars. Ethiopia's economy is one of the largest economies in East Africa”. This news is categorized under the topic of economy and finance it has one male news source.

November 19 “The 17th National Day of Nations and Peoples of Ethiopia were celebrated in the Amhara region”. The news stories have three sources one woman and two men with different function in the story. The news categorized under the news topic of social and legal.

December 19 “Irrigated wheat cultivation has officially started in the Region of South West People's Ethiopia in cluster Farm in Benchi Sheko Zone, Gura Farda woreda. The region as a whole has designed and implemented a plan to develop more than 18 thousand hectares of wheat under irrigation this year”. This news story focused on farming wheat in cluster farming. In the news seven male are news source with different function but no female are involved. It categorized under agriculture and mining topics.

**Table3. FBC who speak in the news**

Topic category		Female	Male	groups	Institutions/ organization	Gender blind	Total
politics and diplomacy	Count	11	72	18	5	2	108
	Percentage	10.19%	66.67%	16.67%	4.63%	1.85%	100.00%
Economy and finance	Count	10	47	5	14	4	80
	Percentage	12.50%	58.75%	6.25%	17.50%	5.00%	100.00%
Agriculture and mining	Count	5	52	6	17	3	83
	Percentage	6.02%	62.65%	7.23%	20.48%	3.61%	100.00%
Science and health	Count	14	26	4	13	2	59
	Percentage	23.73%	44.07%	6.78%	22.03%	3.39%	100.00%
Social and legal	Count	52	135	24	31	3	245
	Percentage	21.22%	55.10%	9.80%	12.65%	1.22%	100.00%
Crime and violence	Count	6	27	8	7	1	49
	Percentage	12.24%	55.10%	16.33%	14.29%	2.04%	100.00%
Celebrity, art, media and sport	Count	4	8	2	1	2	17
	Percentage	23.53%	47.06%	11.76%	5.88%	11.76%	100.00%

Based on the analysis of news content from FBC, it is evident that women constitute 23.73 percent in subjects related to science and health, male accounting 44.07 percent. Furthermore, in topics falling under social and legal categories, women represent 21.22 percent, while males represent 55.10 percent. In addition FBC news stories topics concerning politics and diplomacy, females represent 10.19 percent, economy and finance 12.50 percent, and agriculture and mining 6.02 percent, which is lower than the representation of males. See table 3

Men hold a majority representation under the subjects of politics and diplomacy 66.67 percent, economy and finance 58.75 percent, and agriculture and mining 62.65 percent, outnumbering the representation of females. Males possess a stronger presence in various topics, as evidenced by the dominance of their voices in the news media. Conversely, females continue to be underrepresented as news sources across different subjects. See table 3

#### 4.5. Occupation of news source

Occupation is a prominent characteristic that contributes to the emergence of a news source. Furthermore, in this research, occupation is employed as a category to examine the representation of females and males in news, particularly in terms of occupations that mirror the gender distribution in the real world. Generally in this research occupation category; refers to the major activities in which the news sources are engaged in.

Occupation	Range of option included professions in this study
Politician	Diplomat ,embassies, Military , Government officials, Ministries, city mayors, Political party members , members of house of people representatives
Business and finance	Investor ,entrepreneur ,Merchants, accountant , banker
Law	Judge ,court ,Lawyer , legislator
Government employee	Public/civil servant
Science technology professional	Researcher ,Scientist, drivers,

Academic expert	lecturer ,researcher, trainee, trainer, student, scholar
Agriculture and mining	Farmer , pastoralist ,Environment workers ,Miner
Health sanitation and hygiene	Medical professional, Health workers. Patient
Celebrities	Media professional ,Fashion and lifestyle, Artists , musicians, entertainers
Homemaking	Parent , friends, child, home servant,
Community	Elders, Religion , resident, the unemployed, labor
Other	volunteers, NGO workers, Diaspora

**Table4. Range of option included professions in this study**

According to the findings of the study, it is evident that women are underrepresented in all occupation categories in news, such as law, academia, technology, politics, business, government employment, agriculture and other occupations included in the study.

**Table5. Occupation of news source for EBC**

Occupation categories	News source				
	Female		Male		Total
	Count	Percentage	Count	Percentage	
Politician, diplomat, military	49	24.50%	151	75.50%	200
Business and finance	2	9.52%	19	90.48%	21
Law	0	0.00%	10	100.00%	10
Government employee	11	15.07%	62	84.93%	73
Science technology professional	0	0.00%	12	100.00%	12
Academic expert, lecturer, researcher	12	20.00%	48	80.00%	60
Agriculture and mining	1	6.25%	15	93.75%	16
Health sanitation and hygiene	7	33.33%	14	66.67%	21
Celebrities	0	0.00%	12	100.00%	12
Homemaking	4	100.00%	0	0.00%	4
Community	42	30.43%	96	69.57%	138
Other	8	23.53%	26	76.47%	34

The news coverage provided by EBC reveals that, within the occupation category of politicians, there is only one female politician compared to three male politicians as news sources. Female politician are only 24.50 percent and male are 75.50 percent. Within the community, the role of females constitutes 30.43 percent, while that of male's stands at 69.57 percent. In this context, uneducated individuals, ordinary citizens, and residents predominantly engage in those roles.

The role of women within the community can be viewed from two perspectives. The first perspective is positive, as it increases the visibility of women in the news and the public sphere. However, the second perspective is negative, as it reinforces stereotypical roles, emphasizing the uneducated, ordinary citizen, and resident engagement in traditional roles. Notably, a substantial number of female politicians are followed by the community in EBC news reports. When women are underrepresented in news media and portrayed as less skilled than men, it perpetuates the perception of male dominance among the public (Turab, 2022).

Within the category of business and finance, there are only 9.52 percent female and 90.48 percent male news source. In the academic categories including experts, lecturers, and researchers, there are 20 percent female news sources and 80 percent male news sources. In law and science and technology and celebrities professions categories in the study no female news source is represented news reported by EBC. It is evident that the number of females featured in news reports across different occupations is significantly lower than that of males. This indicates a lack of representation for females in various professional fields within the media.

Female in EBC news reports 100 percent represent in homemaking professions categories which is female represent in the news traditional gender role. Akmesse and Deniz (2016) point out that television news serves to perpetuate traditional gender roles, with men being portrayed as active participants in the public sphere while women are confined to the domestic domain.

However, the news reported by FBC reveals that in most occupational categories dominated by men, women are underrepresented. For instance, in the business and finance, law, science and technology indicating a significant disparity in gender representation.

**Table6. Occupation of news source for FBC**

Occupation categories	News source				Total
	Female		Male		
	Count	Percentage	Count	Percentage	
Politician, diplomat, military	35	24.82%	106	75.18%	141
Business and finance	3	16.67%	15	83.33%	18
Law	0	0.00%	2	100.00%	2
Government employee	20	18.87%	86	81.13%	106
Science technology professional	3	20.00%	12	80.00%	15
Academic expert, lecturer, researcher	2	5.56%	34	94.44%	36
Agriculture and mining	2	10.53%	17	89.47%	19
Health sanitation and hygiene	2	22.22%	7	77.78%	9
Celebrities	0	0.00%	6	100.00%	6
Homemaking	2	66.67%	1	33.33%	3
Community	25	27.78%	65	72.22%	90
Other	8	33.33%	16	66.67%	24

In the business and finance sector, there are only 3 women compared to 15 men in the total number of news sources. This represents a substantial difference, with one woman for every five men. Similarly, in the field of science and technology, there are only 3 female professionals compared to 12 male professionals reported in the news.

Furthermore, in the academic field, including experts, lecturers, and researchers, there are only 2 women compared to 34 men. In the agriculture and mining sector, there are 2 women and 17 men represented in the news from the total number of sources. See table 6

As the result of FBC news analyzed shows that women are underrepresented in the professions included under the occupation category of politician; which is 24.82 percent and 75.18 percent female and male respectively. Under law and celebrities occupation category female are not sourced it is full of male professional sources.

The findings reveal that in the FBC occupation, females are underrepresented compared to male. The presence of men and the absence of women in various forms of media communicate a significant aspect of the prevailing gender power dynamics. Considering that women constitute more than half of the actual population, their limited representation or complete absence within the symbolic social landscape of mass media may serve to reflect and perpetuate a cultural climate in which women are undervalued in comparison to men (Greenwood and Lippman, 2011, p. 644).

Generally, EBC and FBC reported a total of 449 news story with different topics by sourcing different categories of professionals; in all professions female are underrepresented. Not only had these female professionals in law and celebrities categories in FBC not represented at all. Similarly in EBC in occupation categories law, science and technology and celebrity categories female professionals are not represented at all.

#### **4.6. Frequently used framing words**

McCombos cited in Griffin (2003) framing is “calling attention to some aspects of reality while obscuring others, it strength direct to different response; the selection of a limited number of thematically related attributes for enclosure in the media agenda when a particular object is discussed”. This explains the reality that the media not only provide information but also provide us with perspectives on them through the use of “selection, emphasis, exclusion and elaboration”. Therefore, the way media is selecting subjects, structures the exchange of ideas and controls the process which essential omissions is a main feature of its influence. Several topics are missing from the media news agenda and others covered further typically (Griffin 2003, p.396).

The analysis of total 449 news stories broadcasted by both EBC and FBC news the study demonstrate three framing categories. The first framing categories are female as beneficiary, the second framing categories is knowledge framing the third categories women as caregivers are categories identified in the analysis.

##### **Women as beneficiary**

According to FBC news on December 2022 the fourth news series report discusses the support provided by the Boez non-governmental organization to females facing social problems. This news story includes three female news sources and one male news source speaking on behalf of the organization. The female news sources share their personal experiences, challenges, and desire to work, but express the need for assistance.

EBC news reported on December 24, 2022 the fifth news series regarding job opportunities for youth in small-scale mining. The news sources consist of four males and one female. Surprisingly, the female source expresses gratitude for the opportunity received and highlights the potential for improvement in her life if she receives support from the government and other

relevant bodies. This framing perpetuates a stereotypical image that suggests female success is dependent on external support.

The analysis also reveals the presence of economic framing, which emphasizes the benefits that women derive from their involvement in associations, small-scale enterprises, and the support of non-governmental organizations. Moreover, the majority of news stories feature female voices expressing gratitude towards the government and other supporting groups. On the other hand females in the news portrayed as dependent on the others society that show when the face economical challenge, infrastructure problems and taking aid to overcome the challenge. Those female who succeed judged as a female not as a human.

### **Knowledge frame**

Male able /female's lack of ability. A second intermittent theme in news report media representations of relationships is that men skilled and authorized who save women from their lack of ability. In both EBC and FBC news reporting "hard news" content; politics, diplomacy, economy and technology sourcing as expert, spokesperson and other are dominated more males. Relatively female sourcing better in popular opinion which is ordinary citizen's residents can express their attitudes toward the issue.

News broadcasted by EBC on December 29 "It was pointed out that the justice structure should be trusted by the people, and the judiciary should work based on knowledge". The news has four male lawyers source but there is no female in the news.

The media content, through the mechanism of socializing role, frequently depicting gender stereotypes by frequently portraying men as visible, assertive, self-reliant, capable, and providers, while depicting women as predominantly unseen, subservient, nurturing, inept, and reliant. Biases within the media are evident in its framing practices concerning gender representation, as seen in the use of traditional frames suggesting women's place in roles like

motherhood, cooking, and care giving, or hinting at their encroachment into traditionally male domains such as politics, access to resources, and power (Gadzekpo, 2016).

### **Women as caregivers**

In the analysis of the study occupational categories Both EBC and FBC portray women are shown predominantly in their roles as homemaking occupation categories which are homemakers, mothers, and wives. In EBC news broadcasted under homemaking categories women represented 100 percent but there is no man represented. In FBC also women represent 66.67 percent under homemaking categories. This indicates that the both media demonstrates stereotyped representation of women framed as primary caregivers.

### **4.7. Stereotypical images of relationship between women and men**

In general, news presented by both EBC and FBC tends to portray both men and women in stereotypical ways. The depiction of female and male roles in the news contributes to the perpetuation of stereotypes. These agenda encompass various topics such as politics, diplomacy, economy, technology, and agriculture. However, there is a significant underrepresentation of females in the "hard news" content, with males dominating in this area.

In the production of news in different topics expertise on the area is required. According to the study analysis EBC and FBC used different professionals in different news stories. In EBC most occupation categories dominated by male and female are underrepresented. See table 5 and 6.

In EBC news broadcasted no women represented in law as well as science and technology professions. At the same time in FBC in no female engaged in law professions are represented. The total number of news reports from EBC and FBC is 230 and 219 respectively. Among these reports, the number of female sources in all functions is very low, while male sources are more

dominant. Despite the considerable difference in the total number of female and male news sources, this pattern persists. See the table.

Function in the story	EBC		FBC	
	Female	Male	Female	Male
Expert	15	99	10	92
Spokesperson	39	178	41	168
Subject	10	13	7	29
Eyewitness	8	13	8	15
Popular opinion	54	144	24	48
Personal experience	10	18	12	15
Total	136	465	102	367

**Table 5 EBC and FBC news source function**

According to Degerr and Okpeh (2016), stereotypes are based on certain characteristics that can be attributed to individuals. Women are often portrayed as soft, caring, weak, and sensitive, and being a feminist is sometimes equated with being anti-family. Society also expects women to be caring, emotional, and submissive. On the other hand, men are assigned traits of being aggressive and domineering. The analysis of news reports from both EBC and FBC reveals stereotypical representations. The dolmen stereotypical representation males are associated with the public sphere, while females are associated with the private sphere.

The analysis of contents in EBC and FBC news sourcing reveals that a smaller number of females are portrayed in a manner that reinforces the stereotype that females are suitable for domestic roles, while males are suited for public roles. This is particularly evident in discussions of social and legal topics, where females are relatively underrepresented despite comprising nearly half of the Ethiopian population. The lack of visibility of female voices in the media perpetuates the stereotypical image that has been constructed by the media.

The media's content perpetuates popular gender stereotypes by frequently portraying men as visible, forceful, independent, competent, and breadwinners, while women are largely depicted as invisible, submissive, caregivers, incompetent, and dependent. The media's bias is evident through its framing practices in the coverage of gender. For instance, it employs conventional frames that suggest women should adhere to traditional roles such as motherhood, cooking, and care giving, or implies that they are encroaching into "male preserves" such as politics, access to resources, and power (Gadzekpo 2016).

#### **4.8. Gender equality in the news**

Gender equality pertains to the equitable rights, responsibilities, and opportunities for all genders. It is a human rights issue and a prerequisite for, as well as an indicator of, sustainable people-centered development. Gender equality statistics typically classify individuals as male/female or women/men (Djerf-Pierre & Edström, 2020, p. 12).

The Gender Equality in Media Index GEM-I, as outlined by GMMP (2020), incorporates various indicators to gauge gender equality in media news content. These indicators encompass the representation of individuals in news sources, particularly in the fields of economy and business, politics and government, as well as spokespersons and experts. Furthermore, the GEM-I examines the overall presence, visibility, and vocal contribution of both women and men in specific gender-sensitive roles and topics (GMMP, 2020, p. 78-79).

The findings of the content analysis reveal a significant imbalance in the representation of females across different categories in both news media outlets, EBC and FBC. In EBC, out of a total of 230 news stories reported, only 136 had female sources, while a considerable disparity was observed with 465 male sources. Similarly, in FBC, out of 219 news stories, only 102 female are used as a news sources, while males accounted for 367 sources.

Consequently, the study findings demonstrate a notable underrepresentation of females in news stories across various functions compared to their male counterparts. In subject areas such as politics, economy, agriculture, and mining, there exists a substantial disparity in the number of female news sources and their involvement in different roles when compared to males.

Overall, both news broadcast media outlets, EBC and FBC, exhibit clear indications of gender inequality.

#### **4.9. Prominences in the News**

The concept of prominence in this study pertains to the ranking of news within a news broadcast. According to North (2014), hard news categories hold greater importance in the news hierarchy and are presented at the beginning, often reported by male journalists. On the other hand, soft news categories hold lesser importance in the news hierarchy and are more frequently reported by female journalists.

In terms of news categorization, hard news topics such as politics, diplomacy, and military are presented at the beginning, while topics like economy and finance, agriculture and mining, and science and health are presented in the middle. Soft news topics such as social and legal issues, celebrities, art, lifestyle, hygiene, and others are typically presented towards the end of the news.

Furthermore, the news hierarchy is influenced by the source of the news. For example, if the news topic is social and the news source is the President, Prime Minister, House of Federation, houses of people representative, or other ministers, the news report would be presented at the beginning, middle, or end accordingly.

Considering the news topic hierarchy, it can be observed that topics in which women are relatively better represented are placed in the middle and end. On the other hand, topics in which men dominate are presented from the beginning to the end. Interestingly, some news topics are predominantly covered by men news sources. This indicates that the media is still largely men-dominated, with less gender diversity.

The representation of women and men in the news, the functions assigned to them, and their roles contribute to the existence of gender inequalities in both EBC and FBC news reports.

## **Summary**

In both EBC and FBC news reports, male dominance is apparent. Women are inadequately represented in the news coverage provided by these media outlets. Despite the editorial policies of both media organizations acknowledging gender equality in all news broadcasts, there is a disconnect between these policies and the actual content presented, as the news content tends to be male-centric.

The news teams of both media outlets exhibit a lack of gender awareness, leading to reports that are gender-blind. EBC features a 4 percent representation of gender blindness, while FBC has only 3 percent, indicating a lack of gender balance. The omission of recognizing the roles of both female and male in various spheres highlights a weak commitment to gender equality.

In a revelation, EBC fails to include any female representation in occupations related to law, science, and technology, with a complete 100 percent male representation. Furthermore, in categories such as homemaking, females are exclusively represented at 100 percent, with no male representation, perpetuating stereotypical gender roles.

The news reports from FBC indicate that in the occupation categories within law, males are exclusively represented at 100 percent, with a complete absence of females in these professions. Furthermore, females are only minimally represented in the science and technology sector at 20 percent, while males dominate at 80 percent.

The analysis of the content highlights a notable disparity in the portrayal of females in various categories within the news coverage of both EBC and FBC. This discrepancy underscores the presence of gender inequalities in the news content disseminated by these media outlets.

EBC and FBC news coverage perpetuates a stereotypical depiction that positions females as beneficiaries with lower levels of knowledge and skills compared to their male counterparts.

## CHAPTER FIVE

### 5. CONCLUSION AND RECOMENDETION

#### 5.1. Conclusion

The purpose of this study was to assess the representation of gender in media news reports from both EBC and FBC. The number of news reports from EBC and FBC were 230 and 219 respectively, sampled over a period of 36 days. The data was collected from website archives, specifically from YouTube and institutional archives. The collected data was then appropriately categorized in to five sections; which were the news series, news topic, news source, news source function and news source occupations are analyzed separately.

This study focuses on comparing the representation of gender in media news reports from both EBC and FBC. Despite the comparison, the findings show no significant difference between the two news broadcast media.

The representation of females is lower than that of males in both media, indicating that news reports are predominantly cantered on males. Out of the total number of news sources, only 15 and 16 percent were female in both EBC and FBC news reports respectively. The findings reveal that males constitute 52 percent of EBC news reports and 57 percent of FBC news reports. Thus, females are underrepresented in both media news reports.

EBC and FBC reported a total of 449 news story with different topics by sourcing different categories of professionals; in all professions female are underrepresented. Not only had these female professionals in law and celebrities categories in FBC not represented at all. Similarly in EBC in occupation categories law, science and technology and celebrity categories female professionals are not represented at all.

The framing of female news sources portrays them as dependent, with lives full of ups and downs, and reinforces stereotypical representations. Both media EBC and FBC framed women in the news as a beneficiary and less knowledgeable.

The roles of women in the news broadcasted by both media are lower than men in all functions. Women are in the news as expert, spokesperson; subject, eyewitness and popular opinion are less than men.

Men are commonly linked with roles characterized by prominent, political visibility, public whereas women tend to be associated with household tasks and environments of a home, informal nature, which are often unpaid and receive limited recognition. The research findings indicate that men hold a 100 percent representation in fields such as law, science, and technology, and also outnumber women in domains like politics, business, finance, academia, and agriculture. In contrast, women exhibit a 100 percent involvement in household management within the EBC, while their participation in the FBC stands at 66.67 percent, surpassing that of men in both sectors of the media.

In general, there is a significant inequality in the frequency of mentions of female and male news sources across all categories. Gender inequalities in the news are visible in both EBC and FBC news reports.

## **5.2. Recommendation**

Based on the findings of the study the researcher forwards the following recommendations for both EBC and FBC.

- Journalists should have been developed considering gender diversity in the news they produce.

- Since both EBC and FBC media is guided by editorial policy and the editorial policy allow including gender diversity and represent different groups like women and others, journalists and editors should be applying the editorial policy of the media they work.
- Every journalist and editors who produce news should be represent women in the news as source of the news information provider without women stereotypical portrayal role.
- Both media Institutions EBC and FBC have to include gender diversity in the journalists work evaluation category. If both media has as one standard while producing news using women as a source without stereotypical portrayal in news every journalists alert to include women as a source and we can see and hear more women in the news.
- Ethiopia Media Authority (EMA) also has to monitor news media representing women without stereotypical portrayal in the news and give feedback. Because EMA is the institution that give a licence for media and has a power to monitor media what they broadcast.
- All organizations, advocates for gender equality, and female scholars within the realms of media, communications, and cultural studies need to be highly motivated to carry out research in the area of gender and media.

### **5.3. Future studies**

This investigation has the potential to assist additional scholars in exploring matters concerning media and gender in Ethiopia. Here, I offer a hint into some potentially unexplored avenues of research.

- ✓ Future studies could potentially examine the portrayal of gender in photo and video content within television news, particularly in terms of how females are depicted.
- ✓ An exploration of the editorial policies and their execution within Ethiopian media is warranted.
- ✓ Conducting a qualitative analysis of television news stories reported by both male and female journalists is essential.

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## APENDEX

**News source category;** refers who speak, those who are used as a source of information in the story.

- a) Female
- b) Male
- c) Group
- d) Organization / institution
- e) Gender blind

**Function in the story;** refers to the role of the news source in the story

- I. Expert
- II. Spokes person
- III. Subject
- IV. Eyewitness
- V. Popular opinion
- VI. Personal experience

**Prominence of the story;** refers the news story order

- I. News on the begin- 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>
- II. News on the middle – 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>
- III. News at the end - 7<sup>th</sup>, 8<sup>th</sup>

**Table1. News topic**

News topic	Range of options included under the topic
politics and diplomacy	Local, regional and national politics, Defense, Military, Peace, parliamentary , Negotiation, Treaties, Police, security, Foreign affairs, international relations
Economy and finance	Economy policies, economy crisis, stock markets, Labor issue, consumer issue, Banking, insurance, Investment, Industries, Tourism, Taxes, Poverty, informal work
Agriculture and mining	Farming, Mining, Forestry, Fishery, Pastoralist
Science and health	Medicine, Health ,Hygiene and sanitary ,Safety ,Covid 19 and HIV AIDS, Researches, Technology , telecom, aviation
Social and legal	Legal system, legislation ,court ,Education and capacity building training ,Development issue , aid ,Infrastructure ,Child care, family relation, Religion, culture, tradition ,Human right, women’s right, children’s right, Environment, Migration, displacement
Crime and violence	Corruption ,War ,Child abuse, State based violence ,Gender based violence
Celebrity, art, media and sport	Celebrity news ,Death ,Fashion and lifestyle, Media ,Art ,cinema , theatre, books, entitlement

**Table2. Occupation categories**

Occupation	Range of option included professions in this study
Politician	Diplomat ,embassies, Military , Government officials, Ministries, city mayors, Political party members , members of house of people representatives
Business and finance	Investor ,entrepreneur ,Merchants, accountant , banker
Law	Judge ,court ,Lawyer , legislator
Government employee	Public/civil servant
Science technology professional	Researcher ,Scientist, drivers,
Academic expert	lecturer ,researcher, trainee, trainer, student, scholar
Agriculture and mining	Farmer , pastoralist ,Environment workers ,Miner
Health sanitation and hygiene	Medical professional, Health workers. Patient
Celebrities	Media professional ,Fashion and lifestyle, Artists , musicians, entertainers

Homemaking	Parent , friends, child, home servant,
Community	Elders, Religion , resident, the unemployed, labor
Other	volunteers, NGO workers, Diaspora

### Checklists for monitoring content

date	news order	news topic	news source			organization/institution	gender blind	function in the news occupation of news source		
			female	male	group					
1/1/2015	1	social	3	4	1	0	0	3 female eyewitness	community	
								3 male eyewitness	community	
								1 male spokesperson	politician	
6/1/2015	1	social	2	2		0	1	0	1 female eyewitness	community
									1 male eyewitness	community
									1 femalespokesperson	politician
									1 male spokesperson	business man

### News Source Links

Months	FBC	EBC
September	<a href="https://youtu.be/N4dGYZ7yOsQ">https://youtu.be/N4dGYZ7yOsQ</a> <a href="https://youtu.be/reEh0RjlWe8">https://youtu.be/reEh0RjlWe8</a>	<a href="https://youtu.be/-7TxsQVq9gk">https://youtu.be/-7TxsQVq9gk</a> <a href="https://youtu.be/2zduBaOkkqI">https://youtu.be/2zduBaOkkqI</a>

	<a href="https://youtu.be/PphwDzq-7Zk">https://youtu.be/PphwDzq-7Zk</a> <a href="https://youtu.be/reYhWxNeYgw">https://youtu.be/reYhWxNeYgw</a> <a href="https://youtu.be/A8gLAu2tvKE">https://youtu.be/A8gLAu2tvKE</a>	<a href="https://youtu.be/utua14p73pw">https://youtu.be/utua14p73pw</a> <a href="https://youtu.be/r84JUIOh6AY">https://youtu.be/r84JUIOh6AY</a> <a href="https://youtu.be/mFnPXuEFQMI">https://youtu.be/mFnPXuEFQMI</a> <a href="https://youtu.be/o8V8tpVN-7k">https://youtu.be/o8V8tpVN-7k</a>
October	<a href="https://youtu.be/VS5xtN5c7aQ">https://youtu.be/VS5xtN5c7aQ</a> <a href="https://youtu.be/LrsmjC84rqk">https://youtu.be/LrsmjC84rqk</a> <a href="https://youtu.be/yE8HK8XjE5c">https://youtu.be/yE8HK8XjE5c</a> <a href="https://youtu.be/dWDFZTIrID4">https://youtu.be/dWDFZTIrID4</a> <a href="https://youtu.be/JwV2uCGxQjg">https://youtu.be/JwV2uCGxQjg</a> <a href="https://youtu.be/ocgyfbFmVbc">https://youtu.be/ocgyfbFmVbc</a>	<a href="https://youtu.be/dbBMcZA2984">https://youtu.be/dbBMcZA2984</a> <a href="https://youtu.be/JN6DnDHIJIE">https://youtu.be/JN6DnDHIJIE</a> <a href="https://youtu.be/Ma3Znuj5EHU">https://youtu.be/Ma3Znuj5EHU</a> <a href="https://youtu.be/L4BOaqoy9Nw">https://youtu.be/L4BOaqoy9Nw</a> <a href="https://youtu.be/aHyh0wKme88">https://youtu.be/aHyh0wKme88</a> <a href="https://youtu.be/dAyOb-QbiSE">https://youtu.be/dAyOb-QbiSE</a>
November	<a href="https://youtu.be/qPiw_OHMcYA">https://youtu.be/qPiw_OHMcYA</a> <a href="https://youtu.be/M6jUMZs0bSo">https://youtu.be/M6jUMZs0bSo</a> <a href="https://youtu.be/E3xYfUBON88">https://youtu.be/E3xYfUBON88</a> <a href="https://youtu.be/tVQfhx1ZezM">https://youtu.be/tVQfhx1ZezM</a>	<a href="https://youtu.be/9fPTifWzhzI">https://youtu.be/9fPTifWzhzI</a> <a href="https://youtu.be/ODEOriezIkE">https://youtu.be/ODEOriezIkE</a> <a href="https://youtu.be/LvkJdlb4wgQ">https://youtu.be/LvkJdlb4wgQ</a> <a href="https://youtu.be/Wkqqf2o0Is8">https://youtu.be/Wkqqf2o0Is8</a>

	<a href="https://youtu.be/0-djxc6Vtuk">https://youtu.be/0-djxc6Vtuk</a>	<a href="https://youtu.be/bhGVoiYHuKA">https://youtu.be/bhGVoiYHuKA</a> <a href="https://youtu.be/UkX87OoM0HU">https://youtu.be/UkX87OoM0HU</a>
December	<a href="https://youtu.be/XAyc4yGBg7Y">https://youtu.be/XAyc4yGBg7Y</a> <a href="https://youtu.be/mzVreS6Qa1g">https://youtu.be/mzVreS6Qa1g</a> <a href="https://youtu.be/aG4QYpxIHoI">https://youtu.be/aG4QYpxIHoI</a> <a href="https://youtu.be/5PyrF_OWuOw">https://youtu.be/5PyrF_OWuOw</a> <a href="https://youtu.be/L9hHAJmY5y8">https://youtu.be/L9hHAJmY5y8</a> <a href="https://youtu.be/8b2WZJc-Y3c">https://youtu.be/8b2WZJc-Y3c</a>	<a href="https://youtu.be/sQvqqkqVtxw">https://youtu.be/sQvqqkqVtxw</a> <a href="https://youtu.be/8p-hHGsfR-Y">https://youtu.be/8p-hHGsfR-Y</a> <a href="https://youtu.be/TR8msehGMIQ">https://youtu.be/TR8msehGMIQ</a> <a href="https://youtu.be/rexE4hFZB5Y">https://youtu.be/rexE4hFZB5Y</a> <a href="https://youtu.be/dMYCfXKGFog">https://youtu.be/dMYCfXKGFog</a> <a href="https://youtu.be/Sgw_la0sp6A">https://youtu.be/Sgw_la0sp6A</a>
January	<a href="https://youtu.be/4TgbXAinu4w">https://youtu.be/4TgbXAinu4w</a> <a href="https://youtu.be/-mXzlGguhI0">https://youtu.be/-mXzlGguhI0</a> <a href="https://youtu.be/3Rhqd8ZB-Cw">https://youtu.be/3Rhqd8ZB-Cw</a> <a href="https://youtu.be/qdGn_Qy792w">https://youtu.be/qdGn_Qy792w</a> <a href="https://youtu.be/t4znn5KfjQc">https://youtu.be/t4znn5KfjQc</a> <a href="https://youtu.be/yyM8CuE7vMw">https://youtu.be/yyM8CuE7vMw</a>	<a href="https://youtu.be/-KEILc19AXs">https://youtu.be/-KEILc19AXs</a> <a href="https://youtu.be/0jBneB4cL94">https://youtu.be/0jBneB4cL94</a> <a href="https://youtu.be/pZd4piMSVuw">https://youtu.be/pZd4piMSVuw</a> <a href="https://youtu.be/xTisXdfNARk">https://youtu.be/xTisXdfNARk</a> <a href="https://youtu.be/TOxkGkq4T9U">https://youtu.be/TOxkGkq4T9U</a> <a href="https://youtu.be/Ms4rwS1jnQY">https://youtu.be/Ms4rwS1jnQY</a>

February	<a href="https://fb.watch/neh7aiNu1O/">https://fb.watch/neh7aiNu1O/</a> <a href="https://fb.watch/nehfE62tkq/">https://fb.watch/nehfE62tkq/</a> <a href="https://fb.watch/nehhbw4zzQ/">https://fb.watch/nehhbw4zzQ/</a>	<a href="https://youtu.be/1PtaUsch_-E">https://youtu.be/1PtaUsch_-E</a> <a href="https://youtu.be/8bd8GAd4ug4">https://youtu.be/8bd8GAd4ug4</a> <a href="https://youtu.be/fqv1_ZAbNqc">https://youtu.be/fqv1_ZAbNqc</a> <a href="https://youtu.be/oTla0bZMzzg">https://youtu.be/oTla0bZMzzg</a> <a href="https://youtu.be/cGYwVUXLP9o">https://youtu.be/cGYwVUXLP9o</a>