

University Students' and Teachers' Perception on Nature of News: The Case of EBC Television

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The Case of EBC Television

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This is to certify that this thesis prepared by Semen Sebsbie, entitled Perception on Nature of News among Students and Teachers of Kotebe Metropolitan University and St. Mary's University: The Case of EBC Television and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and notes the accepted standards with respect to originality and quality.

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List of Acronyms

ASNE -American Society of News Editors

AU -African Union

CAJ -Canadian Association of Journalists

DPFEA -Declaration of Principles on Freedom of Expression in Africa

EBA -Ethiopian Broadcasting Agency

EBC -Ethiopian Broadcasting Corporation

EBS –Ethiopian Broadcasting Service

ENN -Ethiopian News Network

ESAT -Ethiopian Satellite Television

EWP -Ethiopian Workers Party

FDRE -Federal Democratic Republic of Ethiopia

ICCPR- International Covenant on Civil and Political Rights

IFJ -International Federation of Journalists

JTV- Jossy Television

KMU- Kotebe Metropolitan University

OAU -Organization of African Unity

OMN- Oromia Media Network

SMU -St. Mary’s University

TV -Television

UN- United Nations

UNESCO -United Nations Educational, Scientific, and Cultural Organization

UDHR -Universal Declaration of Human Rights

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Abstract

Television news, due to its unique features of the audio-visual effects and live transmissions of events, is among the most widely consumed sources of information worldwide. Likewise, the Ethiopian Broadcasting Corporation (EBC) television has been serving as a national mainstream news media in the Country since its establishment. This study, therefore, mainly investigates perception on nature of news from EBC television among students and teachers of Kotebe Metropolitan University (KMU) and St. Mary's University (SMU). The study attempts to find out the extent to which these students and teachers use EBC television as a news source and it also explores the existing alternative sources of news used by the same participants of the study.

The theoretical frameworks used to underpin this study include the Uses and Gratifications Theory, the Reception Theory, the Agenda Setting Theory and the Cognitive Dissonance Theory. Mixed design approach particularly the convergent parallel design was employed to conduct this study. Thus, questionnaire was administered to obtain data from 200 student respondents who were selected using systematic random sampling technique. On the other hand, in-depth interviews were undertaken with 10 teacher participants who were selected purposefully. The descriptive statistical analysis especially frequency, and percentage were applied to analyze the quantitative data. Similarly, mean scores were also used in the quantitative analysis. On the other hand, the interview responses were analyzed qualitatively.

The major findings of this study show that EBC television news lacked accuracy and transparency. This news media did not present investigative reporting and it was also less helpful in informing the general public for it sometimes either distorted facts or delayed information of their concern. The study, on the other hand, reveals that more than half of the respondents watched EBC television news for three and less days a week while only very few of the respondents attended this news media on daily basis. Connected with this, EBC television as a news source was also rated "among the least utilized" as compared to other news media. Conversely, the study finding showed that various television and radio news channels, news tubes, online news sources, and newspapers were used as alternative sources of news.

It is, therefore, highly recommended that EBC television news service strictly observe the principles for objective news reporting in the interest of the general public.

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CHAPTER ONE: INTRODUCTION

1.1. Background of the Study

During the time of the Imperial Majesty Haile Selassie I, people in Ethiopia had very limited access to the broadcast media. The very few mainstream media owned by the State that time were meant to advocate the Royal rule (Aadland and Fackler, 1999). Therefore, the journalistic approaches to media use were seriously compromised. Later, when the *Dergue* Military staged a coup on the Imperial regime in 1974, it became totally impossible to think of media freedom. Typical feature of the media during this era was filtering any kind of information before they reach their audiences through strict censorship. According to Shimeles (2000) the government of *Dergue* used the media to disseminate state propaganda to consolidate its power. Thus, the state owned media during both reigns were accused of being unable to serve the interest of the general public for not reporting factual information on the socio-economic and political conditions of the Country.

Later in 1991, the contemporary government assumed power after overthrowing the Military Junta through gun battle. Following this, the media environment in Ethiopia started to see lots of reforms. Ensuring citizens' right to exercise their freedom of expression was the major reason for the reforms made. Consequently, liberalizing the media and abolishing censorship were among the measures taken in this regard (FDRE, Constitution, Art 29). To bring all these into effect, this government had to endorse the 1992 press law, the 1999 broadcast proclamation, the 2003 press law and the most arguable broadcast proclamation of 2007. Thus, an attempt to put restrictions on the media practices without due process of the law could be against all these legal provisions.

Being wider schools to the public at large, the media, therefore, play important roles by providing information and knowledge on various agenda of life to their audiences. With the advancement of technology, the media's power to reach every corner of the world and influence their respective audiences has been getting stronger and stronger. Obviously, due to this media technology "the far apart world seems dwindling into a smaller village." And which is why, what happens several miles away seem from the neighborhood!

Nevertheless, the operation of the media in a country can heavily be influenced by the country's political environment. It has been the case that countries which practice democracy better usually enjoy relatively good media freedom and their media act as forum for debate which consequently benefits their people (Curran, 2002). Implied in here is in countries where democracy is only a symbol or nonexistent at all, the media practice suffers from various problems. To this effect, the media's roles to bring about the required socio-economic and political developments remain a wishful act.

Although the media's role to influence the general public is of paramount importance, not all influences are positive. May be a common manifestation of the media's positive influence, as discussed above, can be their role in strengthening further the process of building a democratic system in a country. However, the media may also have negative influence upon their audiences. For example, frequent exposure to the television news of violence can make the viewers portray the society as a bad place to live in fostering a distrustful behavior about the world (Gerbner, et al., 1978).

However, in this era of information and communication audiences have access to a variety of information though the way they perceive the very same piece information could vary among individuals. Studies on individual's perception by the American Behavioral Scientists indicate that variables such as political ideology, trust in government, news consumption, perceived expertise, branding, media exposure, and media reliance are those which influence audiences' perceptions. Similarly, Severin (2001) cited in Sadaf, (2011) contends that various factor which encompass: motivations, attitudes, prior experiences, expectations, and mood are considered to affect audiences' perceptions. Therefore, due to differences in their perceptions, audiences may react differently to the same piece of information they consumed as perception is associated with how individuals process and interpret information in their mind (ibid).

On the other hand, serving the interest of the general public by presenting factual information is, of course, the fundamental reason why the mass media are established for. Different research findings conducted in the area of journalism and communications also confirm this. For instance, the Nieman report (2001) reads, "Journalism's first loyalty is to citizens". Similarly, the very idea of journalism's first loyalty to citizens is also one of the elements of journalism identified by Kovach and Rosenstiel (2007). The Canadian Association of Journalists (CAJ) also put greater

emphasis on journalists' obligation to serve the public's interest by reporting the truth and encouraging civic debate the way it helps to build their communities.

Coming to Ethiopia, Article 29 of the 1995 Constitution provides citizens with the right to hold opinions, thoughts, and free expression without interference, which includes the freedom to seek, receive, and impart information. It also affords freedom of the press and mass media by ensuring the opportunity for access to information of interest to the public and prohibiting censorship. The Article also stipulates the media's right to institutional independence and legal protection to enable the accommodation of different ideas necessary to a democratic society (FDRE Constitution, Art 29).

On the contrary, it is quite common to hear complaints from within and outside that the Ethiopian government exerts excessive control over the media and freedom of expression. International organizations such as the Amnesty International, the Human Rights Watch, Freedom House and others often declare to the global community that the government in power hampers free journalistic practices. For example, the 2014/15 report of the Amnesty International vastly discusses the Government's strict restrictions on citizens' freedom of expression. Similarly, a study entitled *Journalism is Not a Crime* conducted by the Human Rights Watch reveals that the condition for independent media practice does not seem encouraging in Ethiopia as quoted here below:

Ever since the ruling Ethiopian People's Revolutionary Democratic Front (EPRDF) won 99.6 percent of parliamentary seats in the 2010 election, the Government of Ethiopia has escalated its repression of the independent media, limiting the rights of freedom of expression and access to information. At least 60 journalists have fled their country since 2010 while at least another 19 languish in prison.

(2015:1)

Among other things, it was due to all these complaints from within and outside plus the absence of as such comprehensive studies on audiences' perceptions on the news from EBC television, at least to the best of the researcher's knowledge, that an interest was triggered to undertake this study and find out how the nature of news from EBC television is actually perceived by the subjects of the study.

1.2. Statement of the Problem

The virtue of being human makes communication inevitable between and among them, thus, any effort against this becomes futile. With the advent of the printing press technology by the German Johannes Gutenberg in 1439 (Eisenstein, 1979) and later the broadcast media and now the more sophisticated multimedia media technology, this very natural behavior of human beings to communicate information among them seems to get more strength. It also looks in recognition to this fact that a number of international conventions and declarations which grant freedom of expression have been formulated and signed by countries around the world. Among these include, the Universal Declaration of Human Rights (UDHR), the International Covenant on Civil and People's Rights (ICCPR), the Windhoek Declaration and others which are discussed in the literature review part of this study are the major ones. As the concept of democracy expands worldwide, these international conventions and declarations of human rights and freedom of expressions generally started to get better attention. Ethiopia, therefore, as one of signatories to many of these international documents has made them an integral part of the Federal Constitution as indicated in Art. 29. Essentially, the assumption for adopting these conventions and declarations is to give due respect to the basic human rights which include the freedom of expression, independence of the media and the accommodation of different views in the Country.

However, it seems common to hear complaints that the EBC television news is often criticized for unbalanced reporting. Supporting this claim, Negeri (2010) asserts that journalists in Ethiopia undergo government influences. Explaining this Negeri says they do not attempt to cover news stories which might go against the government policies and actions due to the pressure from the same. Given the practice on the ground, the state owned mainstream news media particularly EBC television seems to give more emphasis to the social and developmental issues than widely addressing the public's concern. Arguably, the very few privately owned satellite television channels such as Kana TV, Nahoo TV, JTV and EBS incline to delivering general entertainment programs while the ENN TV, Walta TV and Fana TV provide their audiences with news service usually in line with EBC television's way of media practice.

It is, therefore, possible to infer that audiences have limited locally based alternative sources of news to learn on what is happening in the Country. Plus, these media's limited role to encourage civic debate, for they mostly focus on general entertainment, in an effort to entertain pluralism of ideas and shape public perceptions about the current affairs of the Nation, might not be addressed as required. This, therefore, may go against citizens' constitutional right to have free "access to information of interest" as clearly indicated on Art. 29.

In similar vein, following the massive antigovernment protest in the different regions of the Country mostly in Oromia and Amhara, the government of Ethiopia declared a State of Emergency on 09 October 2016 followed by another State of Emergency on 16 February 2018. During those periods, the use of the social media and some foreign based satellite news media which included the Ethiopian Satellite Television (ESAT) and the Oromia Media Network (OMN) were totally banned. This time, being the sole provider of information on the current affairs of the Nation, the state owned mainstream news media mainly the EBC's independence in presenting fair and balanced reports had always been questioned by a good number of citizens in the Country and many others from outside.

On the basis of personal observations, the researcher has learnt that a big number of students and teachers of the study areas, Kotebe Metropolitan University (KMU) and St. Mary's University (SMU), have always been questioning the fairness, impartiality and objectivity of the news from EBC television, too. Many of these people seemed to have lost their appetite for information from this news source as the teachers were mostly noted asking for the EBC news channel changed into alternative news sources when they are in the staff lounge. The students on their part, are observed sticking onto the social media mostly for interpersonal communications and TV channels which provide them with general entertainment programs and sport news. From all these personal observations, it seemed that these groups of people had some kind of perceptions on the news from EBC television which had to be investigated through this study. Moreover, it has been hardly possible to get studies conducted on audiences' perceptions on the nature of EBC television, at least to the best of the researcher's knowledge. However, this does not mean that there are no related studies.

It was, therefore, due to all above reasons that an interest was triggered in researcher to go on further and study perceptions on the nature of news from EBC television among students and

teachers of Kotebe Metropolitan University (KMU) and St. Mary's University (SMU). For this, it seems quite appropriate to set out the following research objectives:

1.3. Objectives of the Study

On the bases of the background and statement of the problem presented earlier the following general and specific objectives are designed.

1.3.1. General Objective

The general objective of this study is to investigate perception among students and teachers of Kotebe Metropolitan University (KMU) and St. Mary's University (SMU) on the nature of news from EBC television.

1.3.2. Specific Objectives

1. To describe perceptions of Kotebe Metropolitan University and St. Mary's University students and teachers on the nature of EBC television news.
2. To find out the extent to which Kotebe Metropolitan University and St. Mary's University students and teachers use EBC television as a source of news.
3. To explore the existing alternative sources of news, if any, used by Kotebe Metropolitan University and St. Mary's University students and teachers.

1.4. Research Questions

1. How do students and teachers of Kotebe Metropolitan University and St. Mary's University perceive EBC television news?
2. To what extent do students and teachers of Kotebe Metropolitan University and St. Mary's University use EBC television news?
3. What are the existing alternative sources of news students and teachers of Kotebe Metropolitan University and St. Mary's University use?

1.5. Scope of the Study

This study is confined to the students and teachers of Kotebe Metropolitan University (KMU) and St. Mary's University (SMU) for the following assumptions:

Located in the capital Addis, the study areas, Kotebe Metropolitan University (KMU) and St. Mary's University (SMU) accept students who have diverse socio-economic and political backgrounds. These students were chosen for they had better exposure to both the local and the international news channels in their Universities via TV sets supported by satellite dishes. Besides, due to the free Wi-Fi and wired internet networks made available to these students and teachers, they are assumed to have better access to information from social media and news tubes. Moreover, these students are attending their tertiary level studies which make them relatively matured to evaluate their perceptions as to which news channels present news reports in a fair, objective and balanced manner as compared to the common people on the street.

The teachers, in addition to their higher level of maturation, the data obtained from them can be analyzed in relation to the ones sought from the students for this would help to draw better conclusions at the end. To be brief, this study was conducted to see how the academic world in the two universities perceives the nature of news from EBC television.

1.6. Limitations of the Study

Due to time and financial constraints this study was limited to Kotebe Metropolitan University (KMU) and St. Mary's University (SMU). The study did not even consider the extension and summer students of these Universities for it had been difficult to get access to this group of students due to the nature of their program. This study could not also examine audience perception on the private news media since time and finance were again highly limited. Even among the different programs of EBC television, the study was confined to seeing only the news service.

1.7. Significance of the Study

For long, audiences' perceptions of news reports have been center of interest to researchers in the field of journalism and mass communication in general. The major goals of such studies mostly were to show the existing gaps in the performance of news reports and how they were perceived by their audiences.

This particular enquiry which attempts to show perceptions on the nature of news from the Ethiopian Broadcasting Corporation (EBC) television by students and teachers of Kotebe

Metropolitan University and St. Mary's University (SMU) is assumed to have the following contributions: First, the study might help the media people to have a clear picture of audiences' perceptions on the nature of news reports from EBC television. Next, the outcomes of this study might give highlights to the EBC personnel, more importantly, the editors and media managers as to how they can improve their practices and shape their audiences' perceptions better through their news reports. Thirdly, the findings of this research can also be inputs for policy designers so that government owned news media practices can undergo some reforms to win better influence on their audiences. May be lastly, individual researchers who conduct their studies in similar areas can make reference of the contents as well as the process of this particular work in the course of their studies.

1.8. Organization of the Study

Five chapters are there in this study. Background of the study, statement of the problem, objectives, research questions, scope, limitations of the study and definitions of terms have made a part in chapter-one. Making chapter-two, the literature review mainly deals with the findings of similar studies on audiences' perception of news from the broadcast media especially televisions and some theoretical frameworks which underpin this particular work. The methodology applied to carry out this study; the instruments used to collect data, sampling technique and data analysis procedure are incorporated in the third chapter. Chapter four brings forth the quantitative and qualitative data analyses and discussions. And the final chapter of this paper comprises the summary produced, the conclusions drawn and the recommendations made on the bases of the data analyses, the discussions and the findings of the study.

1.9. Definitions of Terms

1. Audience

The Merriam-Webster dictionary defines audience as a group of people who gather together to listen to something (such as a concert) or watch something (such as a movie or play): the people who attend a performance/ people who watch, read, or listen to something. Audiences, according to Livingstone (2004) as cited in Mosanako (2014), audiences are human gathering in a certain

place. Similarly to Ross and Nightingale (2003) audiences are people who are physically, mentally, and emotionally engaged with media materials, and the technologies.

From these definitions of audience it can be drawn that audiences are human gathering for information from some kind of media. In this study audiences are people who watch the television news media.

2. Perception

The psychology definition of perception given by Segen's Medical Dictionary (2012) reads that perception is the constellation of mental processes by which a person recognizes, organizes and interprets intellectual, sensory and emotional data in a logical or meaningful fashion. Another definition of perception by the McGraw-Hill Concise Dictionary of Modern Medicine (2002) reads it is a mental process by which intellectual, sensory, and emotional data are organized logically or meaningfully. In a similar vein, the Mosby's Medical Dictionary (2009) defines perception as the conscious recognition and interpretation of sensory stimuli that serve as a basis for understanding, learning, and knowing or for motivating a particular action or reaction.

What makes the three definitions of perception similar is that they are all about the detection, organization, interpretation of information perceived by the senses involving a mental process. For the concern of this study, it is, therefore, assumed that audience perception is their mental cognition or awareness of information about the world from news media.

3. News

Though difficult to find a common definition of news, the features highlighted among the different definitions seem to have commonalities. A couple of most commonly used definitions of news are indicated below:

The Merriam- Webster Dictionary defines news as new information or report about something that has happened recently/ information that is reported in newspaper, magazine, television news program, etc. According to Gans (2004), news is information which is transmitted from source to audiences, with journalists- who are employees of a bureaucratic commercial organizations and members of a profession- summarizing, refining, and altering what becomes available to them

from sources in order to make the information suitable for audiences. The most commonly used definition of news by McLeish (2005) reads that news is that which is new, interesting and true. 'New' in that it is an account of events that the listener has not heard before or an update of a story previously broadcasted. 'Interesting,' in the sense that the material being relevant or directly affecting the audiences in some way. 'True,' because the story as told factually correct.

When summarized; for information to be regarded as news, it has to be fact-based new or updates of information organized by professionals and accessed through some kind media outlets.

Chapter Two: Review of Related Literature

2.1. Brief History of the Ethiopian Broadcast Corporation (EBC) Television

The introduction of television in the history of Ethiopia dates back to 1963 associated with the first Assembly of the Organization of African Unity (OAU) now African Union (AU) to transmit the program from the scene (Leykun, 1997). From that moment onwards, the then Ethiopian Television (ETV) now the Ethiopian Broadcasting Corporation (EBC) has been serving as the national broadcaster. Owned by the government the media during that time glorified the King and his Imperial regime. Later, connected with the 10th Anniversary of the Ethiopian Workers Party (EWP), color television was introduced to Ethiopia in 1985 by the time of the Military regime, *Dergue* (Netsanet, 2007). Again this time, serving as the major weapon of the socialist propaganda for the Military Junta, the media were under strict government control (Shimeles, 2000). Typical feature of the media during the era of *Dergue* was the employment of harsh censorship before any program was on air. However, the broadcast media saw improvements in terms of facilities and program contents during this time (Netsanet, 2007). Relatively speaking, the Country started to observe some degree of media freedom when the contemporary government seized power in 1991. Related with this, enshrined under Article 29 of the 1995 Constitution, media censorship was abolished by law. Another point which has taken a part in this Article of the Constitution is the privatization of media (FDRE Constitution, Art 29).

Currently, it is the Ethiopian Broadcasting Agency (EBA) under the Broadcast Proclamation No. 553/2007 which is authorized to play its regulatory role on the media in the Country (Broadcast Proclamation No. 553/2007).

2.2. The Concept of Media Bias

2.2.1. The Hostile Media Effect Phenomenon

One important view on media credibility studies is the Hostile Media Effect which may be one factor that looks into audience's active involvement in an issue instead of focusing on the news content. Based on this view, news credibility is not only an objective feature of the news story but also the audiences' subjective perception. According to Gunther & Chia (2001) as quoted in Choi, et al., (2006), there is a phenomenon called the Hostile Media Effect which refers to partisan audiences' perception of a balanced and neutral news report as biased when it does not favor their view. According to the study, this happens when two contending groups consume neutral news coverage on an important issue but they consider the news as if it has taken side against their position; therefore, is perceived unbalanced.

The Hostile Media Effect phenomenon, argues that news audiences who have strong interest in an issue are more likely to express their mistrust of the news content due to their membership to a certain social or political group known as partisanship. According to Davison (1983), the exposure of partisans to fairly balanced news coverage does not make them trust the news story as it is, rather, they tend to perceive it like the news coverage has big and undesirable effect on others than themselves.

The discussion on the Hostile Media Effect phenomenon also goes on arguing that partisans who consider their side to be more powerful than others often evaluate neutral news reports as biased and hostile (Gunther & Chia, 2001) as cited in Choi, et al., (2006). The explanation continues, this happens because they assume that such balanced news coverage would make them weigh up equal with their opponents. Similarly, Dalton, et al. (1998) as quoted in Peffly, et al., (2001) there found a gap between audiences' perception of news coverage and the actual news coverage. In their findings, these researchers indicated that voters' having greater affiliation (or partisanship) with the Republican Party in the 1992 US presidential election were likely to perceive the news coverage as supporting Clinton despite the actual reporting. Likewise, voters with stronger association with the Democratic Party were tending to consider the same news as taking side with the Bush. Therefore, this characteristic of partisans with different interest to see the same news story as standing against their side is said to be the hostile media phenomenon (ibid).

In similar vein, Vallone, et al., (1985) noted the hostile media effect phenomenon on the pro-Arab and pro-Israeli students who watched taped broadcast news on the massacre of Palestinians

by a Lebanese militia group and the question of Israeli responsibility in its aftermath. According to this study, the two partisans were found to have different perceptions of the news report as biased against their claim. The study argues that no matter how balanced news report may be, partisans consider such news coverage to be unbalanced and they persist on complaining that the news was reported in favor of their opponents.

Three major conditions for the hostile media effect phenomenon (ibid).

1. Even though it may be difficult, if not be possible, for ordinary people to judge the truthfulness of the news report, imbalance is likely to be interpreted (by issue partisans) as news bias.
2. Knowledgeable and politically enlightened individuals are found to decline to accept political messages that are not in line with their political inclinations.
3. Earlier beliefs on a “hostile media bias” were also found to influence news judgment.

2.2.2. The Relative Media Effect

The concept of relative media effect advocates that news content does not need to be neutral. The argument goes on explaining that news coverage is considered to be unbalanced by both partisan groups even if it tends to favor only one of the two sides. According to Gunther and Christine (2002), this happens because both contending groups would consider the news content as relatively biased. For example, news coverage done by one of the local media houses is slanted to one side and according to the concept of the relative media effect, the group which is believed to be favored by the news would start to claim that the news story presented is against their side though their claim is usually not as strong as their opponents (ibid). Although the principle of journalistic practices contends that news has to be reported maintaining balance and fairness, in reality, it is hardly possible to have one-hundred percent objective news coverage. In favor of this claim, Cline (2008) says journalists by their human nature and predispositions are not able to remain completely neutral. Thus, when partisans find news report which disfavors their position, according to Gunther and Chia (2001) quoted in Choi, et al., (2006), they would come to conclude that the same news media is more biased and unfavorable to them as compared to the claim made by their opponent groups. It seems, therefore, important to see the magnitude of

audiences' credibility perception on news media and its alignment with the government's position.

2.2.3. Media Ownership and Its Effect on News Production

Given the fact on the ground, media ownership and their service to the general public play a monumental role for the socio-economic and political development of a country. In this regard Thompson (1995), states that the media have been contributing for the development of modern institutions. This is true for the media have brought with them all the advancements in the communication technology crucial in the democratization process of countries. This idea is further seconded by Tetey (2001) as cited in Okwuchukwu, (2014) contending that the media are among those which possess the power to mould and continue to support the establishment of democracy in Africa. However, this may not be true if the media fall at hands which do not allow public interest to come first. And if this is the case, the media would become weapons of repression for the powerful elites as is often the case in many countries of the world. Moreover, government regulatory bodies of the media may put their responsibilities aside and put lots of restrictions on the roles the media should play to bring about all rounded societal development in a country.

2.3. The Concept of Media Ethics

Journalists like any other professionals have to be guided by ethical standards. This is due to the importance of ethics to develop professionally and also to improve the media practice. Ethics in media practice also enables to respect the fundamental human rights as media is central in the world of human communication. In this regard, the mainstream media especially televisions as major sources of information for the general public are always in touch with individuals and groups who offer information to be communicated. The broadcast media for they cover a wider area as compared to the print media are largely sensitive so can be against the essence of journalistic ethics. According to Motamednejad (2000) as quoted in Babran and Ahdzadeh

(2010), the major ethical values the mass media practice should observe include: truthfulness, precision, professional independence, freedom of expression, accuracy, and so on. From this it is possible to see that in the due course of the mass media practices, very central is journalistic ethics. In other words, failure to apply the aforementioned ethical values may cause the media to lose credibility. By and large, findings of researches in the area support the importance of professional ethics, principles and codes of conduct to sustain the profession. Simply put, journalistic ethics can be taken as a guide to the practice in the media house (Black, et al., 1999). Thus, journalists, just like any other individuals in the community, have rights and responsibilities to be honest and tell the truth which is believed to be the general ethical norm of any society. And as media professionals, journalists, according to Elliott (1986) as quoted in Barbran, and Ahadzadeh (2010), have more responsibility to act professionally and influence public opinions. Therefore, finding ways to apply the existing ethical norms of journalism helps to alleviate multitude of problems the world at large and Ethiopia as a part are suffering from.

Some current problem areas in relation to journalism ethics, according to Ward (2008), include the following:

- ✓ *Accuracy and Verification*: this is in relation to how much verification and context is required to publish a story. It is also about how much editing and gate keeping is needed.
- ✓ *Independence and Allegiances*: this is all about how journalists can be independent but maintain ethical relations with their employers, editors, advertisers, sources, police and the public.
- ✓ *Deception and Fabrication*: this is in relation to the question: Should journalists misrepresent themselves or use recording technology such as hidden cameras, to get a story? Should literary journalists invent dialogue or create composite “characters”?
- ✓ *Graphic images and Image manipulation*: this is about when journalists should publish graphic or gruesome images? When do published images constitute sensationalism or exploitation? When and how should images be altered?
- ✓ *Sources and Confidentiality*: this is about should journalists promise confidentiality to sources? How far does that protection extend? Should journalists go “off the record”?

- ✓ *Special Situations*: this is about special reporting like how should journalists report hostage- takings, major breaking news, suicide attempts and other events where coverage could exacerbate the problem? When should journalists violate privacy?
- ✓ *Ethics across media types*: is the question of do the norms of mainstream print and broadcast journalism apply to journalism on the Internet? To citizen journalists?

Therefore, media practitioners in their day to day activities need to behave in a certain way to address the ethical standards of the profession. Similarly, the International Federation of Journalists Declaration (IFJ), the American Society of News Editors (ASNE) and the Society of Professional Journalists Code of Ethics (SPJ) (2009) list down truthfulness, objectivity, impartiality, fairness and accuracy as core principles of journalism. Kovach and Rosenstiel (2007) refer to journalism as “the discipline of verification” to emphasize on the importance of presenting truthful stories to consumers. Cognizant of its importance, the American Press Association, also suggest that journalists in the execution of their professional career are expected to employ a consistent method of testing information as transparent approach to evidence. Thus, it would be possible to present factual information to their audiences. Kovach and Rosenstiel also indicate that “journalists’ first loyalty is to citizens.” From this, it is possible to note that serving the interest of the mass is what journalists are meant to do. As has been indicated, the very idea of serving the interest of the general public is greatly supported by different scholars, institutions and associations. Again for example, the Canadian Association of Journalists (CAJ) puts greater emphasis on journalists’ obligation to serve citizens as stated, “journalists have the duty and the privilege to seek and report the truth, encourage civic debate to build our communities, and serve the public interest.” However, above all, “upholding the truth” is considered to be the foundation to journalistic practices.

Dugan (2000) argues that journalists, unlike many other professionals, do not need license to practice their craft, what they do need is public trust. This statement shows the importance of trustworthiness in the news media to win the heart and the mind of audiences. In her endeavor to strengthen this, Dugan cites the Society of Professional Journalists which mainly discusses some accepted ethical codes of conduct in journalism. The first one is “Seek the Truth and Report It”. This ethical standard requires journalists to do honest reporting all the time so that they can gain trust from their audiences. The second ethical code she mentioned is “Minimize Harm”. This is

another standard of journalistic practices which demand journalists to take maximum care for the safety of their information sources for they should not be endangered. The third code of ethics she indicated is “Act Independently”. This is another ethical standard which requires journalists to function free of the influence from any interest groups or individuals so that it would be possible to carry out unbiased reporting. And the fourth ethical code is “Be Accountable”. These standards of journalistic practices imply that journalists can be held responsible for their own actions.

As has been indicated above, studies conducted on the credibility of journalistic stories stress on serving the truth which has been discussed central to media ethics. According to Hovland et al. (1953), as cited in Sabigan (2007) information sources can be examined in relation to their impact on the message content while the message can be evaluated on the bases of its credibility and the expertise of the sources. The study, therefore, summarizes credibility as the sum total of trustworthiness and the source’s expertise. Trustworthiness, according to, McGinnies and Ward (1980) is basically about the honesty and integrity of the communicator. Studies also show that there is a considerable connection between source credibility and message acceptance while media credibility is about the medium’s trustworthiness as a whole (Bucy, 2003).

2.4. Degree of Credibility among the Mass Media

As was indicated earlier, this study mainly attempts to investigate how students and teachers of Kotebe Metropolitan University (KMU) and St. Mary’s University (SMU) perceive television news from the Ethiopian Broadcasting Corporation (EBC). Researchers have long been interested in comparing media credibility focusing on mass communication. The credibility of television, newspapers, radio, and magazines were measured. In so doing, it was highlighted that the idea of credibility in the mass media context, according to Self (1996) as cited in Charmy, (2007) means the believability and acceptance of the mass media by their respective audiences. And of all the mass media types compared, television has been chosen as the most credible news media followed by newspaper and radio. However, the audiences’ ability to distinguish factual reporting from the ones editorialized is considered as one major reason news from television gets more credibility than from other forms of mass media (Metzger et al., 2003). Similarly, the effectiveness of information content delivered via any channel can also be determined based on the perception of the audience (Wanta & Hu, 1994). However, in the Ethiopian context studies

indicate that lack of independence of state owned mainstream news media which, of course, include EBC television, was found to have affected their credibility (Abel, 2005; Girmachew, 2013).

2.5. Media Objectivity

Objectivity is another discourse for impartial reporting in practicing journalism. The term could also mean treating the diverse opinions of rivals or contending parties without favoritism. Thus, the use wrong sources of information or conducting one-side reporting would be against the notion of objectivism (Spark and Harris, 1997). From this, it seems important that journalists observe impartial treatment of different views with no interest in what is being reported. Another point closely related to this is that objective reporting helps to build more credibility which obviously adds onto the media's reputation. This, on the other hand, might also help to push away censorship and government interference. Related with this, Kovach and Rosenstiel (2007) contend that good journalism does not serve the interest of a particular group nor does it stand by individuals but the general public. This shows that objectivity in news reporting seems to be measured by how far the news media stray from fairness and balance toward bias and partisanship. According to Donsbach and Klett (1993), journalists in the Western liberal democracy give the following features to an objective reporting.

1. Absence of personal subjectivity
2. Fairness in reporting the relevant side.
3. Skepticism toward all of the sides.

On the bases of the points listed above, journalists' effort to attain objective reporting can be seen in relation to their fair representation of perspectives without getting themselves involved. This is may be media' responsibility to lay fertile ground for the development of a democratic society that can make informed decisions. In this regard Gans (2004) states that Americans democracy was founded on the belief that ultimate power rests in informed citizenry. However, if the media do not open up their doors to entertain different views in a balanced manner, this would remain only a wishful act. In this regard, the Commission of Freedom of the Press (1947) says that the media should correspond to the various interests and groups in the society to show some relevant societal perspectives. Seconding further this idea, Bennett (1990) argues that the

media should not be assumed like a pipeline to allow what the powerful say only since they have their own relative autonomy. The International Encyclopedia of Communication (2008) similarly supports the idea that the broadcast media, as an institution, must be balanced to entertain different viewpoints and ideologies by taking the middle ground. This can be compared to how the print media should seek to balance viewpoints of contending parties through the space they permit. From all these, it seems that impartiality is, therefore, achieved through entertaining different views rather than limit the horizons or employ censorship as often reported to be the case in Ethiopia. Manifested in the findings of different studies in the area, impartiality involves no more than to regard a variety of ideas, opinions, interests or individuals with detachment.

In the same tone, emphasizing on journalists duty to cover issues regardless of any interest, Article 134 of a hand book of the New York Times Ethical Journalism (2004) reads that media coverage should be done “without fear or favor” and stakeholders should also be treated freely and openly. This clearly indicates that journalistic practices need solemn responsibilities to maintain the highest standard of balance on the various issues they report on in addition to being neutral. And yet, to succeed on impartial reporting, the idea of media independence has to come down onto the ground for it does not allow government interference and censorship of any kind. In this regard, Article 29 of the Federal Constitution stipulates that everyone has the right to freedom of expression; this right includes freedom to hold opinions without interference and to seek and receive and impart information through any media regardless of frontiers.

2.6. The Concept of Media Skepticism

Building trust among their audiences is what most media organizations aspire to attain in general. Obviously, not only does the provision of inaccurate data affect media’s credibility but also the treatment of only certain perspectives which, in effect, affects audiences’ media use. Worth mentioning here comes the concept of media skepticism. According to Tsfati and Cappella (2003), mainstream media skepticism is related to lower level of mainstream news consumption and higher level of non-mainstream news consumption though this relationship is not strong. Similarly, Kioussis (2001) as quoted in Tesfati and Cappella (2005) contends that there exists minor albeit in most cases significant association between media trust and media use. From this, it is possible to see that for their day to day media consumption, audiences have to first trust the news media to make it part of their media diet. Regarding the correlation between

news media trust and exposure, Tesfati and Cappella (2003) conclude that people who have trust on the mainstream news media tend to consume more information from the same, and those who are skeptical about such media expose themselves to alternative news sources. Tesfati and Cappella (2005), on the other hand, indicate that there exists a weaker link between the two (media trust and its consumption); thus audiences may also use the news media they do not trust. Explaining as to why these audiences consume the news media they mistrust, Tsfati and Cappella argue that people with a high level need for cognition want to contemplate more on news reports about the world in spite of the sources' credibility. These authors also add that news might gratify diverse needs when even trust is not there.

A different study conducted to examine the correlation between media trust and media use has found out that there exists moderate correlation between the two. Concerning this, Tsfati and Cappella (2003) say that audiences trust on the mainstream media as a news source is mildly related with their news consumption. On the other hand, Liebes, (2000) cited in Tesfati and Cappella (2005) argues that trust in the news media is highly associated with the audiences' belief on the practice of professional journalism. Further explaining this, Liebes, in a way that looks a hypothetical contention, argues that if news is presented in a professional manner and the audiences are rational beings in their consumption, it would be difficult to talk about exposure to a mistrusted mainstream news media. However, Liebes's idea seems to lack explanations as to how individual audiences can be regarded as rational being. The study also seems to have no considerations on audiences' individual based interest to analyze and contemplate on the information they consumed regardless of the source's credibility (Tsfati and Cappella, 2005).

In order to lower media skepticism it seems important that media organizations should present their news stories based on facts as factual reporting is always the pillar of good journalistic practices. However, this may not be always the case since some media outlets leave this responsibility of filtering facts from opinions to their respective audiences. In this regard, Somaiya, and Kaufman (2013) say that news consumers are expected to have a certain level of skepticism on the media products they consume. Supporting this claim, Anderson et al, (2012) also say that the responsibility to fact-checking should move to the news consumers as this helps to shift the limited resources of the media house for other purposes.

2.7. Television and Nature of Television News

These days, it seems that the traditional television media is facing challenges from a variety of devices which allow the mobile consumption of television as the latter makes audience participation possible. Concerning this, Borger et al. (2013) argues that the media discourse tends to study the phenomenon of audiences' participation more directly in news content being enthusiasm about new democratic opportunities. Based on this statement, one can possibly see the transition from simple consumption of media content to direct involvement with what is televised. In line with this, Jarvis (2013) suggests that the media especially the television media should encourage their audiences to take a part in the conversation in the digital communication around TV network. Explaining more on the importance of the interactive digital media as information source, ComScore (2012) says that multi-screen consumers have longer access to information contents as compared to the ones from the traditional television media.

However, as to what the nature of news should be like in general, the Merriam-Webster dictionary says it is information or a report about something that happened recently, or information that is reported in a newspaper, magazine, television news program, etc. As noted in these definitions, news by its nature has to be a recent phenomenon which is obtained from media outlets or may be from other sources. On the other hand, McLeish (2005) explains the nature of news as information which is new, interesting and true. 'New' in that an account of event that the listener has not heard before or an update of a story previously broadcasted. 'Interesting', is in the sense of the material being relevant, or directly affecting the audience in some way and 'True' because the story as told is factually correct.

2.8. Television Audience Behavior

Studies conducted on the behavior of television viewers mainly revolve around the concept of active and passive viewing behaviors of audiences. In this regard, the Magic Bullet theory view that mass media communication is a one-way process considering the media as having predominant effect on the mass audiences' behavior (Webster and Phalen, 1997). According to this Theory, the mass media have got a bigger influence in altering or controlling the audiences' behavior (ibid). Based on this explanation, the mass media audiences are considered passive recipients of information. Contrary to this, the Uses and Gratifications theory assumes that the mass media audiences have an active behavior guided by their motives which seek gratifications (Katz, Blumler, and Gurevitch, 1974). Another study indicates that audiences' television viewing

behavior and even their media choices are heavily influenced by factors like social class, economic status, level of education, age and gender (Scharrer, 2002). Audiences' television viewing behavior is also affected by the program content and the presence alternative channels. In this regard, Prior (2007) asserts that the existing programs and the channels along with how the media functions can affect audiences viewing habits. Since the theoretical frameworks of this study have wider explanations on the issue of television audiences' behavior, kindly visit **2.12** of this chapter.

2.9. Factors Influencing Media Practice

On the bases of the presence or absence of the common features of news, it is normally said that a particular news media is neutral in its report or exhibits bias. Rouner, et al., (1999) put forth the following as some of the media characteristics which can indicate bias.

1. Increased focus of journalists on news contents may influence audiences' credibility perceptions.

When some news contents are covered widely, it can cause audiences to lose trust on the media. Jones (2004), in this regard, argues that the more the media focus on the political strategies, scandals and celebrities the less people trust the media. The assumption here is an unusual and prolonged focus on the interpretation and analysis of news reporting may lead the public to trust the media less. Similarly, Patterson in his Article "Out of Order, (1994), supports this argument saying that these forms of interpretations are not neutrally done as journalists may engage themselves in shaping the tone of the news.

2. Media coverage on political strategies.

Concerning media's coverage on political strategies, Cappella and Jamieson, (1997) argue that this kind of media coverage usually cause for the development of skeptical attitudes among audiences. Adding on this, Cappella and Jamieson, say that this kind of political coverage are characterized by their win and lose approach, the language of war, game and competition, a story of critics and voters, centrality of performance, style and perception of candidates and also heavy weighing of polls and candidates standing in them.

3. Uncivil debates.

On public affair programs, where heated debate and disrespectful statements are the norm, trust erodes in the government and politics (Mutz & Reeves, 2005).

4. Stories which are “hard to believe”.

These types of stories are taken less credible regardless of the source’s reputation.

5. Imbalanced stories

These types of stories would enable audiences to see bias as they have already taken side.

6. Claims made about media bias as made by the media

Claims of media bias by journalist, party officials, or political candidates can affect the public perception of the news media performance.

Similarly, in their research D’Alessio and Allen (2000) review ways in which media bias can be identified. These include the following:

1. Column inches devoted to different sides.
2. Number of headlines or photographs devoted to different sides.
3. Amount of time spent covering different sides.

However, chances are also there for what is considered media bias to turn out to be perception bias. Wanta and Hu, (1994), in this regard, say that the effectiveness of information content delivered via any channel can also be determined based on the perception of the audience. With this it seems ideal to move onto see the concepts of perception.

2.10. International Conventions and Declarations on Freedom of Expressions

2.10.1 The Universal Declaration of Human Rights/UDHR/

The Universal Declaration of Human Rights/UDHR/ was proclaimed by the United Nations/UN/ General Assembly resolution 217 A(III) on 10 December 1948. Therefore, signatory states of the world which, of course, include Ethiopia are required to implement this Declaration. For the concern of this study, Article 19 of the UDHR states, “Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek and receive and impart information and ideas through any media and regardless of frontiers.” Accordingly, the Federal Constitution of Ethiopia acknowledges this in its Art. 29(2)

stating the provision of the UDHR word after word. However, questions are always raised in relation to its proper implementations.

2.10.2 International Covenant on Civil and Political Rights/ICCPR/

The United Nations/UN/ approved the International Covenant on Civil and Political Rights/ICCPR/ on 23 March 1976. With the intention of reinforcing the provisions in the Universal Declaration of Human Rights/UDHR/, this Covenant of the UN calls upon member states to observe “the idea of free human beings enjoying freedom from fear and want whereby everyone may enjoy civil, cultural, economic, political and social rights.” Thus, the Ethiopian parliament ratified the provisions of ICCPR on 13 September 1993 with the promise to its full implementations though complaints are there both from within and outside of the Country.

2.10.3. The Windhoek Declaration

May 1991 marked the endorsement of the Windhoek Declaration in Windhoek, Namibia by the UNESCO. This Declaration entails contributions to the need for press freedom, independence and pluralism in the continent, Africa. Ethiopia, therefore, as a member state in Africa is expected to enforce the provisions of the Windhoek Declaration. Even though this has gotten acceptance by the 1995 Constitution of Ethiopia, research findings by Negeri, (2010); Getaneh, (2013) show that the media landscape in the Country is under the huge influence of politicians. Plus, recent reports of the Amnesty International (2014/15) and the Human Rights Watch (2015) indicate that the continued intimidations and arbitrary arrests of journalist have caused media freedom to be only paper value here in Ethiopia. This, in effect, has brought forced closure to many of the private press.

2.10.4. The Declaration of Principles on Freedom of Expression in Africa/DPFEA/

Adopted on October 2002 in Gambia, the Declaration of Principles on Freedom of Expression in Africa/DPFEA/ reaffirms the provisions on freedom of expressions by the UDHR, ICCPR as well as other international documents and national constitutions. Recognizing the importance of democracy for African states, the DPFEA promotes freedom of expression as individual human right. DPFEA also stresses on the particular importance of the broadcast media in Africa due to their unique feature to reach the wider community irrespective of illiteracy. Part V (1) of DPFEA

dictates that member states of the African Union should facilitate the existence of diverse and independent broadcast media. This part also highlights the incompatibility of state monopoly of the broadcast media with the right to freedom of expression. Part VI of this Declaration talks about the transformation of state and government controlled broadcasters into the public service ones in light of their being accountable to the public via the legislature. Part VII of the Declaration contends that the regulatory body of the broadcast and telecommunications be independent of political and economic interference. This part of the Declaration also argues that the appointment of broadcast media members to be free of any political party control with their being accountable to the public.

Despite all these provisions by DPFEA, evidences show that the media in the Ethiopian context are never away from severe political manipulations. The research findings by Solomon prove it this way:

...Thus the journalists do not plan to report political matters particularly, opposition political parties. Secondly whenever they report political matters, they often tone-up or tone-down the issues in favor of the ruling party. This is taken by the journalists as a safe kind of reporting while they suppress information critical to the government authorities. Thirdly, they do not want to decide on sensitive political matters themselves. Rather they prefer to consult the faithful party members assigned there to give them directives. This form of self-censorship is often exercised by editors to externalize the responsibility. It is a part of efforts to escape the possible punishment that may be imposed later for transmitting matters that offend politicians.

(2005:68)

In a similar vein, the findings by Getaneh indicate that the situation to practice independent journalism in the Country is not encouraging. The public in general do not seem to have free access to professionally crafted information especially from the state owned news media which, of course, include EBC television as indicated here below:

...the case is more obvious in government owned broadcast media where managers have party affiliation, and others are rarely professionals. These managers do not respect the rights and responsibilities of the media since their role is political gate keeping. Lack of understanding about the rights and obligations granted to the media through the press law has affected the press freedom negatively.

(2013: 76)

2.11. Media Ownership in Ethiopia

During the period of Emperor Haile Silassie I and the *Dergue* regime the media in Ethiopia were exclusively owned by the government. Thus, media freedom and independence was totally unthinkable. It was following the coming of the Ethiopian People's Revolutionary Democratic Front (EPRDF) into power in 1991 that some privately owned media started to show up in the scene with all the challenges they face.

The privatization of the radio industry has been possible with a few FM radio stations working on entertainment and news (Netsanet, 2007). The private television industry in the Country is a very recent phenomenon which started in 2008 with the opening of a satellite television channel called EBS that works on general entertainment (ibid). Currently the number of privately owned television channels in Ethiopia hit thirteen with most of them operating on general entertainment programs, according to "TV Channels Growing in Number" (Jemaneh, 2017). The report produced by Jemaneh lists down both government and privately owned television channel as indicated here below:

I. Government owned TV channels include:

EBC 1, EBC 2, EBC 3, OBN, Amhara TV, Tigray TV, Harar TV, Debu TV, Dire TV, ES TV (Ethiopian Somali TV)

With the exception of EBC 3 which presents its audiences with entertainment, all the rest work on general and news programs. According to Solomon (2005), the government media cannot be considered public service media due to their loyalty to the party in power for the government has closed all doors to alternative ideas and positions. Similarly, the Freedom House report (2017) reveals that the Country's status in allowing the free flow of information was labeled "Not Free Nation".

II. Private satellite TV channels in Ethiopia include:

Kana TV, LTV, EBS TV, ENN TV, JTV Ethiopia, Nahoo TV, Walta TV, Fana TV, Aleph TV
Of the privately owned channels listed above, according to Jemaneh's (2017), the ENN, Walta TV, and Fana TV work on news reporting while others work on general entertainment with the exception of the LTV which presents its programs on culture. However, since recently it has

been possible to note that most of these privately owned satellite TV channels started to deliver some news highlights. On the other hand, it seems that private television news channels in Ethiopia are not covering investigative reports on sensitive political issues. Testifying to this fact, Berhane, (2002) quoted in Kemal (2013) says that the Ethiopian mass media infrastructure is less developed and the media is independent and non-government only in name. The Freedom House report (2017), similarly, indicates that privately owned newspapers in the Country tend to steer clear of political issues and have low circulation, and journalists operating inside the country practice self-censorship. From this, one can note that the country's media independence and press freedom seem to be heavily restricted. On the other hand, private media ownership by foreign inverters is not allowed in Ethiopia since the former Ethiopian Broadcast Proclamation/ EBP No. 178/99 does not allow them to do so.

2.12. Theoretical Frameworks

2.12.1. The Uses and Gratifications Theory

It is believed that watching news media serves multiple purposes. For example Levy (1977) argues that audiences attend the media to gratify their social integrative needs. This type of media followers seem to be less concerned about issues other than those which makes them in touch with other people. On the other hand, Wright (1960) says that people use the media for its surveillance functions. This is to mean these audiences attend the media to get some information which they think is important for their day to day activities. For example, they watch the news to adjust their trip tomorrow on the basis of the weather and traffic reports. Or they may use the news to learn on today's stock market about the price of gold or coffee ready for export. Or maybe they follow the news report from the same to know about today's dollar exchange rate. May be a third explanation put forth by Zillmann (1988) as to why people use the media is because they may help to manage their mood as means of entertainment. However, for the interest of this study, the focus will be on audiences who watch television news media for information. Audiences have a certain desire for information of any kind which they attempt to gratify through their news media use. It would be, therefore, appropriate to back up this study with relevant theories. Here, the uses and gratifications theory comes first.

The uses and gratifications theory was first brought into the scene by Katz in the 1970s with his two other partners namely Jay Blumler and Michael Gurevitch. This theory emerged in

contradiction to the long standing notions of the Hypodermic Needle Theory which considers audiences as passive consumers of the media. However, aroused by need for gratification, audiences are believed to be active in their selection and use of mass media contents as far as the notion of uses and gratifications theory is concerned (Katz, Blumler, and Gurevitch, 1974). This, on the other hand, means audiences no longer passively allow the mass media to dump whatever content they have. Or, in other words, audiences are more powerful than the media in that they can determine their media preference and the contents they want to consume. In light of this, Ross and Nightingale, (2003) assert that the uses and gratifications theory was able to bring about a paradigm-shift from the notion *what the media do to the people* -which shows the media having more power than the audiences –to- *what the people do with the media*.-which indicates audiences taking over power from the media.

However, like many other theories, the uses and gratifications approach has been criticized for: its focus on individual media consumers, not looking into media effects on users, and not indicating the level of satisfaction achieved at the end. In this regard, McQuail (1994) criticizes the uses and gratifications theory has not provided much successful prediction or causal explanation of media choice and use. McQuail further comments that since indeed much media use is circumstantial and weakly motivated the approach seems to work best in examining specific types of media where motivation might be presented. Similarly, others argue that this theory of uses and gratifications lacks considerations on the impact of media on society and culture (Carey & Kreiling, 1974). It is also criticized for its being not indicative of how much audiences have succeeded in attaining the aspired gratifications after attending the chosen media and the content (Lometti, Reeves, & Bybee, 1977).

2.12.2. The Reception Theory

In this study the literature extends giving much focus on the audiences' perceptions of the Ethiopian national television news. It has been the characteristics of the government media in the Country to disseminate information about government policies and strategies so as to persuade the general public to get acceptance and support (Enkutatash, 2014). May be, because Ethiopia is a developmental state, the main focus of the state owned media, in the interest of this study EBC television, is on advocating the development agenda of the State though arguments are there on how the messages are received and interpreted among the audiences of this news media. In light

of this, it seems important to consider the Audiences Reception Analysis as another theoretical support for the study.

The theory of reception has come into play with the assumption that audiences are active beings in drawing their own meanings from the contents of the media they consume. In favor of this claim, Fiske (1987) contends that audiences never watch television contents passively; rather, they are actively engaged with what is on the screen. And it seems due to audiences' active engagement with different programs on the media that there are fans. Considering audiences as active media consumers is also supported by different authors. For example, Livingstone (2003) says that audiences are increasingly active, self-directed, producers as well as receivers of texts. In the same vein, to show how actively audiences are involved with meaning construction from media contents, Hall (1993) says, they actively challenge while decoding what the media have brought to them on the bases of their social and cultural backgrounds. To this end, the message might be understood either as intended by the encoder or differently (ibid). Implied here could be words in a message sent forth by an encoder via any form of media are only symbols to trigger the audiences' thoughts to engage them in interpretations. Thus, the outcome of the process in the recipients' minds may or may not be the same as what the sender intends it to be. On the other hand, the notions of audiences' reception analysis are assumed to be in sharp contradiction with the age old Magic Bullet theory which considers audiences as passive recipients of what the media dump onto them. While media's influence receives central position in the Magic Bullet theory, the power of audiences is capitalized in the theory of Audience Reception (Davis and Baran, 2006).

However, the theory of Audience Reception is never far from criticisms for: emphasizing on the subjective interpretations of audiences, its lack of recognition to the media effects, and also for denying the fact that some media messages are plain to be understood at individuals' own private experiences (Williams, 2003).

2.12.3. The Agenda Setting Theory

It is very natural that various events good or bad happen here and there all over the world. Chances are there for these happenings to become news if the media give them due coverage which, otherwise, would remain oblivion. It is said that a boy asks his father: *"Dad if a tree falls*

in a forest, and the media aren't there to cover it, has the tree really fallen?" (by Roben Mankoff). The very example quoted here above signifies the media's power to bring the happenings of the world into the public's attention and then the news becomes their agenda. In this regard, McCombs and Shaw (1972), contend that the mass media have the ability to transfer the salience of items on their news agenda to the public agenda. This means that an issue which the media have given due emphasis turns out to be an issue of public concern.

Giving coverage on a topic for some time, the media exert their powerful influence and tell their audiences what issues are salient. This would attract the audiences' attention and the topic covered becomes their agenda. Explaining the agenda setting role of the media, McQuail (2005) contends that the more an issue is emphasized by the news media, the greater the attention it receives from their audiences. Implied in this assertion of McQuail could be that the media are capable of redirecting the public's attention to which ever directions they want to. Or, the other way around, an issue which most people think is trivial gains bigger prominence when the media do so. In light of this, Griffin (2006) borrows Bernard Cohen's observation of the specific purposes the media serve as: the media are not triumphant in telling their audiences what to contemplate in the mind, but they are amazingly effective in telling them what to contemplate about.

Nevertheless, to be successful in setting certain agenda, audiences' credibility perception of the media is of greater importance. Strengthening this, a study by Wanta and Hu (1994) on the effects of agenda setting highlights that audiences' high credibility perception lead to greater reliance on the chosen news medium, this in return, increases exposure to the same.

Over all, the media set agenda to influence the public focus on issues of bigger concern, which in effect, makes the audiences take the agenda as their own. As far as the Theory is concerned, agenda setting can contribute to create public forums which allow deliberations on issues set on the media. Yet, the media's commitment to stay away from any form of partisanship, in all nation context, can help overcome faced crises. In this regard, impartial coverage of news by the media, in the interest of this study EBC television, as Wanta and Hu (ibid) put it can possibly pave the way to better credibility perception of the mass audiences.

2.12.4. The Cognitive Dissonance Theory

The major idea of the Cognitive Dissonance theory, according to Festinger (1957), is that individuals seek to maintain consistency among multiple cognitions. The general assumption of this Theory is human actions are the result of their beliefs/attitudes, not the cause of them hence inconsistency between the two would cause them to experience cognitive dissonance (ibid). According to Griffin (2006), for Festinger, the need to keep away from the feelings of cognitive dissonance is as essential as the need for survival. The assumptions in detail include: the first assumption is human beings are sensitive to inconsistencies between their actions and beliefs. This, in other words, means when one performs actions that are inconsistent with one's own beliefs, attitudes and opinions, they would recognize at some point. The second assumption is the recognition of this inconsistency will cause dissonance, and the individual attempt to resolve the dissonance. The last assumption is the felt dissonance is resolved either by altering beliefs or actions or perception of actions (Festinger, 1957).

Related with the study at hand, the theory of Cognitive Dissonance has the following phenomena. The first one, according to O'Keefe (2002), is individuals' selective exposure to information helps to avoid dissonance-causing conditions. Importantly, audiences' selective exposure phenomenon here seems to defy the notion of powerful effects of the mass media as O'Keefe argues audiences seek out mass media information which is only consistent with their beliefs. This selective exposure of audiences for information can be caused by their perceived media use, interest, and fairness (ibid). The next phenomenon in the Theory is post-decision phenomenon and also termed *buyers' remorse* (Littlejohn and Foss, 2008). According to the theory of Cognitive Dissonance, following their decisions, many find it hard to free themselves from regrets and second thoughts whether they have made the right decision or not. Rice (1997) contends that the magnitude of such a dissonance depends on the significance of the issue, the patience involved before making the decision, the level of interest on the choice made, the level of interest on alternatives rejected, the likeness among the alternatives rejected and the one chosen, and lastly the number of choices studied. A recommended way to resolve such a dissonance, according to Aronson and Aronson (2004), is to consider only the positive information about the decision made. The other phenomenon mentioned in the Cognitive Dissonance is often observed in the realm of persuasive communications and is referred to as *minimal justification* or *induced-compliance* (ibid). The authors present two justification types: the first one is internal justification which refers to one's change of attitude and behavior. And

the other one is external justification which refers to excuses sought for one's own behaviors like politeness, drunkenness, praise, or reward. The last phenomenon indicated in the Cognitive Dissonance theory, according to the authors again, is *hypocrisy* which refers to one's experiencing of high cognitive dissonance in recognition to one's own past failures.

The Cognitive Dissonance theory just like any other theory has got its own downsides. Griffin (2006) highlights that this Theory seems to appear flawless and also there is no way to detect the degree of dissonance one experiences.

Chapter Three: Research Methodology

INTRODUCTION

This part comprises the research design, data collection instrument, sampling techniques, population and sample, and data analysis procedure.

3.1. Research Design

The major objective of this study is to investigate perception on nature of EBC television news among students and teachers of Kotebe Metropolitan University (KMU) and St. Mary's University (SMU). The specific objectives of the study are to find out the extent to which participants from the two universities use EBC television news and to explore the existing alternative sources of news, if any, used by these same participants of the study. Therefore, in order to address these objectives and the research questions of the study, mixed design particularly the Convergent Parallel Design was employed. What makes this design special is, it enables the researcher to collect both kinds of data (Quantitative and Qualitative) and analyze, them separately; then draws comparison between results from the analysis of both datasets, and lastly makes interpretations to see if the outcome from the two datasets support or contradict each other (Creswell & Clark, 2011). Moreover, through the employment of such a design, the two different kinds of data that is the quantitative and the qualitative ones makeup each other's weaknesses (ibid). Further on the importance of the mixed design, Mason (2002) contends that the use of quantitative and qualitative data together adds to the quality and strength of the argument. In other words, the use of survey questionnaire and interview, for this study sake, makes it possible that the quantitative data substantiate the qualitative ones and vice-versa. As has been highlighted above, for this study attempts to investigate perception on EBC television news, a questionnaire survey and interview were used. The use of survey, according to Hanson, et al., (1998), enables the researcher to obtain data on individuals' opinions, beliefs, behaviors, feelings and attitudes in relation to the issue under study. In a similar way, Creswell (2009) says

that the survey method provides a numeric description of trends, attitudes or opinions of a population. Additional significance of survey, according to Rea and Parker (1997), it enables the gathering of quantifiable data from the representative samples which would be generalized later on a larger population. It is all due to the aforementioned realities about mixed design that the researcher made his choice to use it in the study.

3.2. Data Collection Instruments

Students and teachers of Kotebe Metropolitan University (KMU) and St. Mary's University (SMU) were the sources of data for the study. Primary source of data were collected using questionnaire and interview from the students and teachers of the two universities.

3.2.1. Questionnaire

Questionnaire, according to Bulmer (2004), is a well established tool in the social science research to acquiring data on behaviors, attitudes, beliefs, and reasons for action in relation to a topic under investigation. Moreover, the administration of such a data gathering instrument enables the researcher to present the same questions across a large number of respondents (Hanson, 1998). In other words, the employment of a questionnaire enables the researcher to collect data with the same format across the board. Besides, the use of survey questionnaire as data gathering tool makes it possible to improve the objectivity of the data sought. Concerning this, Bryman (1988) identifies that self-administered questionnaire adds to the quality of a research for it helps to maintain distance between the observer and the observed which in a way reduces subjectivity in the data sought.

The questionnaire used for this study has both open and close-ended questions. According to Mason (2002), data obtained through open-ended questions would complement the ones gathered via close-ended questions.

For validity reason, the questionnaire was shown to three journalism instructors and received their blessings.

3.2.2. In-depth Interview

Trying to quantify things and express them only in terms of numbers may not apply always especially in the social science field of research as context based meaning could sometimes be essential. Thus, the study at hand has used in-depth interview to gather qualitative data. Interviewing, according to Bulmer (2004), enables the researcher to have access onto individuals' opinions, attitudes, values, and knowledge of the subject under discussion. Moreover, in their explanations on the importance of an in-depth interview, Mack, et al., (2005) assert that it is helpful to obtain the interviewees' perspectives in detail. This shows that by employing an in-depth interview the researcher allows the participants to talk at length on the topic.

3.3. Sampling Technique

This research employed both probability and non-probability sampling techniques. The probability sampling technique was employed to obtain data from the sample students of both universities (Kotebe Metropolitan University and St. Mary's University) for it was possible to get the complete list of participants. From non-probability sampling techniques, the purposive sampling was applied to select teachers for interview again from the two universities. To be more specific, the systematic random sampling technique accompanied by the lottery method was applied to select sample students based on their ID No while the teachers were purposefully selected for interviews.

3.4. Population and Sample

Determining the sample size has been an important procedure before sampling. To address this, Yamane (1967) as quoted in Glenn (1992) provides a simple formula for calculating sample size. Based on the formula, from a total population size of 10,284 regular students of both universities, that is, 5543 from Kotebe Metropolitan University (KMU) and 4740 from St. Mary's University (SMU), a sample size of 200 were selected using systematic random sampling technique with a confidence level of 95% and a precision of 0.07. Accordingly, 200+45 questionnaires were distributed in the two study areas, i.e., Kotebe Metropolitan University (KMU) and St. Mary's University (SMU). And of the indicated sample size, 130 questionnaires were completed by students from Kotebe Metropolitan University (KMU) while 115 questionnaires were filled out by their counterparts from St. Mary's University (SMU). Of the

questionnaires returned from KMU, 108 of them were found properly completed while from SMU, 92 questionnaires were found properly filled out. All the questionnaires were returned from both universities.

On the other hand, 12 teachers were purposefully selected for in-depth interview from the two universities. However, it was only 10 of the interview responses (i.e., 6 from Kotebe and 4 from St. Mary's) that were considered in the analysis of the study for the researcher felt that the data obtained from these informants reached its level of saturation. Overall, this study enrolled 210 participants to fill out the questionnaire and participate in the interview.

Below, **Table I**, Sample Size: Yamane (1967) as quoted in Glenn (1992) shows the Sample size for $\pm 3\%$, $\pm 5\%$, $\pm 7\%$, and $\pm 10\%$ Precision Level Where Confidence Level is 95% and $P=.5$

Size of Population	Sample Size (n) for Precision (e) of :			
	$\pm 3\%$	$\pm 5\%$	$\pm 7\%$	$\pm 10\%$
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
1000	a	286	169	91
2000	714	333	185	95
3000	811	353	191	97
4000	870	364	194	98
5000	909	370	196	98
6000	938	375	197	98
7000	959	378	198	99
8000	976	381	199	99
9000	989	383	200	99
10,000	1000	385	200	99
15,000	1,034	390	201	99

20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
More than 100,000	1,111	400	204	100
a = Assumption of normal population is poor (Yamane, 1967). The entire population should be sampled.				

3.5. Data Analysis Procedure

The quantitative data which were obtained through the questionnaire were analyzed quantitatively using the Statistical Package for Social Science/SPSS/. While some of the results were tabulated, others were presented in Bar-graphs using descriptive statistics particularly frequency and percentage. Moreover, the overall mean score was also used in the analysis. On the other hand, the data gathered via interview were analyzed qualitatively giving various categories of themes.

Chapter Four: Data Analysis and Discussion

INTRODUCTION

In this chapter an attempt has been made to address the general objective of the study which is to investigate perception among students and teachers of Kotebe Metropolitan University (KMU) and St. Mary's University (SMU) on nature of television news from EBC television. In order to attain this general objective, this study raised research questions which included: How do students and teachers of KMU and SMU perceive EBC television news? To what extent do students and teachers of KMU and SMU use EBC television news? And what are the existing alternative sources of news students and teachers of KMU and SMU use? As highlighted in the foregoing chapter, questionnaire and in-depth interview were employed as data gathering instruments. While the questionnaire was administered to obtain data from the sample students of the two universities, in-depth interview was conducted with teachers of both universities to find out what they had to say on the topic under study.

The analysis and discussion of the quantitative and qualitative data were done separately. This section brings forth the quantitative data analyses and discussions followed by the qualitative data analyses and discussions.

4.1 Demographic Distribution of Respondents

The demographic distribution of the respondents incorporates eight variables (Table 1- Table 5)

Table 1. Age of respondents

Age Category	Frequency	Percent
17-19	85	42.5
20-23	109	54.5
24-26	4	2.0
≥27	2	1.0
Total	200	100.0

Age of the respondents was considered as one variable for the study. And with reference to the age distribution shown in Table 1 above, 54.5 percent of the sample population was in the age category of 20-23 while 42.5 percent of them were between the age category of 17-19. On the other hand, 2 percent of the respondents were between the age ranges 24-26 whereas only 1 percent of the respondents were greater or equal to 27 years of age. Therefore, it is possible to see that the significant size of respondents' age lie between 17 and 23 years of age.

Table 2. Gender of Respondents

Gender Category	Frequency	Percent
male	86	43.0
female	114	57.0
Total	200	100.0

From a total of 200 questionnaires distributed in the two universities, 57 percent of the respondents who completed the questionnaire were females while the remaining 43 percent were males. On the basis of this data, one can notice that the number of female respondents is a bit more than their counter part males.

Table 3. Respondents' Family Background

Family Background	Frequency	Percent
Urban	186	93.0
Rural	14	7.0
Total	200	100.0

As illustrated in Table 3 above, 93 percent of the sample population said they were from the urban areas while 7 percent of the remaining respondents said they were from the rural areas.

Implied in here is that the vast majority of the respondents are assumed to have access to the various local and international news media for they were urban dwellers.

Table 4.

Fields of Study	Frequency	Percent
Natural science	46	23.0
Social Science	78	39.0
Languages and Humanities	76	38.0
Total	200	100.0

Respondents' Fields of Study

As displayed in Table 4 above, 39 percent of the total respondents were enrolled in the Social Science study stream while 38 percent of the respondents were from the Languages and Humanities fields of study. The remaining 23 percent of the respondents were from the Natural Science stream. This shows that there is fair distribution in the field of study among respondents.

Table 5. Respondents' Years of Study

	Frequency	Percent
1st year	46	23.0
2nd year	53	26.5
3rd year	101	50.5
Total	200	100.0

The last demographic variable taken into account for this study was the study year of the respondents. Demonstrated in Table 5 above, third-year students account for 50.5 percent of the total respondents while the second-year students make up 26.5 percent of the respondents, and 23 percent of the respondents in this study were first-year students. Thus, it is possible to see that majority are from the 3rd year and they have reasonable size of years to reflect on university context.

4.2. Perception on the Nature of EBC Television news

In this part of the study, an attempt has been made to analyze and discuss the quantitative data generated in response to the first research question which is describing the participants' perception on the nature of EBC television news. For this, a-five-point Lickert Scale which ranges from 1=Strongly Disagree to 5= Strongly Agree has been used.

4.2.1. Perception on the Accuracy of EBC Television news

Statistics		EBC television news are accurate.		
EBC television news are accurate.		strongly disagree	66	33.0
		disagree	62	31.0
		neutral	38	19.0
		agree	28	14.0
		strongly agree	6	3.0
		Total	200	100.0
N	Valid	200		
	Missing	0		
Mean		2.23		

Table 9. Perception on the Accuracy of EBC Television news

As can be seen in Table 9 above, respondents were asked to reflect their level of agreement to whether EBC television news were accurate or not. Accordingly, 33 percent of the respondents stated they strongly disagree while 31 percent of the respondents disagree. Thus, the majority of the respondents that is a total of 64 percent expressed their disagreement with the variable. On

the other hand, 17 percent of the respondents (14% agree and 3 % strongly agree) expressed their agreement. This implies that the majority of students perceived that EBC television did not take the accuracy of its news reports seriously. Similarly, the overall mean result which was 2.23 also indicates low level of agreement with the variable. Kovach and Rosenstiel (2007) capitalize on the importance of accuracy in journalism contending that it is the ground upon which everything else including context, interpretation and all of the public communications are built.

4.2.2. Perception on EBC Television Factual News Presentation

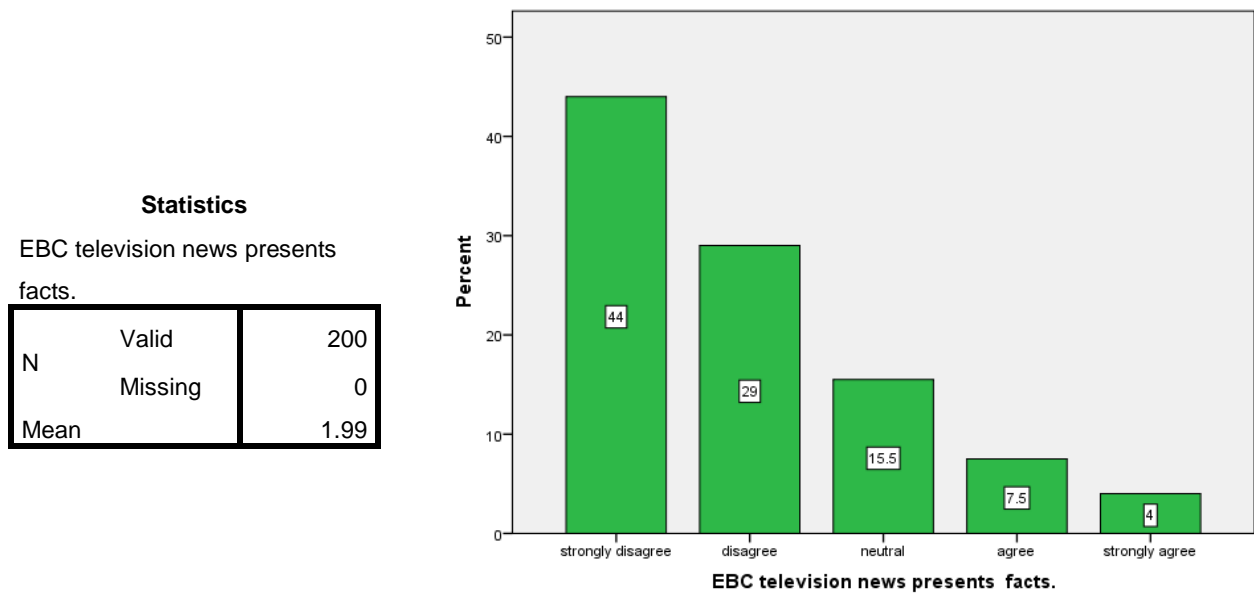


Figure 1. Perception on EBC Television Factual News Presentation

As demonstrated in Figure 1 above, respondents were asked to declare the degree to which they agree or not with the statement EBC television news were factual. Accordingly, 44 percent of the respondents strongly disagreed while 29 percent disagreed. This means that the largest part of the sample respondents that counted 73 percent showed their disagreement with the point. Nevertheless, only 7.5 percent agreed and 4 percent strongly agreed which together making up 11.5 percent of the total respondents. It is, therefore, possible to deduce from this that the vast

majority of students did not believe that EBC television news presented facts. The overall mean which is 1.99 similarly indicates the participants' low level of agreement with the statement.

4.2.3. Perception on EBC Television news Fairness

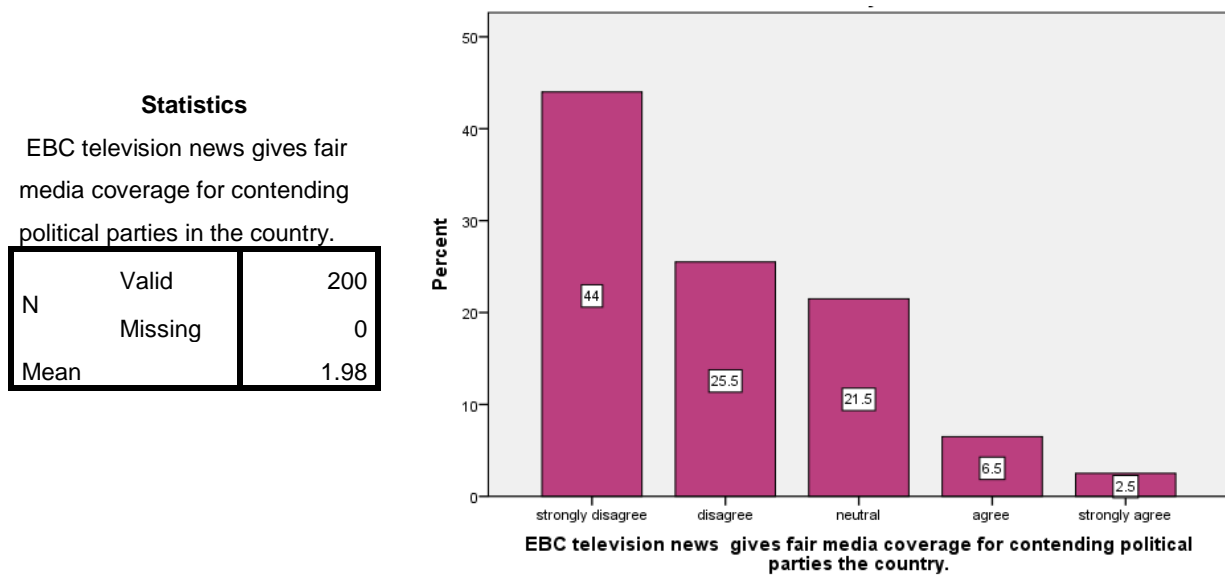


Figure 2. Perception on EBC Television news Fairness

As shown in Figure 2 above, participants were asked to show their position as to whether EBC news gave fair media coverage for contending political parties in the Country or not. In response to this, 44 percent of the respondents strongly disagreed while 25.5 percent of the respondents disagreed with the item. Hence, the vast majority of the respondents (69.5 percent) expressed their disagreement. On the other hand, 6.5 percent and 2.5 percent of the entire respondents agreed and strongly agreed, respectively with the variable. From this, it becomes clear that the

majority of students in the study had the perception that EBC television news did not give fair media coverage for contending political parties in the Country. Moreover, the general mean result that is 1.98 also confirms the respondents' disagreement with variable. Implied in here, one can raise the question of media independence for any attempt to block access to views and opinions upsets media freedom and pluralism (European Broadcasting Union, 2013). In similar vein, Shambrook (2012) says that unless there exist major media outlets which reflect diversity of views impartially, polarized media effect would likely be the result as the public are exposed to limited sources.

4.2.4. Perception on the Transparency of EBC Television news

Statistics			EBC television news prioritizes transparency.		
EBC television news prioritizes transparency.			strongly disagree	83	41.5
N			disagree	63	31.5
Valid	200		neutral	33	16.5
Missing	0		agree	17	8.5
Mean	1.98		strongly agree	4	2.0
			Total	200	100.0

Table10. Perception on the Transparency of EBC Television news

In light of Table 10 above, participants were asked to declare their level of agreement or disagreement in that EBC television news prioritized transparency. In accordance with this, the vast majority of the respondents that is 73 percent of the respondents (41.5% strongly disagree and 31.5% disagree) revealed their disagreement. On the contrary, a total of 10.5 percent of respondents (8.5 % agree and 2 % strongly agree) showed their agreement with point. This shows that nearly three-fourth of the participants perceived that EBC television lacked transparency in its news broadcasting service which, in a way, might affect its trustworthiness.

The overall mean score that is 1.98 also informs that there existed low level of agreement on the variable. In relation to this, Silverman (2013) says that transparency in the news media helps to build trust for it encourages openness to disclose errors and failures in the media practices. Such a trend in media houses lays the ground to have the kind of journalism the public wish to see and trust (Kovach and Rosenstiel, 2014).

4.2.5. Perception on Investigative Reporting by EBC Television news

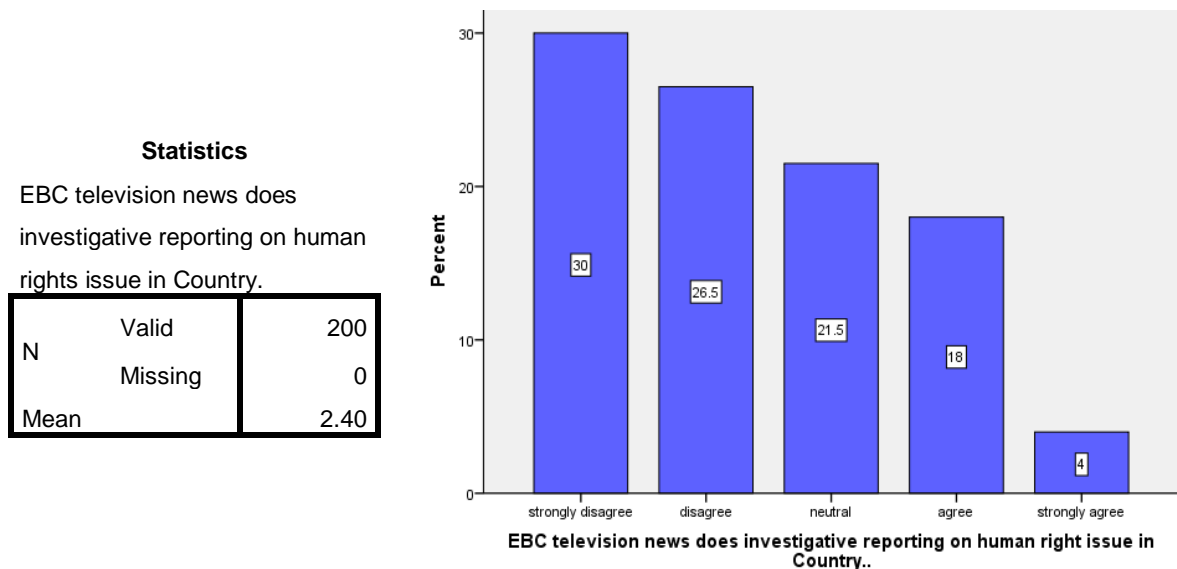


Figure 3. Perception on Investigative Reporting by EBC Television news

As can be discerned in Figure 3 above, respondents were asked to indicate the degree to which they agree or not to the statement: “EBC news does investigative reporting on human right issues in the Country.” In response to this, 30 percent of the total respondents strongly disagreed while 26.5 percent of them disagreed with the variable. Hence, more than half of the respondents, that is, 56.5 percent of them revealed their disagreement. However, 18 percent and 4 percent of the respondents chose to agree and strongly agree, respectively both together making up 22 percent of the entire respondents expressed their agreement. From this, one can see that the majority of the respondents in the study had perception that EBC television news did not do investigative

reporting on violations of human rights in the Country. The general mean score which is 2.40, in this regard, shows the respondents' moderate level of agreement with the statement Concerning this, Kalathil (2011), contends that the existence of vibrant media promote voice to the voiceless, accountability and good governance even in the least developed countries with a minimum of infrastructure. Here, it is also possible to raise the issue of EBC's independence. This is because journalism should not be about who is behind media production, rather, it is all about how journalism is done (McBride and Rosenstiel, 2014).

4.2.6. Perception on EBC's Adherence to Impartial Journalism

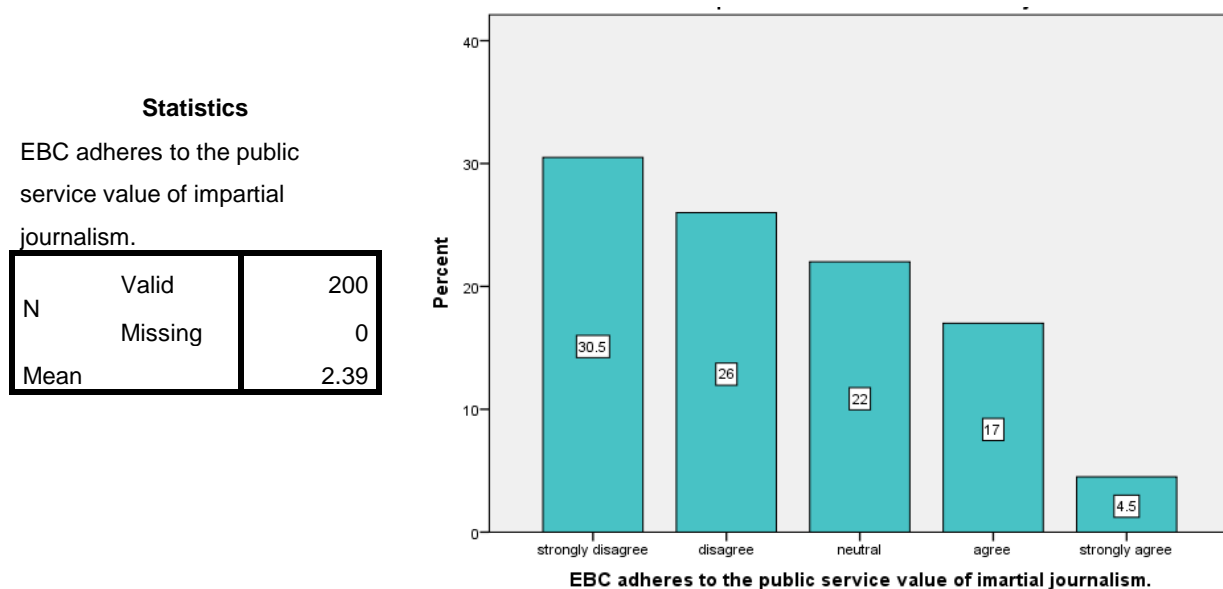


Figure 4. Perception on EBC's Adherence to Impartial Journalism

As displayed in Figure 4 above, participants were asked to show their position as to whether EBC television news adheres to impartial journalism or not. Accordingly, 30.5 percent of the sample respondents chose *strongly disagree* while 26 percent of the respondents selected *disagree*. So, a total of 56.5 percent of the respondents expressed their disagreement with the item. On the other hand, 21.5 percent of the respondents (17 % agree and 4.5 % strongly agree) expressed their agreement. Hence, one can make of the data above that the majority of respondents in this study perceived that EBC television news did not serve impartial journalism.

The overall mean result which is 2.39, in this respect, shows the respondents' moderate level of agreement with the statement. Obviously, unbalanced or partial news reporting would be against the notion of objectivity in journalism. In relation to this, McQuail (2005) as cited in Udomisor and Udoh, (2015) highlights three features of objective reporting. The first one is it adopts a position of neutrality. The other one is it avoids partisanship, in that the news media should not take sides with any of the disputing parties. And the last point, according to McQuail, is objective reporting requires journalists' adherence to truthful and accurate depictions of realities.

4.2.7. Perception on the Role of EBC news in Helping to Make Informed Decisions.

Statistics		EBC television news helps me to make informed decisions		
EBC television news helps me to make informed decisions.			Frequency	Percent
N	Valid			
	Missing	200		
Mean				
		strongly disagree	66	33.0
		disagree	50	25.0
		neutral	48	24.0
		agree	30	15.0
		strongly agree	6	3.0
		Total	200	100.0

Table 11. Perception on the Role of EBC news in Helping to Make Informed Decisions

As illustrated in Table 11 above, respondents were asked to indicate their degree of agreement or disagreement to whether EBC television news was helpful to them in making informed decisions or not. Consequently, 33 percent of the total respondents chose *strongly disagree* while 25 percent of the respondents selected *disagree*. In other words, a total of 58 percent of the sample respondents portrayed their disagreement with the statement. However, 18 percent of the respondents (15 % agree and 3% strongly agree) indicated their agreement. This, by implication, indicates that majority of the respondents had perception that news from EBC television did not

help them to make informed decisions. The total mean score which is 2.30, similarly, shows the respondents' low level of agreement with the assertion.

4.2.8. Perception on the Level of Context EBC Television news Offers

Statistics

EBC television news provides enough contexts for its news.

N	Valid	200
	Missing	0
Mean		2.93

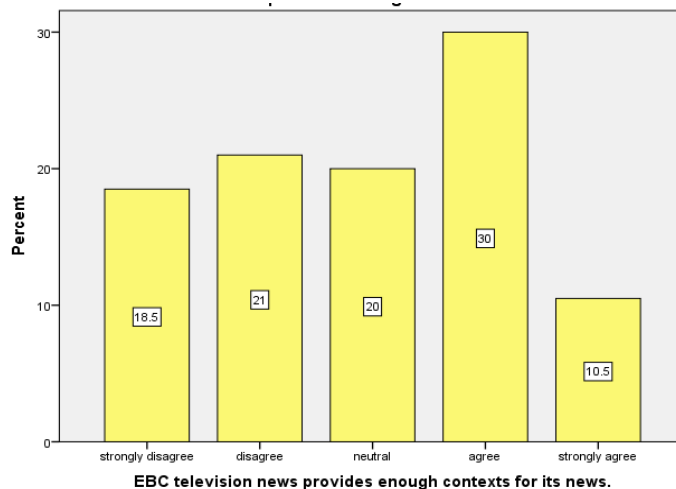


Figure 5. Perception on the Level of Context EBC Television news Offers

As can be seen in Figure 5 above, participants were asked if EBC television news provided enough contexts in its reports. Responding to this, a total of 40.5 percent of the participants (30 percent agree and 10.5 percent strongly agree) declared their agreement with the statement while 39.5 percent of the sample respondents (18.5 percent strongly disagree and 21 percent disagree) indicated their disagreement with the variable. One can easily see that the respondents' level of agreement on the point was a little more than disagreement on the issue. The mean score that is 2.93 also proves that there existed moderate level of agreement with the statement among the participants of the study.

4.2.9. Perception on the Trustworthiness of EBC Television news

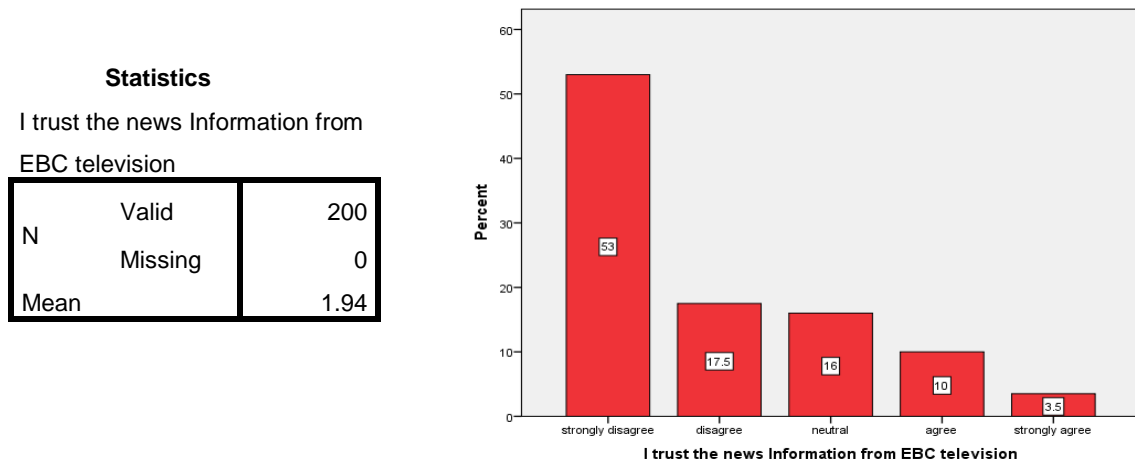


Figure 6. Perception on the Trustworthiness of EBC Television news

As portrayed in Figure 6 above, participants of the questionnaire were asked to indicate the extent of their agreement or disagreement to whether they trusted the news from EBC television or not. Concerning this, while 53 percent of the sample respondents said that they strongly disagree, 17.5 percent of the respondents said they disagree. This indicates that a total of 70.5 percent of the respondents showed their disagreement on the variable. And yet, 13.5 percent of the respondents (10 percent agree and 3.5 percent strongly agree) indicated their agreement. Based on the data, one can argue that a lot of respondents in this study felt that EBC television news were not trustworthy. The general mean score that is 1.94 also confirms the respondents' lower level of agreement with the statement. In this regard, Tesfaty and Cappella (2003) note that audiences who have trust on a given news media consume the media more although such correlation is a weak one. Likewise, Newton and Norris (1999) as cited in Girmachew (2013) put it that loss of trust in major institutions (which also include the media) could cripple the democratization process in countries which have representative democracy.

4.2.10. Perception on EBC Television news in Relation to Other News Sources

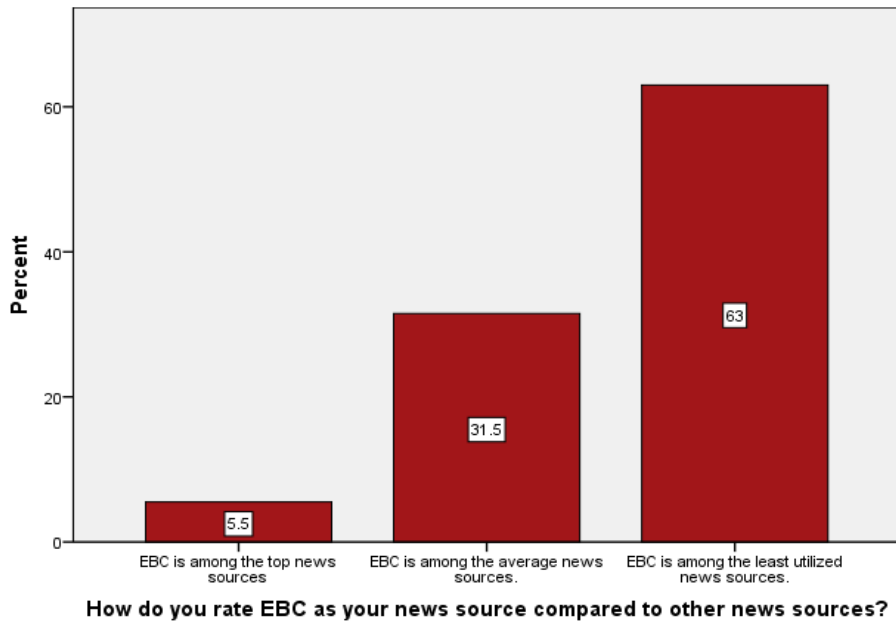


Figure 7. Perception on EBC Television news in Relation to Other News Sources

As depicted in Figure 7 above, respondents were asked to rate EBC television news based on the item-“How do you rate EBC as your news source compared to other news sources?” Accordingly, 63 percent of the sample respondents rated EBC television news “among the least utilized news sources” whereas 31.5 percent of the respondents rated it “among the average news sources.” Only 5.5 percent of the total respondents rated EBC television “among the top news sources.” On the ground of the data, it seems very likely that the vast majority of students in this study had negative perception on EBC television in comparison to other news outlets. This, by implication, indicates how big their dissatisfaction had been with the news service EBC television provides. The Reception Analysis, according to Fiske (1987), contends that audiences are actively involved with what the news media brings forth on the screen. Implied in this assertion may be that mass media cannot dump whatever it has on its respective audiences. Somehow a related school of thought is reflected by Katz, Blumler and Gurevitch (1974) arguing that driven by need for gratification, audiences are active in their mass media choice and consumption. Here comes the question, then what would happen if audiences of a given news media (for the interest of this study, EBC television) could not get satisfaction as the data in Figure 7 above has revealed? The Cognitive Dissonance Theory seems to have an explanation for this: audiences who lacked the contentment on mass media programs, which obviously include news service, would selectively expose themselves (O’Keefe, 2002).

4.3. Reasons for Consumption of EBC Television news

To find out the extent to which the sample respondents used EBC television news was the second research question set for the study. Hence, just like the preceding part of the quantitative analysis this one has also used a five-point Likert Scale which ranges from 1=Strongly Disagree to 5=Strongly Agree for obtaining data from the respondents.

4.3.1. Information as a Reason for EBC news Consumption

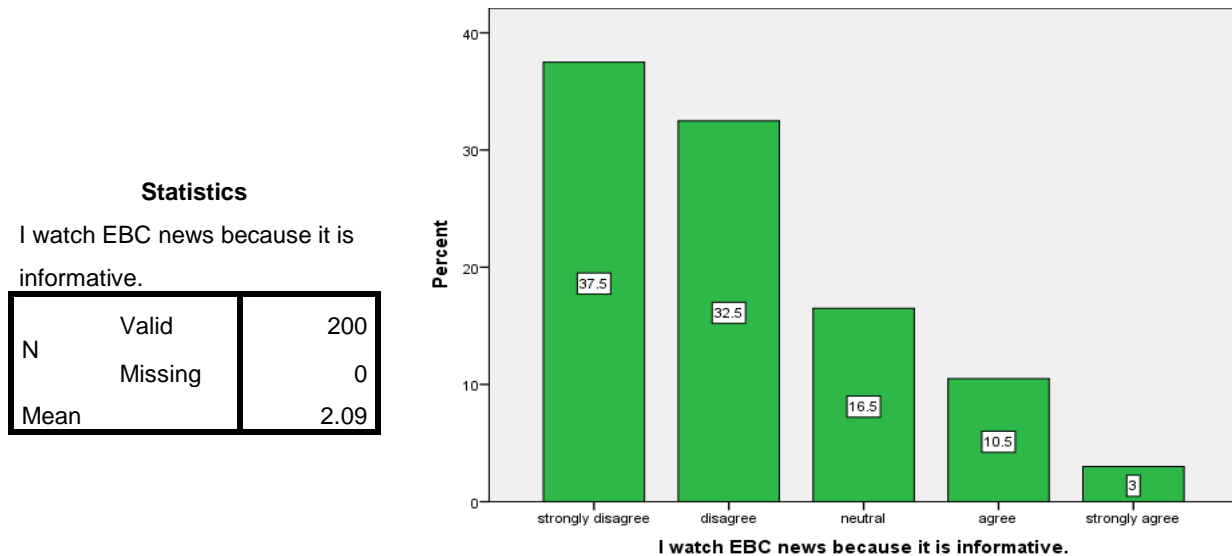


Figure 8. Information as a Reason for EBC news Consumption

As demonstrated in Figure 8 above, participants were asked to show their level of agreement or disagreement as to whether they watched EBC television news for information or not. In response to this, while 37.5 percent of the sample respondents strongly disagreed, 32.5 percent of the respondents disagreed. Thus, a total of 70 percent of the sample respondents declared their disagreement with the variable. Nonetheless, 10.5 percent and 3 percent of the respondents

agreed and strongly agreed respectively which both together making up 13.5 percent of the total respondents showed their agreement. Based on this, one can conclude that most respondents perceived EBC television news as less informative. The overall mean which is 2.09 also indicates the participants' low level of agreement with statement. Therefore, the point here is such an understanding by the audiences might affect the frequency of their viewership to the source for information. In this regard Cotterrell (2009), argue that access to more information from a certain media helps the audiences reduce uncertainty in their social relations and theoretically increases trust on the news media. This could also be related with media freedom to give unrestricted public access to information which is one of the dimensions to measuring media independence (European Broadcasting Union, 2013).

4.3.2. Timeliness as Reason for EBC news Consumption

Statistics			I watch EBC news for its timely reporting.		
I watch EBC new for its timely reporting.			Frequency		
Percent			Percent		
N	Valid	200	strongly disagree	70	35.0
	Missing	0	disagree	59	29.5
Mean		2.26	neutral	33	16.5
			agree	25	12.5
			strongly agree	13	6.5
			Total	200	100.0

Table 12. Timeliness as Reason for EBC news Consumption

As depicted in Table 12 above, respondents were required to disclose how much they agree or disagree with the item- “I watch EBC news for its timely reporting.” Accordingly, while 35 percent of the total respondents chose *strongly disagree* from the options, those who selected *disagree* make up 29.5 percent of the sample respondents. This, in other words, means that 64.5 percent of the total respondents revealed their disagreement with the assertion. On the other hand, 12.5 percent and 6.5 percent of the respondents chose *agree* and *strongly agree*,

respectively. From this, it is possible to see that larger proportion of respondents in the study perceived that EBC television did not present timely news reports. The general mean result that is 2.26 also shows the respondents' low level of agreement with the statement. Therefore, the perception that EBC television did not maintain timeliness could negatively affect news consumption from the same. McLeish (2005) says news has to be new, interesting, and true. When McLeish explains the term "new", it is noted that the listener has not heard the information before or it should be an update of news story which was previously broadcasted. This explanation might imply news freshness which could, in one way or another, be realized through timely reporting. And if news cannot be timely presented to its audiences, they might be forced to lose their attachment with the source and shift to the alternative news media. More importantly inferred from this could be, the audiences' trust on such news outlets for timely news reports might gradually be eroded.

4.3.3. Independent Coverage as Reason for Consuming EBC Television news

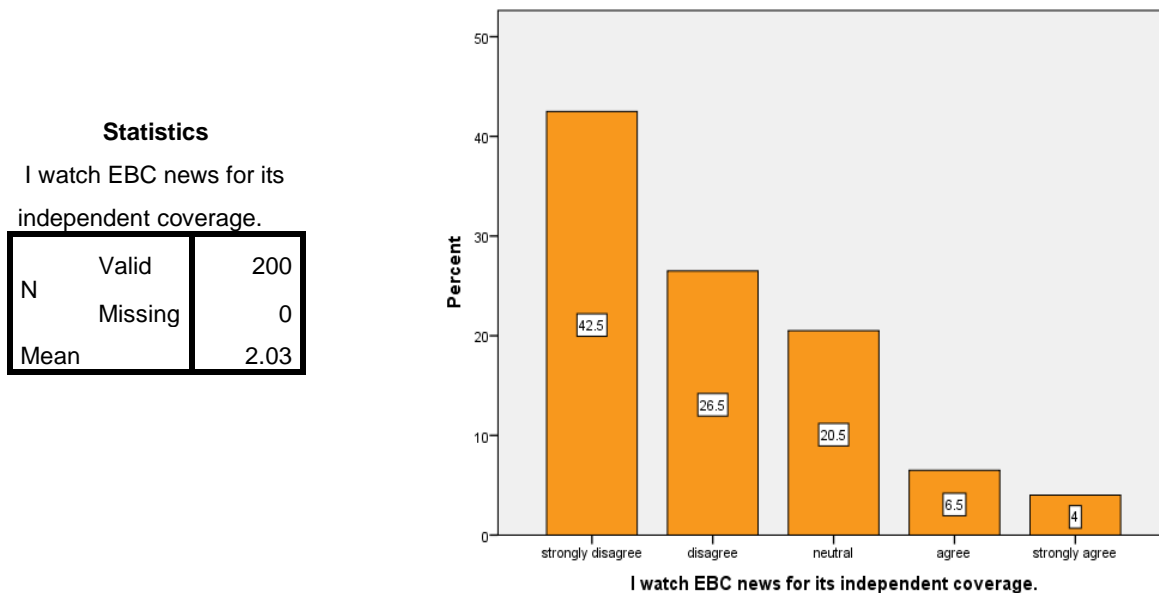


Figure 9. Independent Coverage as Reason for Consuming EBC Television news

As portrayed in Figure 9 above, respondents were asked if they watched EBC television for its independent news coverage. In response to, 69 percent of the total respondents (42.5 percent

strongly disagree and 26.5 percent disagree) declared their disagreement. On the other hand, 10.5 percent of the respondents (6.5 percent agree and 4 percent strongly agree) showed their agreement with point. This indicates that the majority of students in the study perhaps rarely watched EBC television news for they perceived that this media did not give independent news coverage. The general mean score which is 2.03, as well, proves the respondents' disagreement with the statement. In this respect, the Freedom House report (2017) also states that Ethiopia's status in allowing an independent flow of information was labeled "Not Free Nation." In similar vein, Getaneh (2013) found out that media managers in state owned media in Ethiopia, which EBC is also one of them, play the role of political gate keeping.

4.3.4. Accuracy as Reason to Consume EBC Television news

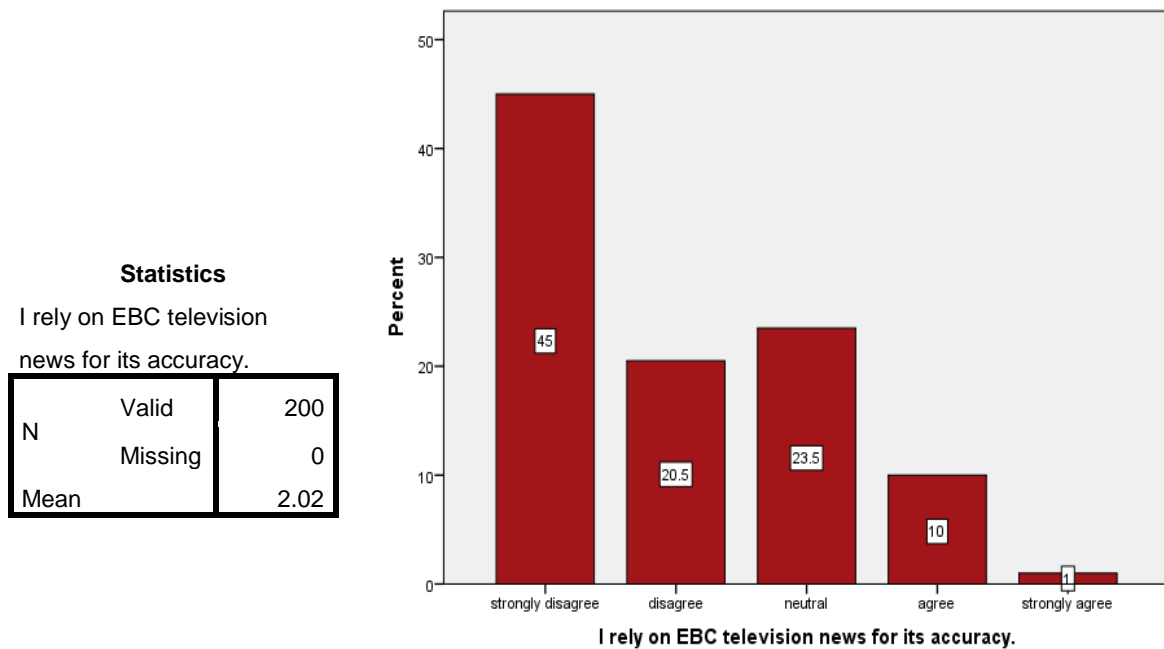


Figure 10. Accuracy as Reason to Consume EBC Television news

As can be discerned from Figure 10 above, participants of the questionnaire were asked if they relied on EBC television news for its accuracy. Consequently, 45 percent of the respondents strongly disagreed while 20.5 percent of the respondents disagreed which together add up 65.5 percent of the total respondents confirmed their disagreement with the variable. On the contrary, 10 percent and 1 percent of the sample respondents chose *agree* and *strongly agree*, respectively from the options. This implicates that far more than half of the respondents in this study had perception that EBC television news lacked accuracy which consequently could affect their regular news consumption from the same. The overall mean that is 2.02, similarly, confirms the existence of disagreement with the statement. And yet, the focus on accuracy in a journalistic news reporting seems a central concern to different authors in the area. For instance, Kovach and Rosenstiel (2007) argue that journalism is different from entertainment and propaganda in that it is a discipline of verification which is a concept aiming at ensuring the accuracy of news reports. Related with this, Potter (2006) argues that credibility is news media’s vital asset; however, it is through accuracy that credibility can be achieved. The focus on accuracy in the news media seems to be a growing concern to Deuze (2005) as well. This author contends that accuracy has to be accompanied by an emphasis on transparency in providing information about the journalistic productions and decision making process.

4.3.5. Presence of Diverse Views as Reason to Consume EBC Television news

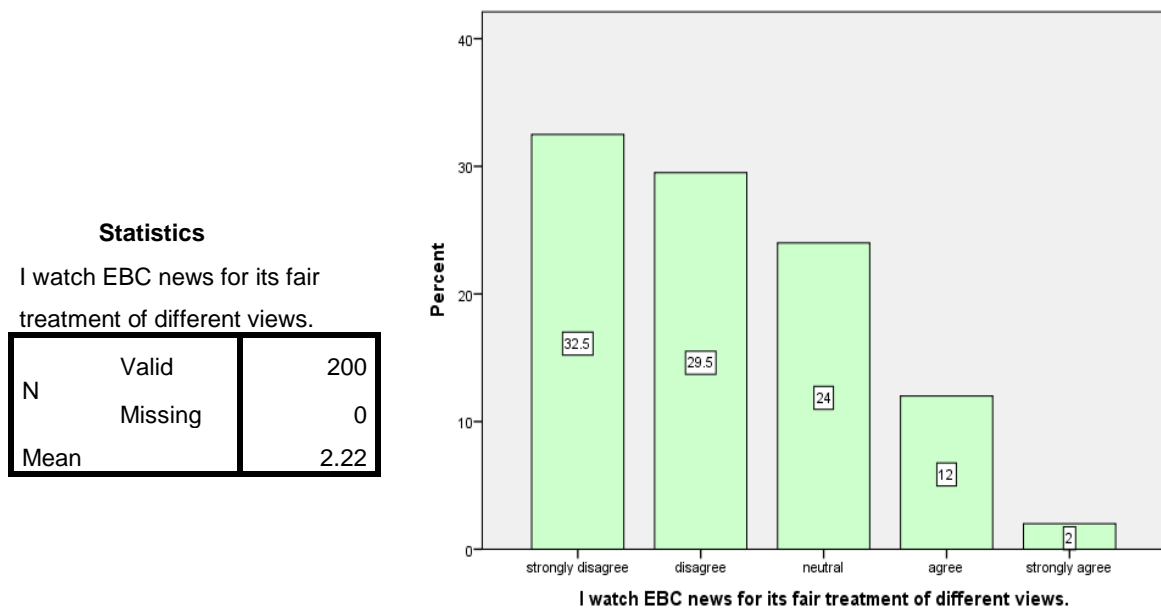


Figure 11. Presence of Diverse Views as Reason to Consume EBC Television news

With reference to Figure 11, the sample respondents were asked to declare how much they agree or disagree with the item- “I watch EBC news for its fair treatment of views.” Accordingly, a total of 62 percent of the respondents (32.5 percent strongly disagree and 29.5 percent disagree) revealed their disagreement. Nevertheless, 14 percent of the respondents (12 percent agree and 2 percent strongly agree) expressed their agreement. Based on the data, it is possible to conclude that considerable number of respondents perhaps did not regularly consume EBC television news for they conceived that different views were not entertained. The general mean result which is 2.22 also indicates their low level of agreement with variable. Solomon (2005), in this regard, found out that journalists in government owned media do not dare to report political matters especially of the opposition political parties and if they have to they usually *tone up* or *tone down* the issue in favor of the ruling party. Similarly, the Human Rights Watch (2015) revealed that the Ethiopian government has increasingly continued to repress media independence in the Country.

4.3.6. Investigative Reporting as Reason for Consuming EBC Television news

Statistics			I watch EBC news for it does investigative reporting on corruptions by officials.		
I watch EBC news for it does investigative reporting on corruptions by officials.			Frequency	Percent	
N	Valid	200	strongly disagree	87	43.5
	Missing	0	disagree	44	22.0
Mean		2.06	neutral	47	23.5
			agree	14	7.0
			strongly agree	8	4.0
			Total	200	100.0

Table13. Investigative Reporting as Reason for Consuming EBC Television news

As illustrated in Table 13 above, respondents were asked to indicate their positions as to whether they watched EBC news for reports on corruptions by officials, if any. So, in this respect, 65.5 percent of the entire respondents (43.5 percent strongly disagree and 22 percent disagree) stated

their disagreement while 11 percent of the respondents (7 percent agree and 4 percent strongly agree) indicated their agreement with the point. From this, one can possibly infer that the majority of participants perhaps did not expect EBC television news to conduct investigative reporting on corruptions for which they could resort to alternative news sources seeking reports of the kind mentioned. The overall mean result that is 2.06 as well, assures that respondents had low level of agreement with the statement. Regarding this, Solomon (2005) found out that EBC news favors success stories of development over investigative reporting. Closely related with this, Enkutatash (2014) says that EBC’s prime time news does not attempt to expose wrong doings to promote acceptable changes and to inform the public about negative issues.

4.3.7. Presence of Current Affaires as Reason to Consume EBC Television news

Statistics
I depend on EBC news for the current affaires of the Country.

N	Valid	200
	Missing	0
Mean		2.32

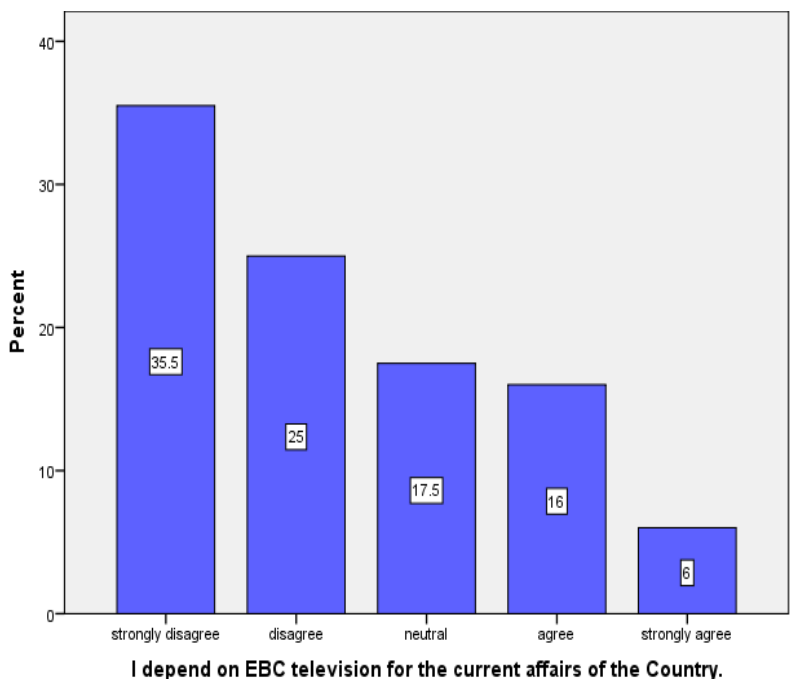


Figure 12. Presence of Current Affaires as Reason to Consume EBC Television news

As demonstrated in Figure 12 above, respondents were asked to declare their level of agreement or disagreement with the variable: “I depend on EBC television news for the current affairs of the Country.” In response to this, 35.5 percent of the sample respondents chose to strongly disagree, while 25 percent of the respondents disagreed. This, in other words, means 60.5 percent of the total respondents revealed their disagreement with the variable. And yet, 22 percent of the respondents (16 percent agree and 6 percent strongly agree) confirmed their agreement with the point. To this effect, it is possible to argue that the majority of participants in the study did not rely on EBC television news for current affairs. This, on other words, means that these audiences perhaps shifted their viewership to other news outlets to learn on the current affairs of the Nation. The overall mean which is 2.32 also indicates participants’ low level of agreement with statement.

4.3.8. EBC Television news Consumption as a Sole Information Provider

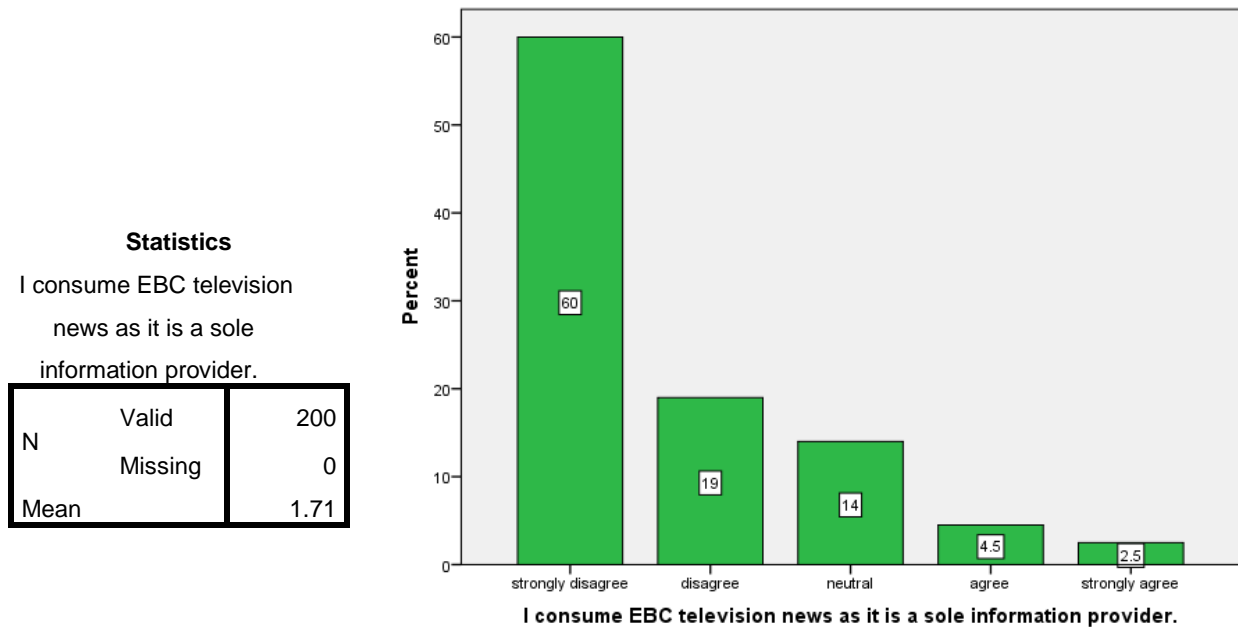


Figure 13. EBC Television news Consumption as a Sole Information Provider

In view of Figure 13 above, respondents were required to show how much they agree or disagree in that they consumed EBC television news as a sole information provider. So, in this respect, while 60 percent of the total respondents strongly disagreed, 19 percent disagreed with the item. Thus, the two constituting the largest proportion which is close to 80 percent of the total respondents showed their disagreement. Nonetheless, only 7 percent of the entire respondents (4.5 percent agree and 2.5 percent strongly agree) confirmed their agreement with the variable. From the data, it is possible to learn that perhaps the vast majority of the respondents had alternative news sources to visit. On the other hand, this huge disagreement on the variable probably signals the respondents' reduced level of news consumption from EBC television. The general mean score which is 1.71 also confirms the participants' low level of agreement with the statement .

4.3.9. Frequency of news Consumption from EBC Television in a Week Time

Frequency of watching EBC news in a given week.	Frequency	Percent
7 days a week	14	7.0
5-7 days a week	70	35.0
2-3 days a week	60	30.0
less than 2 days a week	56	28.0
Total	200	100.0

Table14. Frequency of news Consumption from EBC Television in a Week Time

As displayed in Table 14 above, the sample respondents were asked to label on the item- "Frequency of watching EBC news in a given week." In response to this, while 35 percent of the

total respondents watched EBC news 5-7 days a week, 58 percent of the respondents (30 percent watched 2-3 days a week and 28 percent watched less than 2 days a week) consumed EBC television news \leq 3 days a week. On the contrary, only 7 percent of the total respondents watched EBC news on daily basis. It is, therefore, possible to conclude that the majority of participants in the study consumed EBC television news less frequently in a given week time. And it also seems quite acceptable to argue that this news media was not able to grab these audiences' attention.

4.4. The Existing Alternative Sources of news

Exploring the existing alternative sources of news used by the respondents was the third objective set for this study. Accordingly, the sample respondents indicated that they used various types of alternative news sources as shown in Table 15 below in terms of frequency and percent:

Alternative Sources of News Consumed		Frequency	Percent
Newspapers	Yes	98	49
	No	102	51
	Total	200	100
Radios	Yes	191	95.5
	No	9	4.5
	Total	200	100
Other Television Channels	Yes	195	97.5
	No	5	2.5
	Total	200	100
Online news	Yes	120	60
	No	80	40
	Total	200	100
News Tubes	Yes	141	70.5
	No	59	29.5
	Total	200	100

Table15. Respondents' Alternative Sources of News

As depicted in Table 15 above, the sample respondents were asked to label the kinds of alternative sources of news they used. As a result, 97.5 percent of the total respondents used other television channels as their alternative news sources; 95.5 percent of the respondents used radios among other alternative sources; 70.5 percent of these respondents consumed news tubes as alternative news sources in addition to others; 60 percent of the respondents used online news media as their alternative news sources and 49 percent of the respondents used newspapers as alternative sources of news. Therefore, it can be said that different types of alternative news sources were consumed at different levels.

NOTE: A point worth considering in relation to the percentage descriptions in the analysis above should be; all the sample respondents of this study were made free to choose *more than one alternative news sources* assuming that an individual can have a number of alternative news sources to follow. Hence, as indicated in the analysis above, each amount labeled in terms of percent (i.e., 49 percent = Newspapers, 95.5 percent = Radios, 97.5 percent = Televisions, 60 percent = Online News sources, and 70 percent = News Tubes) was SEPARATELY open to the sample respondents who used the alternative news source mentioned by name. This, in other words, means that one respondent could make a choice on one or more genres of the alternative news sources presented in Table 15 above. Remember that the same applies for the analyses under Table 16, Table 17, Table 18, Table 19 and Table 20 below. Therefore, the percentage for each variable is also independent.

4.4.1. The Use of Newspapers as Alternative News Sources

Newspapers Consumed As Alternative News Sources		Frequency	Percent
1.The Reporter	Yes	39	19.5
	No	161	80.5
	Total	200	100
2. Addis Admass	Yes	33	16.5
	No	167	83.5
	Total	200	100
3. Addis Fortune	Yes	7	3.5
	No	193	96.5
	Total	200	100

4. Ethiopian Business Review	Yes	11	5.5
	No	189	94.5
	Total	200	100
5. Addis Zemen	Yes	80	40
	No	120	60
	Total	200	100
6. The Ethiopian Herald	Yes	10	5
	No	190	95
	Total	200	100
7. Capital Ethiopia	Yes	7	3.5
	No	193	96.5
	Total	200	100
8. Addis Lissan	Yes	32	16
	No	168	84
	Total	200	100
9. Others	Yes	12	6
	No	188	94
	Total	200	100

Table16. Respondents' Use of Newspapers as Alternative News Sources

As depicted in Table 16 above, the sample respondents were asked to point out the kinds of newspapers they consumed as alternative news sources. Consequently, the following newspapers were used as alternative news sources: 40 percent of the respondents used Addis Zemen; 19.5 percent of the respondents used The Reporter; 16.5 percent of the respondents consumed Addis Admass newspaper; 16 percent of the respondents used Addis Lissan; 6 percent of the respondents used Other newspapers which are not indicated by name; 5.5 percent of the respondents used the Ethiopian Business Review; 5 percent of these used The Ethiopian Herald; 3.5 percent of the respondents used Addis Fortune, and again 3.5 percent of these respondents used Capital Ethiopia. Thus, it can be said that Addis Zemen (40 percent) was consumed the most from newspapers as alternative news source while Capital Ethiopia and Addis Fortune were consumed the least both of them by 3.5 percent of the respondents.

4.4.2. The Use of Radios as Alternative News Sources

Radios Consumed As Alternative News Sources	Frequency	Percent
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1. EBC Radio	Yes	28	14
	No	172	86
	Total	200	100
2. FM Addis	Yes	98	49
	No	102	51
	Total	200	100
3. Fana Radio (Fana Broadcasting Corporate)	Yes	80	40
	No	120	60
	Total	200	100
4. Zami Radio	Yes	116	58
	No	84	42
	Total	200	100
5. Deutsche Welle (DW)	Yes	23	11.5
	No	177	88.5
	Total	200	100
6. VOA Amharic	Yes	55	27.5
	No	145	72.5
	Total	200	100
7. Afro FM (105.3)	Yes	42	21
	No	158	79
	Total	200	100
8. Ahadu FM (94.3)	Yes	43	21.5
	No	157	78.5
	Total	200	100
9. Ethio FM (107.3)	Yes	68	34
	No	132	66
	Total	200	100
10. Sheger FM	Yes	138	69
	No	62	31
	Total	200	100
11. Bisrat FM	Yes	132	66
	No	68	34
	Total	200	100
12. Others	Yes	21	10.5
	No	179	89.5
	Total	200	100

Table17. Respondents' Use of Radios as Alternative News Sources

As illustrated in Table 17, the sample respondents were required to indicate the radio channels they consumed as alternative news sources. Accordingly, 69 percent used Sheger FM; 66 percent used Bisrat FM; 58 percent used Zami Radio; 49 percent consumed FM Addis; 40 percent consumed Fana Radio now called Fana Broadcasting Corporate (FBC); 34 percent used Ethio FM (107.3); 27.5 percent consumed VOA Amharic; 21.5 percent consumed Ahadu FM (94.3); 21 percent used Afro FM (105.3); 14 percent consumed EBC Radio; 11.5 percent consumed Deutsche Welle (DW) and 10.5 percent of the respondents consumed *Others* radios. So, from this, one can notice that Sheger FM (69 percent) was used the most as alternative source among radios whereas *Others* (10.5 percent) which are not mentioned by name in the list were used the least.

4.4.3. Respondent's Use of Other Televisions as Alternative News Sources

Televisions Consumed As Alternative News Sources		Frequency	Percent
1. Addis TV	Yes	103	51.5
	No	97	48.5
	Total	200	100
2. EBC 2	Yes	99	49.5
	No	101	50.5
	Total	200	100
3. OBN/ TV Oromia	Yes	47	23.5
	No	153	76.5
	Total	200	100
4. Harar TV	Yes	14	7
	No	186	93
	Total	200	100
5. Tigray TV	Yes	32	16
	No	168	84
	Total	200	100
6. ES TV (Ethiopian Somali TV)	Yes	14	7
	No	186	93
	Total	200	100
7. Amhara TV	Yes	61	30.5
	No	139	69.5
	Total	200	100
8. Dire TV	Yes	19	9.5

	No	181	90.5
	Total	200	100
9. Debub TV	Yes	34	17
	No	166	83
	Total	200	100
10. ENN TV	Yes	75	37.5
	No	125	62.5
	Total	200	100
11. Walta TV	Yes	96	48
	No	104	52
	Total	200	100
12. Fana TV	Yes	111	55.5
	No	89	44.5
	Total	200	100
13. Afar TV	Yes	11	5.5
	No	189	94.5
	Total	200	100
14. ESAT	Yes	70	35
	No	130	65
	Total	200	100
15. OMN	Yes	17	8.5
	No	183	91.5
	Total	200	100
16. Others	Yes	87	43.5
	No	113	56.5
	Total	200	100

Table18. Respondent’s Use of Other Televisions as Alternative News Sources

As portrayed in Table 18, the respondents were asked to indicate what other television channels they watched as alternative news sources. Thus, as orderly listed: 55.5 percent of the respondents used Fana TV; 51.5 percent consumed Addis TV; 49.5 percent consumed EBC 2; 48 percent consumed Walta TV; 43.5 percent consumed *Others* that are not in the list; 37.5 percent of the respondents used ENN; 35 percent used ESAT; 30.5 percent used Amhara TV; 23.5 percent used OBN/ TV Oromia; 17 percent used Debub TV; 16 percent used Tigray TV; 9.5 percent used Dire TV; 8.5 percent consumed OMN; 7 percent consumed ES TV (Ethiopian Somali Television); and again 7 percent of the respondents used Harar TV; and finally 5.5 percent used Afar TV as

alternative news sources. Based on this, Fana TV (55.5 percent) was consumed the most by the respondents as alternative news source while Afar TV (5.5 percent) was consumed the least.

4.4.4. Respondents' Use of Online Media as Alternative News Sources

Online Media Consumed As Alternative News Sources		Frequency	Percent
1. EBC	Yes	52	26
	No	148	74
	Total	200	100
2. Walta Information Center	Yes	20	10
	No	180	90
	Total	200	100
3. Awramba Times	Yes	9	4.5
	No	191	95.5
	Total	200	100
4. Addis Standard	Yes	13	6.5
	No	187	93.5
	Total	200	100
5. Horn Affairs	Yes	13	6.5
	No	187	93.5
	Total	200	100
6. Addis Insight	Yes	4	2
	No	196	98
	Total	200	100
7. Nazareth Daily News	Yes	10	5
	No	190	95
	Total	200	100
8. Ethiopia First	Yes	18	9
	No	182	91
	Total	200	100
9. Ethiopian Review	Yes	20	10
	No	180	90
	Total	200	100
10. Ethiopia.com	Yes	27	13.5
	No	173	86.5
	Total	200	100
11. Media Ethiopia	Yes	23	11.5

	No	177	88.5
	Total	200	100
12. Cyber Ethiopia	Yes	28	14
	No	172	86
	Total	200	100
13. Addis Admass News	Yes	23	11.5
	No	177	88.5
	Total	200	100
14. Cyberzena	Yes	47	23.5
	No	153	76.5
	Total	200	100
15. Ethio Forum	Yes	7	3.5
	No	193	96.5
	Total	200	100
16. ECADF Ethiopian News	Yes	5	2.5
	No	195	97.5
	Total	200	100
17. Others	Yes	27	13.5
	No	173	86.5
	Total	200	100

Table19. Respondents’ Use of Online Media as Alternative News Sources

As displayed in Table 19 above, the sample respondents of this study were asked to indicate the online media they used as alternative news sources. In response to this, 26 percent of the respondents consumed EBC; 23.5 percent consumed Cyberzena; 14 percent used Cyber Ethiopia; 13.5 percent used Ethiopia.com; again 13.5 percent consumed *Others* which are not indicated by name; 11.5 percent consumed Media Ethiopia; again 11.5 percent consumed Addis Admass News; 10 percent consumed Ethiopian Review; again 10 percent consumed Walta Information Center; 9 percent used Ethiopian First; 6.5 percent used Addis Standard; again 6.5 percent used Horn Affairs; 5 percent used Nazareth Daily News; 4.5 percent consumed Awramba Times; 3.5 percent consumed Ethio Forum; 2.5 percent consumed ECADF Ethiopian News; and lastly 2 percent of the respondents used Addis Insight. So, in this respect, EBC online was found to be consumed the most by 26 percent by the sample respondents while Addis Insight was consumed the least only by 2 percent of the respondents among all other online alternative news sources.

4.4.5. Respondents' Use of News Tubes as Alternative News Sources

You Tubes/News Tubes Consumed As Alternative News Sources		Frequency	Percent
1. Dire Tube	Yes	118	59
	No	82	41
	Total	200	100
2. Yeneta Tube	Yes	34	17
	No	166	83
	Total	200	100
3. Yegna Tube	Yes	59	29.5
	No	141	70.5
	Total	200	100
4. Shire Tube	Yes	6	3
	No	194	97
	Total	200	100
5. Ethio Tube	Yes	42	21
	No	158	79
	Total	200	100
6. Sodere Tube	Yes	56	28
	No	144	72
	Total	200	100
7. Others	Yes	24	12
	No	176	88
	Total	200	100

Table20. Respondents' Use of News Tubes as Alternative News Sources

As presented in Table 20, the sample respondents were asked to point out the news tubes they consumed as alternative sources of news. To this end, 59 percent of the respondents used Dire Tube; 29.5 percent used Yegna Tube; 28 percent consumed Sodere Tube; 21 percent consumed Ethio Tube; 17 percent used Yeneta Tube; 12 percent used *Others* that are not mentioned by name and finally 3 percent of the sample respondents consumed Shire Tube as alternative news sources as listed in their order. Shown in here, Dire Tube was consumed more than all other news tubes used as alternative news sources by 59 percent of the sample respondents whereas Shire Tube was consumed the least as alternative news source among the news tubes only by 3 percent of the sample respondents.

4.5. Qualitative Data Analysis and Discussion

As pointed out earlier, the qualitative data was gathered from 10 informants via in-depth interview. Therefore, just like the quantitative analysis part of the study, this part presents the qualitative data analyzed and discussed separately. In this section, the interviewees' perceptions on the nature of EBC television news, the extent to which these interviewees consume EBC television news and finally the existing alternative sources of news used by the interviewees have been discussed.

4.5.1. Perception on the Nature of EBC Television news

When asked what their perception was like on the nature of EBC television news, especially in relation to news objectivity, impartiality/ fairness, independence and timeliness, the participants of the interview reflected on their perceptions as presented below in detail.

Here comes the first interviewee who by chance was an instructor of journalism and communications. And he perceives the EBC television news service as a voice of a certain group. Here below are his words:

EBC to my understanding is a public media but sometimes you see it to be the mouth-piece of the ruling party. It is Ethiopians' property and all Ethiopian people are not the members of the ruling party. We do have many, many entities, communities working in governmental and non-governmental organizations, civil societies; there are communal people, the elite politicians, so it must serve these all. It [EBC television news] must be the voice of these all diversified community. But in many cases EBC, being the mouth-piece of the government and the ruling party, echoes what the government wants to say. What people are interested in should also be in the report. But in many cases that is missing. So I don't think it (EBC television news) is impartial.

(Personal Interview 1: February 06,2018)

As can be seen in the quote above, this informant seems to be gravely concerned that EBC news was serving the interests of the government and the ruling party. To support his claims the informant said that EBC as the mouth-piece of the government and the ruling party, reflected what they usually said. However, the Commission of Freedom of the Press (1947), on the other hand, contends that the media should correspond to the various interests and groups in the society to show some relevant societal perspectives. Just in similar vein, the International

Encyclopedia of Communication (2008) says that the broadcast media as an institution must be balanced to entertain different viewpoints and ideologies by taking no side.

Reflecting on his perception of EBC television news, the next informant says that government owned mainstream news media in general, EBC in particular, lack transparency to present balanced news stories. According to this informant, this has consequently contributed to the current political unrest in the Country. Here are his direct words:

Had the government been able to give us a very balanced kind of stories, we can develop trust and a balanced type of outlook. But very unfortunately, the government itself is very much mysterious so are its media. Because of this reason, in communication if you are not transparent in which media are also part and parcel of this concept of transparency, the public would find every possible means which it can gather information through the informal channels. And the grapevine would definitely prevail. That, by the end of the day, in fact, would be very much suicidal for the government. So what should be done is the government should be open. Our media should be able to present very balanced type of stories from every side and every angle so that the public at large becomes very much comfortable. Otherwise, we are just going away from our media (the EBC) and we are engaged especially in pulling information from different informal channels. And this, by the end of the day, continues simply to escalate the situation (the political unrest in the Country) instead of mitigating what is going on especially these days in our Country. And I would say this is the result of government's lack of transparency.

(Personal Interview 2: February 06,2018)

In his perceptual reflection, the informant above said that the EBC news lacked transparency and could not present balanced news stories. This, according to the informant, has contributed its share to the current political unrest in the Country. Related with this, Riordan (2014) says that media transparency brings about greater reliability, the way media objectivity does in news reporting. Implied here could be, the more transparent a given news media is, the better its degree of reliability becomes. However, the practice of media transparency seems impossible unless the idea of media independence is practically in place. In this regard, Article 134 of a hand book of the New York Times Ethical Journalism (2004) contends that media coverage should be done “without fear or favor” by treating stake holders freely and openly.

The other informant strongly contends that EBC television news does not assess realities on the ground. He also says that this news media, rather, broadcasts the missions of the ruling party. According to this informant again, EBC television news usually denies the very facts on the ground and is not serving as the public news media. Quoted below are his full words:

I don't frequently watch EBC television news because in most cases, it does not have any grain of truth. The realities are completely denied while news is reported in EBC. The lived experience of the population or the lived experience of citizens is denied. There are a number of examples: assuming that there are popular uprisings in Addis and that news is denied in EBC. People do not have trust on the news which is being broadcasted by the Ethiopian government. And the news does not have any objectivity; it is not quite impartial and it is not independent. In most cases, it simply broadcasts the missions of the ruling party or we can say that it does not have the habit of speaking the truth. In most cases, even I don't have any trust about the journalists because they simply support (the ruling party and the government) and there is no demarcation between the government and the ruling party. We can say that EBC television news simply broadcasts the missions of the ruling party. It doesn't assess any reality or it doesn't have any truth in the type of news they broadcast. It is full of deceptions and they are the full architects of lies!

(Personal Interview 3: February 07,2018)

As could be seen from the interview above, the informant seems to have perceived EBC news lacking trustworthiness for he said that this public news media serves the interests of the ruling party while denying facts on the ground. However, written large and bold as missions and visions of most news media organizations, the attainment trustworthiness among audiences usually takes the front most positions in their billboards. Thus, the mistrust reflected on EBC television news could affect news consumption from the same. In this regard, Tesfati and Cappella (2003) argue that lack of trust on a given mainstream news media may have an effect on its audiences' consumption of information from the same.

Stating his perception on EBC television news, this next informant, says that the news from EBC does not tell what the public is curious about; it does not also report on what is exactly happening in the Country. According to this informant, EBC television news is always there to present success stories rather than what the public is interested in as quoted below:

... The mainstream media, EBC television is a pro-government instrument. I don't think they are fair, rather, they are full of bias and prejudice for me. Even in the contents, I don't think they try at least to tell the public or inform the public or report to the public what the public is curious about. It (EBC news) is full of lies. Everyone is criticizing; you cannot be the only truth teller while others are accusing against you. Could you tell me out of one hundred individuals supporting EBC television news? They repeatedly tell us that people are harvesting! They don't tell us stories like "a man bites a dog;" something different and a strange experience. They are always telling "the theft of goat and sheep." They don't tell us where the decay of the society is, the moral deteriorations of politicians and the justice, so and so forth. One best example is what was happening in the east of the Country in the Ethio-Somali and Oromia boarder. It was very much frustrating that everyone was shouting here and there. Even some media were reporting it like Rohingya that the United Nations was very much responsible for the issue. But our media didn't tell us what was happening in the Country. These are internal issues that we all are curious about, what is happening. So, how dare you say EBC is fair? I do not think so; there is a lot of journey for that position!

(Personal Interview 4: February 07,2018)

As could be seen in the quote above, this informant seems to be very much concerned about EBC news fairness for he said that EBC television news was not fair but biased. The informant also indicated that major issues in the Country were left unreported. In relation to the points raised above, McLeish (2005) explains what features a journalistic news needs to possess. For McLeish, news is an account of event that the listener has not heard before or an update of a story which was previously broadcasted. Continuing the discussion on features of news, McLeish says that news, being factual, has to be relevant or directly affecting the audiences in some way.

Expressing her perceptions on EBC television news, the next informant, just like the ones before, says that EBC is meant to please the government and the ruling party. She also says that this news media cannot be regarded as the voice of the people for it does not directly report on the people's feelings. Here are her words:

I believe EBC is the voice of the government and the EPRDF. I think, everything they report is to please the government instead of the people. We tend to suspect what they report and I don't think they are impartial. And I think they are not listening to the voice of the people and even if they do listen to that they don't report it. Even when we participate in some occasions, when they report it, you see that something is edited. They don't report directly on what the people feel! So I think they are not fair to report the people's voice.

(Personal Interview 5: February 07,2018)

As indicated in the interview response above, this informant seems to have perceived EBC television as a news media to serve the government's interest. This informant also indicated that EBC television news would not present the full records from their cameras; rather, some parts might be edited. Similar to the perceptual reflection given above, Getaneh (2013) found out that media managers in Ethiopia play the role of political gate keeping in government owned broadcast media, which, in fact, includes EBC television. Again in relation to this, Negeri (2010) contends that journalists in Ethiopia undergo government influences.

The following informant says EBC television news does not seem to allow a space for different voices to be heard. The informant continues; due to this, people do not have a mechanism of airing-out their grievances. Here below is the full quote:

...What I see is most of the time is given to government related socio-economic and political situations. Of course, there are times people are given some time to reflect their views about what is going on the development aspects. There is very little time given to whatever voice the other political parties have. To the best of my knowledge, I don't see any time allotted for political parties to reflect their ideologies, or whatever they have for the people at large. It (EBC television news) is all about the activities of the government that is aired-out. It is all about development...But the other side should also be taken into account. Whatever things are there, for instance, the economic misfortunes, the living conditions of not only people who have achieved a considerable socio-economic development, there are people who are suffering from lack of basic facilities that has been given less emphasis. People do not have the mechanism of airing-out their grievances! When we look at the journalists themselves (of EBC) and the issues that are aired-out, they incline towards the government affairs. Even I think people who are involved in that business, for me, are kind of party or government affiliated individuals. Even when they ask questions, they give you a question that will lead you to a specific answer.... I don't think people are free to express their ideas! It is kind of bridled one. That's how I perceive it.

(Personal Interview 6: February 12,2018)

As noted in the interview above, this informant seems to have perceived that the air-time of EBC television news was exclusively controlled by the government development agenda; the way it looked no other views were permitted. This informant went on saying that the public did not

have the means to vent their grievances. He also added that the voices of the opposition parties were not also heard. Similar to this perceptual reflection on EBC television news, different studies conducted on how state owned news media in Ethiopia function revealed that they were biased. For instance, Solomon (2005) found out that the journalists do not make it part of their plan to report on issues related to politics especially about the opposition political parties. In his findings, Solomon indicated that this happened just for fear of the subsequent punishment from the media managing body. In similar vein, Getaneh (2013) also contends that in government owned broadcast media, managers have party affiliation and others are rarely professionals.

The following participant of the interview says that while EBC was established by the money coming from Ethiopians, it is not serving their interest by presenting news stories objectively. The informant continues saying that whatever EBC television does, it is just in support of the government. Here is the full quote:

Basically, they are established to serve the public. However, in the majority of cases, what we see is just the news items presented are in support of the government. There are many cases that can support my view. When you come to objectivity of the news, I don't think the news presented is balanced. For instance, they take a few views, opinions from Addis Ababa and then they make generalizations about the people of Addis Ababa. So such kinds of reporting are not objective; they are covered up by the subjective views of the journalists working in EBC. The other thing that I would like to add, in my opinions, is about EBC's independence. I don't think EBC is working independently as a media organization. Basically, it is highly oriented to the incumbent government. And it can't serve its major functions such as informing the people, educating the people, and entertaining the people as an independent media organization. Most of the programs presented by this media organization are affiliated as I said earlier, to the government. And they are meant to strengthen or to fatten up the programs and the policies, et cetera of the government. But as I said quite repeatedly, it is expected to serve the general public because it is established by the money coming from the general public of Ethiopia! And they (Ethiopians) want balanced views, instructive views from this media organization. But unfortunately, the majority of the people, as I think, do not get this service and they are looking after other alternative media organizations including myself.

(Personal Interview 7: February 12,2018)

Based on the view reflected above, it was indicated that the news service from EBC television was presenting unbalanced reports which, according to the informant, were not in the interest of

the general public. This informant also noted that stories presented through this media were covered by the subjective views of the journalists. In relation to whom the news media should serve, Kovach and Rosentiel (2007) say that journalists' first loyalty is to citizens. Similarly, various institutions working in the area of journalism and communications also support this concept of serving the general public. For instance, the Canadian Association of Journalists (CAJ) also capitalizes on journalists' obligation to serve citizens.

The next informant perceives that EBC television news sometimes delays facts; sometimes it distorts or even does not present them. In support of his argument, the informant raises two major instances. One is the delayed news report on the killings of Ethiopian migrants in the land of Libya by the ISIS which, according to this informant, EBC reported it after many international news outlets. And the other instance this informant points out to show how EBC television distorts news is in relation to the recent resignation of the former Prime Minister, Hailemariam Dessalegn, as quoted below:

Well, I think in most of the cases EBC news is, I think, biased. It seems that it is not serving the public; it seems that it is serving the government or the party in the sense that facts are not reported or sometimes delayed or sometimes distorted. I can give you some instances, for example, news are delayed if you remember last year or the year before last year, Ethiopians were massacred or slaughtered in Libya. And that was reported by the VOA, even the Aljazeera and other international media and it was only after two days that EBC reported (what happened). So, sometimes delayed or sometimes facts are distorted. And in some cases, the journalists interview people to let the audience know public opinion. For example, the former Ethiopian Prime Minister, (Hailemariam Dessalegn) related to his letter of resignation some days, the journalists (of EBC television) asked some people to know the public opinion. It seems that it was purposely selected and so the views were almost identical. But normally you don't have identical opinion of the people because normally we are different in terms of our political views, in terms of religion, in terms of education, in terms of many things. And one cannot expect the same opinion from these all audiences! But if you watched the EBC news, the people were saying almost the same thing. This shows that it was purposely selected or the people who gave different views were purposely avoided! So, the EBC is simply reporting news or facts that suit the government's or the party's (the ruling one) purpose.

(Personal Interview 8: February 19,2018)

From the interview response above, this informant seems to want to emphasize on two points. One was repeated news delay by EBC television and the other one was information distortion by the same. These two evidence-based claims by the informant might imply the presence of news bias in favor of the ones in political power. Bennett (1990), in this regard, contends that the media should not be assumed as a pipeline to allow only what the powerful ones have to say due to their relative autonomy. This statement shows that the media have to remain independent in their journalistic services. Related to this again, the Commission of Freedom of the Press (1947) asserts that the media should correspond to the various interests and groups in the society to show some relevant societal perspectives in their media practices.

The following informant, just like the one above, questions the independence and also the timeliness of EBC television as a public news media organization raising a couple of instances to support his ideas. Here are his words:

I just don't see that EBC television news is impartial. It usually presents news from the government's view, particularly from the EPRDF's point of view. And if they report news from the view point of EPRDF, there is no way that they could be impartial! I don't think, EBC is independent as well. We can see some of the recent political turmoil in order to explain or justify my claim. Some years ago there was an uprising in the northern part of Ethiopia, Gonder. And I had friends who usually tell me each and everything from there; the EBC doesn't say anything about what happened over there! The same is true in the case of the political unrest in the different parts of Oromia. We hear a lot of news coming out about what happened there in Oromia, but EBC television doesn't say anything. EBC doesn't present fresh news. Probably after we heard about the news three or two days ago from other international or local private media, EBC reported (the news). So, they don't provide fresh news! A very simple example is the resignation of a top government leader, his name is Ababula Gameda. We heard it some two days ago, but the EBC reported it two days after. So they don't provide us news on time!

(Personal Interview 9: February 19,2018)

Based on the perceptual reflection above, this informant seems to be focused on the unbalanced treatment of views and news delay on some important happening in the Country by EBC television which is similar to the interview response this before. So, with respect to news media independence, Schudson (1978) says that journalism refers to the role of media organizations as a fourth estate; a body that exists apart from government and large interest groups. This, in other

words, means that audiences' right to obtain timely and factual information without intervention coming from a third party should be given due respect. Nevertheless, the independence of EBC television, as a news organization, seems to be challenged by political elites as highlighted in the interview above.

Unlike most of the views reflected by the informants before, this next one focuses on what is improving in the news service from EBC television, particularly in relation to its accessibility by a larger audiences and its quality of dissemination. This informant, of course on the hand, points out some issues in relation to hasty generalizations made by the journalists of EBC television in some of their news reports as quoted here below:

...For example, there is undeniable technological advancement in EBC television. Its accessibility and the quality of dissemination; these things are good. The fact that they say, "developmental reporting", I like that! But when it comes to especially news broadcast, sometimes they do kind of generalized ideology. If there is certain turmoil in a university that is solved today, they will go and interview one "x" or "y" or "z" and may say, "we have started class; things are in a good mood." And it is good to negotiate or discuss with the government about the problems that we are experiencing. "Students have started!" You know, you say that! For you have said it there is a tendency of concluding. Things are done this way or that way. So, like instead of that if EBC uses public polling like "what is your opinion about...? Actually, it takes us to go to the technological advancement; having strong internet connection and then that will be a national concern. But until that kind of thing is maintained, sometimes we have to be curious when we generalize, Okay? "People in Addis Ababa are happy about this; they are sad about this." That kind of generalization is there, mostly fast generalization. I think that should be improved!

(Personal Interview 10: February 07,2018)

Unlike many of the other informants, this one mentioned that EBC television was improving in its technical facilities. As this informant indicated, this has made it possible for the news service to be accessible in a better quality by citizens almost everywhere in the Country. Another point worth considering indicated by this informant includes the *fast generalizations* made in some of EBC's news reports which, according to the informant, seem to have been made usually based on few and unrepresentative samples. This same point was also highlighted by another informant (see Personal Interview 7 above). So, implied in here could be whether such kind of generalization was done on purpose or due to lack of professional expertise which in any way seems to have caused confusions on the part of the news audiences. Again, this could be seen as

a deception since the public opinion gathered about an issue might not be representative enough to generalize upon a larger population like the *whole university students* or on *the people of Addis Ababa* as was raised as examples in the quote above. From such generalizations, it could also be possible to question news credibility and its consumption. Kioussis (2001) as cited in Tesfati and Cappella (2005), in this regard, says that there exists a strong link between media trust and media use. In a similar vein, Katz, Blumler, and Gurevitch (1974) contend that audiences, motivated by the need for gratification, are active users of the media contents and do not simply accept everything presented through news channels. As can be inferred from this explanation, a good number of EBC television news audiences perhaps could be made reduce their interests due to fast generalizations which seem to have generated either from poor statistical knowledge of the news producer or the media's partisanship.

4.5.1.1. Brief Discussion on Interviewees' Perceptual Reflections on EBC news

Participants of the interview emphasized that the news service from EBC television often reported unbalanced information siding with the ruling party and the government. In so doing, the participants highlighted, this news media usually delayed to report on issues of the public's concern. The interview participants also indicated that EBC television presented news stories which deviate from the realities on the ground. Another point the participants capitalized on was EBC television, as part of its biased news reports, sometimes made hasty generalizations about some topics just on the bases of few and unrepresentative data. The journalists of this news media were also perceived to have affiliation with the ruling party and the government by some of the interview participants.

Based on the above condensed perceptual reflections, it is possible to argue that EBC television news was not able to serve the interests of the general public at least to the level expected. From the participants' words, it seems that EBC's role to serve the interest of the wider public by presenting fact-based news stories is perhaps in trouble due to a pressure or some kind of interference from the side of the ruling party and the government. Due to this, it appears to be the case that many of these interview participants almost lost their appetite for news information from EBC television. As a result, one can think of possible viewership shifts from the subject news media to alternative news sources.

On the other hand, EBC's role to act as a major platform for the development of democracy in the Country seems to be very much limited for this news was perceived to have locked all its doors to entertain diverse views especially from contending political parties in the Country. Regarding the importance of independent news media for democracy, Oyedeji (2010), however, says that the role of the media in democracy is to give citizens information they needed to make important decisions on issues ranging from policy to consumer goods. And if this is not the case as explained by most of the interview participants, it might imply embezzlement to the public's resource for EBC television, as a news organization, was established by the money coming from the people; thus, it should serve their interest in return.

Generally, it can be argued that the news service from EBC television was perceived to have failed to objectively serve the public at large for things are most often reported from the view point of EPRDF and the government.

4.5.2. The Extent to Which EBC news is Consumed

When asked how often these interviewees watched EBC news, more than half of them replied that they were not regular watchers of EBC news. Their answers literally include the following: *not frequently, just sometimes, not often, not usually, twice or three times a week* while the remaining ones said they watched EBC news *regularly or almost always, everyday, at prime hours*. Explaining as to why the majority of these informants did not often watch EBC news, they said that they did not trust this news media. These informants also went further on saying that EBC television news, instead of serving the general public, it was just there as a state propaganda machine. Almost all of these informants baldly claimed that EBC news has been always serving the interests of the ruling party and the government. They also relied that things raised there (in EBC news) were very much politicized. To that end, almost all of these informants said, they preferred to watch other news channels especially when there were issues in the Country to obtain balanced information.

Some studies also confirm that EBC news programs have always been less objective to keep in touch with their audiences. For instance, Solomon (2005) says that the government run Ethiopian Television seems to have no commitment or power to serve the public interest under its present condition. Solomon further goes on saying that this news media works to the exclusion of different views to serve the narrow interests of politicians in power. This, according to

Solomon's finding, has turned the news media into *a toothless bulldog* long after a promise for democratic media in Ethiopia. Similarly, Abel (2005) pointed out that ETV (now EBC) seems to be overloaded with *fabricated information* and programs deviating from realities which are already obvious to the wider public. Again very similar to this, Girmachew (2013) has also found out that audiences of this news media *have low level of trust* for they perceived this same news source not depicting realities as they are. Another finding by Getaneh (2013) shows that managers of state owned media in Ethiopia play *the role of political gate keeping* paying no respect to the right and responsibilities of the media organizations and the journalists there.

Inferred from the cumulative findings presented above may be, citizens are generally denied of the constitutional grants in Article 29 which include freedom of expression without interference, the abolishing of censorship so and so forth which seem to have remained only on papers. To this effect, the news service by state owned media in general, the EBC television in particular, looks unable to present objective reports on what is really happening just to the interest of the general public. EBC television, as a major national news broadcaster, is also perceived to allow the minimal space to entertain diverse voices which can be input for the overall democratization process in the Country. This again might result in the loss of news credibility which, in effect, could force the audiences not to be the regular consumers of news information from EBC television especially in what is going on in the Country. This, in other words, means that EBC news audiences are just chased away to alternative news sources which might also include non-mainstream sources in their type. With this, it looks ideal to move onto see the existing alternative news sources consumed by these informants from Kotebe Metropolitan University (KMU) and St. Mary's University (SMU).

4.5.3. The Existing Alternative Sources of News Used

Among these informants, one of them was an instructor of journalism and communications. And when this participant was asked what alternative sources of news he consumed, he said that he depended on the Facebook with all the limitations this media has along with other alternative sources of news. Quoted below here are his words:

Obviously, there are many informational news sources nowadays. Especially, the social media is progressing very, very well. And, of course, the problem with the social media is sometimes they gather news agenda and interest from

behind and may spoil our mind and outlook in the way they place news on new platforms like the facebook, and twitter. For me, the social media are popular news sources because at least you get information but verification and reaching the truthfulness of the information is the assignment of yours because you can't use news you get from the social media as binding one. So, I depend on the facebook and if something is posted; verification is important. And as a journalist, you don't take everything for granted. People who post on the social media may have different interests and sometimes that may not be in the social interest. It could be defamatory; it could be generated from hatred. Still that part is yours. It is me to identify why he said, what he said. Except with this reservation, my news source is the social media. VOA, BBC, Aljazeera do report on news that we don't often hear (from EBC television). Being outside, these media report more than the mainstream media we have at hand, even sensitive issues about our Country, especially the Aljazeera. We used to have plenty of private newspapers, but we don't have them now. They all are shut down! We used to have Netsnet, Tomar, Tobia, and many, many; I can't name them all. So, if you have the variety, you can balance but if you don't have options, your appetite, your eagerness will spoil. I can't afford to go to newspapers these days. It could be personal, of course!

(Personal Interview 1: February 06,2018)

On the basis of the information from the horse's mouth, various alternative sources of news mainly the social media (facebook) were considered as alternative news sources. However, according to Motamednejad (2000) as cited in Babran and Ahdzadeh (2010), since most facebook posts often are unverified information, they may cause confusions and chaos. The above informant also added that he preferred other international alternative sources of news such as the VOA, the BBC and the Aljazeera to EBC television to learn on happenings in the Country. This same informant also seems to have regretted the shutting down of the privately owned print media which he had been using as alternative news sources.

Explaining what alternative sources of news this next informant consumes, he says, for he wants to obtain fairly balanced news stories, he often visits some local and international alternative news media. Quoted below, here are his full words:

For the sake of balancing, I just go out for the mainstream media from the international media like the BBC, the CNN whatever, whatever. And also the VOA Amharic is one of the news sources I am usually interested to listen to. In fact, these days, I am a little bit busy with my own personal engagement, I don't especially follow what is being printed on the newspapers and magazines of the private or the government owned media. But sometimes, when I am

having some extra time, I read certain newspapers from the private press like the Reporter, Addis Admass; they are my favorite. In fact, I don't like those that simply take kind of hard-line position in contrary to what the government media talk about. The government media talk about the government propaganda while some hard-line newspapers from the private press simply talk against the government. I usually look for some newspapers from the private press which simply try to balance (their news stories) to some degrees. And in that, Addis Admass is my favorite and to some degree, the Reporter is also my favorite newspaper. So these are the ones that I usually follow.

(Personal Interview 2: February 06,2018)

On the basis of the information from this interviewee, the BBC, the CNN, the VOA Amharic were found to be the alternative news sources this informant used from the international news media. It was also pointed out in the interview that some locally published print media which include Addis Admass and the Reporter were also chosen for their balanced representation of views as alternative sources of news, according to the informant. An important point worth considering in this interview is that this informant seems to detest some privately owned alternative news sources which take up *the hard-line position* as the state owned news media do. Closely related to this, Solomon (2005) found out that journalists of state owned media usually *tone-up or tone-down* when reporting sensitive political issues in favor of the ruling party. This, on the other hand, puts the trustworthiness of these news media under a question mark perhaps for they presented unbalanced news stories as has been indicated by the informant. For this seems to be the reality in most cases, this informant was left only with a couple of privately owned newspapers and some international satellite media which he actively attend to as alternative news sources.

The following informant says he attends some international news media to be informed on local issues. Here is the full quote:

I consume most of the international news agencies, for instance, the BBC, the VOA and ESAT. Particularly when you consider ESAT, in order to get full information about what is happening in Ethiopia in the realm of the political system, you can get a lot of information from ESAT and also the VOA. But particularly, ESAT is a good source of information. ...every kind of movement in Addis or in the country is fully broadcasted by ESAT, but that news is not being given by EBC.

(Personal Interview 3: February 07,2018)

As highlighted above, some international news media such as the BBC, the VOA, and the ESAT were taken as major alternative news sources for this informant. From the interview, it seems very likely that the informant considered the ESAT as a major alternative source of news to know what is going on in the Country's politics.

The next informant said he used *VOA Amharic* as alternative source of news *to triangulate the information sought from local state-owned media*. In addition to this, he said that he followed *the BBC and the CNN* from the international news outlets.

(Personal Interview 4: February 07,2018)

Just like most of the informants who forwarded their perceptions before, this next one, too uses different local and international alternative news sources especially when there are issues in the Country. Here below are her words:

I consume the local EBS, Nahoo, JTV and others. In EBS, there is news everyday; it is not much but few things are raised there. From outside, most of the time, I watch the BBC, and the CNN and tend to believe (them). There is also VOA Amharic news at night when there are issues in the Country but not every day that I tend to listen to that. And also, the Deutsche Welle (DW) Amharic news section from Germany instead of EBC. I cross-check the things I heard from EBC with these media.

(Personal Interview 5: February 07,2018)

Among the alternative news sources this interviewee used include, the EBS, Nahoo TV, JTV although these media were initially categorized under the general entertainment privately owned satellite media (Jemaneh, 2017), since very recently it has been possible to notice them start presenting some news highlights. On the other hand, from the international alternative news media, the VOA Amharic, the CNN, the BBC, and the Deutsche Welle (DW) were in the list of this user as alternative sources of news. On the basis of the interview again, the major reason for consuming such alternative news sources was *to cross-check* the news obtained from state owned media mainly the EBC television.

The following informant, just like most of the preceding ones, consumes both local and international alternative news channels as quoted here below:

Well, I do have many international news broadcasters like the BBC, the CNN but as you all know, they give very little emphasis to the African issues; let

alone the Ethiopians'. But I usually listen to the Voice of America that is broadcasted at 9:00 PM. I often listen to that and I consider it a bit objective and impartial. They tell you the whole story whatever good things are there in place. You are there to learn, to know things that are not usually aired-out by the government media (in Ethiopia). I am also tuned to FM radios, online news media. I very rarely read newspapers.

(Personal Interview 6: February 12,2018)

As per the interview above, this participant consumed both local and international alternative news media to know what is going on in the Country. The BBC, the CNN, the VOA Amharic were followed from the international media while some FM radios and very rarely the print media, especially newspapers were consumed as local alternative news sources. An important point worth considering from the quote above could be this informant pays a visit to these alternative news sources for he considered them *a bit objective and impartial*. This, on the other hand, implies that this informant seems to have some doubts on the objectivity and impartiality of government owned news media which, of course, include EBC television. In relation to this, Tesfaty and Cappela (2003) argue that people who trust the mainstream news media use them more whereas others who mistrust these media walk away to consume alternative news sources.

Very similar to the points raised by the above informant, this next one too uses some international news media as alternative sources to be get information about the Country. Quoted below, here is the interview response:

I usually get news about my Country from VOA Amharic. So, I get a fair kind of the positive and the negative incidents that are happening here in the Country, be it political, social, or other things occurring in the Country. For international events, I usually watch the CNN, and sometimes the BBC. When there are political issues happening in the different parts of the Country, I also sometimes get news from the social media, mainly from the facebook. So, I get some coverage (from these alternative news sources) which was not treated in EBC.

(Personal Interview 7: February 12,2018)

As indicated above, this participant used the VOA Amharic, the CNN and the BBC from the international sources as alternative news media. Especially, the VOA Amharic was usually visited for information related with local issues while the CNN and the BBC were attended for global news. Besides, the participant indicated that the facebook was also another alternative source of news in the realm of the social media which he sometimes checked for news. Inferred from this interview, it seems that the informant has some concerns on the fairness of the local

news sources, especially the EBC television. This is because he said that the alternative news sources he consumed usually delivered him with *fair kind of positive and negative incidents that are happening here in the Country which were not treated in EBC*. Probably, this could be connected to the political gate keeping role of managers in the government owned news media (Getaneh, 2013).

The next interviewee says that he resorts to some print media for news about local issues. This interviewee also indicates that he follows news from international media for both local and global news as alternative sources. Here are his direct words:

Well, I prefer the print media like: The Habesha or Satenaw or some other print media for a number of reasons. No 1. They report facts as immediately as they happen. No 2. In most of the cases, I found them reporting the facts. There might have times to exaggerate things but they have some ground to report. Unlike these privately owned print media, the Ethiopian Broadcasting Agency generally distorts facts and that makes me prefer the print media to the Ethiopian media (state owned media). So, I also watch international media like the Aljazeera, the CNN; they don't quite usually report about Ethiopia but they have global news. I also watch the OMN, I speak Afan Oromo a little, and the ESAT which I think, report facts as they are and facts backed up with evidence. So, these are my alternative news channels.

(Personal Interview 8: February 19,2018)

As shown in the quote above, the informant attended locally printed alternative sources of news such as the Habesha and Satenaw for he believed that these alternative news sources delivered facts timely. Here, the informant, however, seems to have observed that there were times his chosen alternative news sources toned-up their reports. On the other hand, the informant also used some international alternative news sources which comprised the Aljazeera and the CNN for global news. He also indicated that he used the OMN and the ESAT from the international news media to be informed on local issues for he perceived these alternative news sources *report facts as they are backed up with evidence*. Just in contrary to this, the informant indicated that the government owned news media in Ethiopia usually distorted facts. The frequent distortion of facts and the delay to report major news events by the state owned media, as pointed out by the informant, may imply the prevalence of media partisanship, which in effect, erodes the audiences' credibility perception (Wanta and Hu, 1994). Inferred from this again could be that state owned mainstream news media like EBC television, perhaps face problems in agenda

setting for they were not perceived credible. This consequently may challenge these media's effort to effectively utilize their power to influence public opinion and resolve crises, such as the political unrest that has forced the former Ethiopian Prime Minister, Hailemariam Dessalegn to write down his letter of resignation.

Just like many of the interviewees, whose chosen alternative news media were presented, this next one consumes both locally and internationally based alternative news sources especially for information about the Country. Here is the full quote:

I usually like different facebook pages. I listen to the VOA news and the Sheger FM radio. I also follow some online newspapers such as The Ethiopian Reporter, and Addis Fortune. These are the news outlets that I usually check for news. The EBC news as I have already told you presents news from the government or EPRDF's point of view, particularly when something bad happens in the different parts of the Country. They usually present it in a very positive way; in a way where by nothing happened! But other news outlets present you the two sides, the pros and cons! Besides, they usually interview government officials and at the same time people who are leading the unrest. But the EBC television doesn't present you the views of the opponents or the people who are leading the unrest. So, because of that I don't feel like EBC news is impartial. If you take the VOA, they do ask the people on the ground. They just ask why they are involved in the unrest; why they are against the government. And, at the same time, they just interview government officials though they are usually unsuccessful! They try to balance the news! The same is true in the online newspapers as well as Sheger radio.

(Personal Interview 9: February 19,2018)

According to this interview participant, various facebook pages were liked to use them as alternative sources of news. Moreover, this participant followed the Sheger FM radio and some online newspapers which comprised the Ethiopian Reporter and Addis Fortune as alternative news sources from the local media. And from the international alternative news media, the VOA was usually followed as an alternative source of news for their journalists often attempt to strike balance in their news reports. According to this informant, unlike the alternative news sources which he mentioned by their names, the EBC television was quite repeatedly referred to have presented its news reports from the view point of the government and EPRDF.

This last informant also used different alternative sources of news both stationed locally and internationally. She said that she consumed *Yahoo news and some FM radio channels like Fana*

Broadcasting Corporate and the Sheger FM as alternative news sources from local media while *the CNN, and the BBC* from the international ones. However, unlike the other informants in the interviews before, this one did not comment on why she chose these channels to be her alternative news sources.

(Personal Interview 10: February 07,2018)

To summarize on the most frequently visited alternative news sources by the interview participants include: VOA Amharic, Douche Welle (DW), the BBC, and the CNN, some facebook pages, some FM radios such as Sheger Addis, the ESAT and few locally printed newspapers.

Chapter Five: Summary, Conclusions, and Recommendations

INTRODUCTION

This last chapter encompasses the summary, the conclusions and the recommendations parts of the study. A summary that carries the major components of the study is given as a snapshot. Then, based on the major findings of the study, an attempt has been made to come up with some conclusive remarks. And lastly, with the recommendations made on account of the findings and conclusions, this study comes to its ends.

5.1. Summary

In this study, an effort has been made to assess perceptions on the nature of news from EBC television among students and teachers of two universities, namely the Kotebe Metropolitan University (KMU) and the St. Mary's University (SMU). The specific objectives this study set at its preliminary chapter were to describe the participants' perceptions on the nature of news from EBC television, to find out the extent to which these participants consumed the EBC television

news. And lastly, to explore the existing alternative sources of news, if any, used by this same participants from the two universities.

To back up this study with some relevant theoretical frameworks, the Uses and Gratifications Theory, the Reception Theory, the Agenda Setting Theory and the Cognitive Dissonance Theory have been used. Besides, some related literatures which basically focused on the behavior of television news audiences and the nature of television news have been reviewed in the study.

In order that the objectives of the study would be met a mixed design approach particularly the convergent parallel design was employed for it allows the use of the quantitative and the qualitative data sets which were later analyzed and discussed separately. The two data gathering instruments used in this study were questionnaire and interview. While the questionnaire was used to obtain data from the sample students of the two universities, the interview was conducted with the teachers.

This study, on the other hand, has employed both the probability and the non-probability sampling techniques to select the sample participants. More importantly, systematic random sampling technique accompanied by the lottery method was applied to select the questionnaire respondents while the purposive sampling technique was employed to choose the interview participants of the study. Related with this, the quantitative data gathered with the questionnaire were analyzed using the SPSS descriptive statistics that included frequency and percentage. Here, the overall mean results were also checked out. On the other hand, the data sought via the in-depth interview were analyzed qualitatively.

From the results of this study, respondents perceived that EBC television news lacked accuracy and was mostly unable to present facts in its reports. The study also revealed that the EBC television news service did not have transparency in its news production and could not present investigative news reporting on various issues in the Country. On the other hand, EBC television, as a major mainstream news media, was found less helpful to its respective audiences to make informed decisions. By and large, the EBC television news was found serving the interests of the ruling party and the government through presenting sometimes distorted and sometimes unbalanced information to the general public. More importantly, issues of the public's concern were mostly either denied of news coverage by EBC television or presented after most other

news media. Generally, news from EBC television was perceived not adhering to the public service value of impartial journalism. This study, on the other hand, revealed that more than half of the questionnaire respondents watched EBC television news three and less days a week while only few participants consumed this news media on daily basis. In the study, it was also possible to learn that vast majority of the respondents rated EBC television news “among the least utilized news sources” as compared to other news media. This, in general, showed how small their consumption of news from EBC television was. On the other hand, various television and radio news channels, news tubes, online news sources and newspapers were consumed at different levels as alternative news sources by these same questionnaire respondents. Similarly, this study also found out that most of the interview participants often consumed various alternative news sources which included the VOA Amharic, Douche Welle (DW), the BBC, the CNN, some liked facebook news pages, FM radios such as Sheger Addis and few local newspapers.

5.2. Conclusions

This research has attempted to assess perceptions on the nature of news from EBC television among the students and teachers of Kotebe Metropolitan University (KMU) and St. Mary’s University (SMU). Moreover, an effort has also been made to find out the extent to which these participants of the study consumed EBC television news and the existing alternative sources of news used by these same participants. And based on the findings in this study, the following conclusions are drawn.

The respondents’ perception on the accuracy of news from EBC television was one of the variables reflected on. Thus, it was found out that 64 percent of the total respondents did not believe that EBC television took the accuracy of its news reporting seriously. Similarly, most informants of the interview, on their part, indicated that this news media did not make it a habit to report what exactly happened on the ground and also often made fast generalizations on the bases of very few views and opinions of people. Therefore, from all these it is possible to conclude that there exists a perception that EBC television news reports lack accuracy.

The fairness of EBC television in giving news coverage for contending political parties was another variable the respondents shared their perceptions on. In this regard, this study discovered that 69.5 percent of the respondents perceived that the news service from EBC television was not

fair enough to allow media coverage for contending political parties in the Country. In the same vein, the data obtained from the interview participants revealed that EBC television was a state propaganda machine which presented news only from the government and the ruling party view points. Based on this, it can be said that EBC as a national television news broadcaster is not fair in its treatment of diverse views.

The respondents' perceptions on the transparency of news service from EBC television was also a variable examined in this study. In relation to this, the study uncovered that nearly three-fourth (that is, 73 percent) of the sample respondents did not accept that EBC television was transparent in its news production. Similarly, it was found out from the interview responses that the government news media, which obviously include EBC television, were mysterious and were not transparent to the general public. Consequently, the study concludes that EBC television, as a news media, lacks transparency.

The participants' perceptions as to whether EBC television had been presenting investigative news reporting on issues connected with human rights were also areas of assessment in the study. In light of this, it was uncovered in this research that more than half of the respondents which represented 56.5 percent indicated that the said news media was unable to perform investigative news reporting. Likewise, most of the interview informants revealed that EBC television was not independent enough to undertake such kinds of news reporting. So, as a conclusion, it is possible to say that there exists a perception that EBC news does not present investigative reporting to the public at large.

The respondents' perceptions as to whether EBC television news had been helpful to them to make informed decisions were also areas of enquiry in the study. In view of this, this research found out that 58 percent of the sample respondents could not consider the news information from EBC supportive to make informed decisions. Related with this, the study also found out from the interview responses that reports presented through this news media were sometimes distorted and also sometimes delayed. On the ground of these findings, it can be concluded that news from EBC television is not always dependable to make informed decisions.

The trustworthiness of news from EBC television was also among the variables the participants of this study gave their perceptions on. Accordingly, it was disclosed in the study that large

number of the participants that counted 70.5 percent confirmed that they had no trust on this news media. The interview participants, on their part, described EBC television as a pro-government instrument which always presented that people were harvesting while the realities out there were different. Though trustworthiness is declared to be the cornerstone of any news media, this study found out that EBC news had not been directly reporting the people's words. These participants, rather, said some of the people's views were either edited or deliberately avoided in the interest of the government and the ruling party. Hence, although this may not be the case in its every news report, it can be concluded that EBC television presents stories far from realities.

Regarding the extent to which these participants of the study consumed news from EBC television, it was possible to uncover in this study that only 7 percent of the sample respondents consumed EBC television news on daily bases while the majority who represented 58 percent watched EBC news three and less days a week. In relation to this, it was also possible to learn from the interview responses that most informants watched EBC news just sometimes. Asked as to how the sample respondents would rate EBC television news in comparison to other news outlets, it was revealed in this study that 63 percent of these respondents rated EBC television "among the least utilized news sources" where only 5.5 percent of the respondents rated this news media "among the top news sources." To these end, this study concludes that EBC television news is not frequently/regularly consumed.

On the other hand, in an effort to explore the existing alternative news sources consumed by the participants in the study, various local and international alternative news outlets were found to be in use. In this regard, other television news channels were consumed by 97.5 percent of the respondents; radio news channels were consumed by 95.5 percent of the respondents; news tubes were consumed by 70.5 percent of the respondents; online news sources were consumed by 60 percent of the sample respondents and finally newspapers were consumed by 49 percent of the respondents as alternative news sources. Worth mentioning here is that an individual respondent could use more than one alternative sources of news. On the other hand, from the interview responses it was also possible to see that various channels such as the VOA Amharic, the Douche Welle (DW), the BBC, the CNN, some liked facebook news pages, and the FM radios mostly the Sheger Addis were often consumed as alternative news sources by the informants.

From the above findings, the study concludes that a variety of alternative news sources are widely in use among the participants of this study. Overall, EBC' decreased effort to gratify its watchers' interest for news information might cause their selective exposure to the same in addition to their frequent resort to alternative news sources.

5.3. Recommendations

On the bases of the conclusions arrived at and the theoretical frameworks underpinnings this study, the following recommendations are made.

For the participants have perceived that EBC television does not take the accuracy of its news seriously, this media should work making sure that exact numbers, figures, pictures, sources are depicted in the news reports. Similarly, EBC television news should present what happened on the ground as it is, without any pluses and minuses. In case of already broadcasted wrong news, EBC television should make it part of its norm to take immediate corrections on wrong information backed up with appropriate explanations and evidences.

Since the participants in this study have perceived that the EBC television news service does not give fair media coverage for contending political parties in the Country, this news media should impartially treat diverse views coming from different groups; not only the political parties. In this regard, for EBC television news to serve the larger public as a platform for various views and opinions it should undertake reforms to maintain its independence from the government and the ruling party interference. In connection with this, editors and media managers should be assigned based on their expertise and contributions to realizing an independent media environment where objective news reporting is prioritized. Similarly, the employment and promotion of the media personnel should be based on clear professional standards than individuals' party and government affiliations. On the other hand, EBC television should establish a strong research center which conducts studies that can help improve the news service it delivers to a better standard. EBC television should also be consistently engaged in continuous professional development training programs and experience sharing scenarios with some of the best performing news media organizations that are acclaimed globally. Collectively, these can help gratify the publics' interest better.

As the news service from EBC television has also been perceived to lack transparency, news reports from the same should show every version of the reality being covered. EBC television news should also consider the use of different sources for this can help the audiences see the clear picture in news reports. The use of anonymity should also be carefully considered for its unreasonable use can affect EBC's transparency. Besides, through the use of the advantages television has over other media such as live broadcasting and the audio-visual effects, EBC can be more transparent to the general public in its news services. In case of spotted errors in news reports, immediate corrections should be made supporting it with appropriate and enough explanations.

Because it has been perceived that EBC television does not carry out investigative news reporting on human right issues in the Country, this news media should work making sure that it acts as the watch dog for the general public. Not only should news reports from EBC television focus on the infrastructural development of the Country, but it also needs to give due emphasis in becoming voice to the voiceless. It should function as the fourth estate through exposing any unlawful acts of government officials and institutions. EBC television should create the atmosphere to influence public opinions about the duties and responsibilities of government organs through providing special emphasis to the public's concerns which may include violations of human rights in the Country.

For the participants of the study have perceived that EBC television news is not that helpful to make informed decisions, this news media should, therefore, take serious actions to present facts as they are. Say, for example, if EBC television news has reported, "the strike on the transport service in the town of 'x' has been resolved through the collaborative efforts of the government and the public in the area" while the reality on the ground is totally different, this could not be helpful for the audiences of this news media to plan their activities in and around that particular town. In similar vein, this is also true if reports are not done timely. Thus, EBC television should strive to give factual and timely news reports that cover various local and international issues to help its respective audiences make informed decisions.

Since the participants of this study have perceived that EBC television news lacks trustworthiness, it is recommended that the news service from this media should balance their reports. News reports from EBC television should also present all sides of their news stories in a

neutral manner. As long as the news report from EBC television cannot be a threat to the national integrity of the Country, facts do not have to be concealed. Similarly, so long as EBC television is a public service institution, its major concern should be serving the wider public with truthful information of which sources can be justified. For this to be achieved EBC television news can make use of some audio-visual records and live media coverage accompanied by interviews with the concerned bodies and also the people who are affected by the situation. In the mean time, recognizing the news audiences as active viewers, the EBC news service should let them judge on what they see on the screen.

On the other hand, this study found out that very few respondents which represented only 7 percent consumed EBC television news on daily basis while the majority that counted 58 percent used this news media three and less days a week. Similarly, from the interview response it was possible to learn that most of the informants watched EBC television news just sometimes. From another variable, these participants reflected their perceptions on, it was possible to see that 63 percent of the sample respondents rated EBC television “among the least utilized news sources” as compared to other news outlets. So from this, even if the total avoidance of this news media might not be the case, these audiences could selectively expose themselves to the news elements that are only consistent with their perceived values and beliefs to avoid cognitive dissonance. This study, therefore, highly recommends that EBC news service strictly adheres to the core principles of impartial journalism for improved gratifications of its audiences, thereby, elevating the frequency of news viewing from the same.

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Appendix A

Questionnaire

Addis Ababa University

School of Journalism and Communication

Postgraduate Division

Dear Respondents,

I am conducting a research on the topic “Perception on the Nature of News among Students and Teachers of Kotebe Metropolitan University (KMU) and St. Mary’s University: The Case of Ethiopian Broadcasting Corporation (EBC).” Accordingly, this questionnaire aims at assessing the perception of students of the said universities on the nature of EBC news to describe their perception of news from the same, to find out the extent to which the students use EBC as a source of news, and to seek out the existing alternative sources of news, if any, used by the students.

For it is only when you provide your genuine answers to all the questions that the outcome of this study becomes also genuine and reliable, you are kindly requested to give your honest answers. I also would like to assure you that all the responses you give will be used for the purpose of this study only, hence, will be kept anonymous. I thank you for your help!

Part-One: Circle your choice please.

1. Age: _____
2. Sex:
 1. Male
 2. Female
3. Please, identify your ethnic identity.
 1. Oromo
 2. Amhara
 3. Tigre
 4. Southern Nations and Nationalities
 5. Others
4. Family background.
 1. Urban
 2. Rural
5. Please, identify your religion.
 1. Orthodox Christian
 2. Muslim
 3. Catholic Christian
 4. Protestant Christian
 5. Jehovah Witness
 6. Other _____
6. Please, indicate your political affiliation.
 1. Pro-ruling party
 2. Pro-opposition party
 3. No affiliation to parties
7. Please, identify your stream of division.
 1. Natural Science
 2. Social Science
 3. Languages and Humanities
8. Please indicate in which year you are studying.
 1. 1st year
 2. 2nd year
 3. 3rd year

Part-Two: Table-A contains items that are designed to measure your perception on EBC news, Table-B comprises items related to the extent to which you use EBC as news source while Section-C encompasses questions in relation to the existing alternative sources of news, if any, that you use. For Table-A and

Table- B, please circle the answer of your choice from the scales which range from 1= (Strongly disagree) to 5= (Strongly agree). For Section-C, please put “√” in the boxes given.

1= strongly disagree 2= disagree 3= neutral 4= agree 5= strongly agree

Table- A. Your perception on the nature of EBC news

No.	Items	Scale				
		1	2	3	4	5
1.	EBC television news are accurate.	1	2	3	4	5
2.	EBC television news presents facts.	1	2	3	4	5
3.	EBC television news gives fair media coverage for contending political parties the Country.	1	2	3	4	5
4.	EBC television news prioritizes transparency.	1	2	3	4	5
5.	EBC television is ready to make quick corrections on wrong news.	1	2	3	4	5
6	EBC television news does investigative reporting on human right issue in Country.	1	2	3	4	5
7	EBC television news reporting offers greater diversity of voices.	1	2	3	4	5
8.	EBC adheres to the public service value of impartial journalism.	1	2	3	4	5
9	EBC television news helps me to make informed decisions.	1	2	3	4	5
10	EBC television news provides enough contexts for its news.	1	2	3	4	5

Table-B The extent to which you use EBC as a source of news

No.	Items	Scale				
		1	2	3	4	5
1.	I watch EBC news because it is informative.	1	2	3	4	5
2.	I watch EBC new for its timely reporting.	1	2	3	4	5
3.	I watch EBC news for its independent coverage.	1	2	3	4	5
4.	I trust the news information from EBC television.	1	2	3	4	5
5.	I rely on EBC television news for its accuracy.	1	2	3	4	5
6.	I watch EBC news for its fair treatment of different views.	1	2	3	4	5
7.	I consume EBC news for they check information against the common journalistic standards.	1	2	3	4	5

8.	I watch EBC news for it does investigative reporting on corruptions by government officials.	1	2	3	4	5
9.	I watch EBC news for it allows plurality of views with detachment.	1	2	3	4	5
10.	I depend on EBC news for the current affairs of the Country.	1	2	3	4	5
11.	I consume EBC television news as it is sole information provider.	1	2	3	4	5

12. Frequency of watching EBC news in a given week. Circle your answer please.

1. 7 days a week 2. 5-7 days a week 3. 2-3 days a week 4. Less than 2 days a week.

Section-C. Your use of the existing alterative source of news, if any,

1. Do you read newspapers for news information? Please, put “√” in the box after deciding on one of the choices.

1. Yes

2. No

2. If your answer to question no. “1” is “yes” which newspapers do you use as alternative news source? Please, put “√” in the box(s) next to the one(s) you use for the same.

1. Reporter

5. Addis Zemen

2. Addis Admas

6. The Ethiopian Herald

3. Addis Fortune

7. Capital Ethiopia

4. Ethiopian Business Review

8. Other _____

3. Do you listen to the radio news programs? Please, put “√” in the box after deciding on one of the choices.

1. Yes

2. No

4. If your answer to question no. “3” is “yes” which radio channel(s) do use as alternative source of news information? Please, put “√” in the box(s) next to the one(s) you use to for the same?

1. EBC Radio (Ethiopian National Radio)

7. Afro FM (105.3)

2. FM Addis

8. Ahadu FM (94.3)

3. Fana Radio

9. Ethio FM (107.8)

4. Zami Radio

10. Sheger FM

5. Deutsche-Welle (DW/ German Radio)

11. Besrat FM (104.1)

6. Voice of America (VOA)

12. Other _____

5. Do you watch television news programs? Please, put “√” in the box after deciding on one of the choices.

1. Yes

2. No

6. If your answer to question no. “5” is “yes”, which television channel(s) do you use as alternative source news? Please, put “√” in the box(s) next to the one(s) you use for the same?

1. Addis TV

8. Dire TV

2. EBC 2

9. Dehub TV

3. OBN (TV Oromya)

10. ENN TV

15. Afar TV

4. Harar TV

11. Walta TV

16. Benishangul TV

5. Tigray TV

12. Fana TV

17. Other _____

6. ES TV (Ethiopian Somali TV) 13. ESAT TV
 7. Amhara TV 14. OMN TV
7. Do you go online for news services? Please, put “√” in the box after deciding on one of the choices.
1. Yes 2. No
8. If your answer to question no. “7”, is “yes” which online website(s) do you use as alternative news source? Please, put “√” in the box(s) next to the one(s) you use for the same.
1. Fana Broadcasting Corporate (FBC) 9. Ethiopian Review 17. Other
 2. Walta Information Center 10. Ethiomedia.com
 3. Awramba Times 11. MediaEthiopia
 4. Addis Standard 12. Cyber Ethiopia
 5. Horn Affairs 13. Addis Admass News
 6. Addis Insight 14. Cyberzena
 7. Nazret Daily News 15. EthioForum.org
 8. Ethiopia First 16. ECADF Ethiopian News
9. Do you visit News Tubes/ You Tubes for news information? Please, put “√” in the box after deciding on one of the choices.
1. Yes 2. No
10. If your answer to question no. “9”, is “yes” which News Tube(s) do you use as alternative news source? Please, put “√” in the box(s) next to the one(s) you use for the same.
1. Dire Tube 4. Shire Tube 7. Other _____
 2. Yeneta Tube 5. Ethio Tube
 3. Yegna Tube 6. Sodere Tube
11. How do you rate EBC as your news source compared to other news sources?
1. EBC is among the top news sources.
 2. EBC is among the average news sources.
 3. EBC is among the least utilized news sources.

Part-Three: please forward your opinion for the question below.

1. What additional idea do you have to the improvement of the news service given by the Ethiopian Broadcasting Corporation (EBC)?

Appendix B

አዲስ አበባ ዩኒቨርሲቲ
ጋዜጠኝነት እና ኮሚ ኒኬሽን ትምህርት ቤት
ድህረ ምረቃ ፕሮግራም

መጠይቅ

ውድ ተሳታፊ፡-

የከተሌ ሜትሮፖሊታን ዩኒቨርሲቲ እና የቅድስት ማሪያም ዩኒቨርሲቲ ተማሪዎችና መምህራን ስለ ኢ.ቢ.ሲ ቴሌቪዥን ዜና ያላቸው እይታ በሚል ርዕስ ለማስተርስ ድግሪ ማሟያ ጥናት እያደረኩ እገኛለሁ። የዚህ መጠይቅ አላማዎች የተጠቀሱት ዩኒቨርሲቲዎች ተማሪዎችና መምህራን ስለ ኢ.ቢ.ሲ ቴሌቪዥን ዜና ያላቸውን እይታ መዳሰስ፣ ምን ያህል ይህን የዜና ምንጭ እንሚያዘትሩት ለማየትና እነዚህ ተማሪዎችና መምህራን ምንአልባትም የሚገለገሉባቸው ሌሎች አማራጭ የዜና ምንጮች ካሉ መቃኘት ይሆናል። በመሆኑም የዚህ ጥናት ውጤት እናንተ በመጠይቁ ለቀረቡላችሁ ጥያቄዎች በምትሰጡት ምላሽ የሚወሰን በመሆኑ ሁሉንም ጥያቄዎች በማንበብ እንድትመልሱ በአክብሮት እጠይቃለሁ።

በዚህ መጠይቅ ላይ የምትሞሉት ነገር በሙሉ ለጥናቱ አላማ ብቻ የሚውልና ማንነትዎን የማይገልፅ መሆኑን አረጋግጣለሁ። ስለትብብርዎ በቅድሚያ አመሰግናለሁ!

ክፍል አንድ

እባክዎን ቀጥሎ ከተራ ቁጥር 1-6 ለቀረቡት ጥያቄዎች ከአማራጮቹ አንዱን በማክበብ ምላሻዎን ይሰጡ።

1. እድሜ፡- -----

2. ፆታ ፡-

1. ወንድ 2 ሴት

3. እባክዎ ብሔርዎን ያመልክቱ።

1. ኦሮሞ 2. አማራ 3. ትግሬ 4. ደቡብ ብሔረ ብሔረሰብ 5. ሌላ

4. ቤተሰብ ሁኔታ

1 የከተማ ነዋሪ 2 ገጠር ነዋሪ

5. እባክዎ ሃይማኖትዎን ያመልክቱ።

1. ኦርቶዶክስ ክርስቲያን 2. ሙስሊም 3. ፕሮቴስታንት ክርስቲያን 4. ሕዋ ምስክር

5. ሌላ

6. እባክዎ የፖሊቲካ ዝንባሌዎን ያመልክቱ።

1. የገዢው ፓርቲ ደጋፊ 2. የተቃዋሚዎች ደጋፊ 3. የትኛውንም ፓርቲ አልደግፍም

7. እባክዎ በየትኛው የትምህርት ዘርፍ ስር እንዳሉ ያመልክቱ።

1. የተፈጥሮ ሳይንስ 2. የማህበራዊ ሳይንስ 3. የቋንቋዎች እና ስነ-ሰብ

8. እባክዎ የሰንተኛ ዓመት ተማሪ እንደሆኑ ያመልክቱ።

1. 1ኛ ዓመት 2. 2ኛ ዓመት 3. 3ኛ ዓመት

ክፍል ሁለት፡- ሰንጠረዥ “ሀ” እርስዎ ስለ ኢ.ቢ.ሲ. ቴሌቪዥን ዜና ያለዎትን እይታ ለማወቅ የሚያስችሉ ጥያቄዎችን ይዟል። ሰንጠረዥ “ለ” ደግሞ እርስዎ የኢ.ቢ.ሲ. ቴሌቪዥን የዜና ምንጭን ምን ያህል እንደሚያዘውትሩ ለማወቅ የሚያስችሉ ጥያቄዎችን የያዘ ሲሆን “ሐ” ደግሞ ያለ ሰንጠረዥ የቀረቡ 11 ጥያቄዎችን የያዘ ሲሆን ምናልባትም ያሉና እርስዎ የሚገለገሉባቸው አማራጭ የዜና ምንጮችን ለማወቅ የሚያስችሉ ጥያቄዎች ናቸው። በመሆኑም ለመጀመሪያዎቹ ሁለት ሰንጠረዦች ከ1-5 የተዘረዘሩ መመዘኛዎች ያሉ ሲሆን በሰንጠረዦቹ በተራ ቁጥር ለቀረቡት ምክንያቶች ከመመዘኛዎቹ ውስጥ የሚመርጡትን ያክብቡ። መመዘኛዎቹም የሚከተሉት ናቸው።

1=በጭራሽ አልስማማም 2=አልስማማም 3=ገለልተኛ 4=እስማማለሁ 5=በጣም እስማማለሁ

ሰንጠረዥ “ሐ”ን በተመለከተ እባክዎ የቀረቡትን ጥያቄዎች በማንበብ በሳጥኖቹ ውስጥ የ “ ✓ ” ምልክት ያስቀምጡ።

ሰንጠረዥ “ሀ” እርስዎ ስለ ኢ.ቢ.ሲ. ቴሌቪዥን ዜናዎች ያለዎት እይታ

ተ.ቁ	ምክንያት	መመዘኛ				
		1	2	3	4	5
1.	የኢ.ቢ.ሲ. ቴሌቪዥን ዜናዎች ትክክለኛ ናቸው ::					

2.	የኢ.ቤ.ሰ. ቴሌቪዥንን መረጃ ዕውነታን መሰረት ያደርጋል።	1	2	3	4	5
3.	የኢ.ቤ.ሰ. ቴሌቪዥንን በአገር ውስጥ ለሚገኙ ተፎካካሪ የፖለቲካ ፓርቲዎች ተመጣጣኝ የዜና ሽፋን ይሰጣል።	1	2	3	4	5
4.	የኢ.ቤ.ሰ. ቴሌቪዥንን ዜና ግልጽነትን ተቀዳሚ ያደርጋል።	1	2	3	4	5
5.	የኢ.ቤ.ሰ. ቴሌቪዥንን የተሳሳተ ዜና ከዘገባ በፍጥነት ያርማል።	1	2	3	4	5
6.	የኢ.ቤ.ሰ. ቴሌቪዥንን በዜና ዘገባዎቹ በአገሪቱ የሚታዩ ከሰብአዊ መብት ጋር የተያዙ ጉዳዮችን በመመርምር ያቀርባል።	1	2	3	4	5
7.	የኢ.ቤ.ሰ. ቴሌቪዥንን ዜና ዘገባ የሀሳብ ብዙኃነትን ያስተናግዳል።	1	2	3	4	5
8.	የኢ.ቤ.ሰ. ቴሌቪዥንን ያለመድሎ ህዝብን የሚያገለግል የዜና ተቋም ነው።	1	2	3	4	5
9.	የኢ.ቤ.ሰ. ቴሌቪዥንን ዜና መረጃን መሠረት ያደረጉ ውሳኔዎችን እንድሰጥ ያግዘኛል።	1	2	3	4	5
10.	የኢ.ቤ.ሰ. ቴሌቪዥንን ዜና ለመረዳት በሚያስችል መልኩ ይቀርባል።	1	2	3	4	5

ሰንጠረዥ “ለ” እርስዎ የኢ.ቤ.ሰ. ቴሌቪዥንን የዜና ምንጭን ምን ያህል እንደሚያዘውትሩ

ተ.ቁ	ምክንያት	መመዘኛ				
1.	የኢ.ቤ.ሰ. ቴሌቪዥንን ዜና መረጃ ሰጪ ስለሆነ እመለከተዋለሁ።	1	2	3	4	5
2.	የኢ.ቤ.ሰ. ቴሌቪዥንን ዜና በአገሪቱ ውስጥ ባሉ ጉዳዮች ዙሪያ ወቅቱን የጠበቀ ዘገባ ስለሚያቀርብ እመለከተዋለሁ።	1	2	3	4	5

3.	የኢ.ቤ.ሰ. ቴሌቪዥንን ዜና በአገሪቷ ውስጥ የሚያጋጥሙ ክስተቶችን በገለልተኛነት ስለሚዘግብ እመለከታለሁ።	1	2	3	4	5
4.	የኢ.ቤ.ሰ. ቴሌቪዥንን የዜና መረጃን አምነዋለሁ።	1	2	3	4	5
5.	የኢ.ቤ.ሰ. ቴሌቪዥንን ትክክለኛ ዜና ስለሚያቀርብ እከታተለዋለሁ።	1	2	3	4	5
6.	የኢ.ቤ.ሰ. ቴሌቪዥንን ዜና የተለያዩ እይታዎችን በአግባቡ ስለሚያስተናግድ እመለከተዋለሁ።	1	2	3	4	5
7.	የኢ.ቤ.ሰ. ቴሌቪዥንን ዜና ከጋዜጠኝነት መለኪያዎች አንፃር ታይቶ የሚቀርብ በመሆኑ እከታተለዋለሁ።	1	2	3	4	5
8.	የኢ.ቤ.ሰ. ቴሌቪዥንን ዜና በመንግስት ባለስልጣናት የሚሰሩ ሙስናዎችን በመመርመር የሚያቀርብ ስለሆነ እመለከተዋለሁ።	1	2	3	4	5
9.	የኢ.ቤ.ሰ. ቴሌቪዥንን ዜና ሰፊ የሀሳብ ብዙኃነትን የሚያስተናግድ በመሆኑ እመለከታለሁ።	1	2	3	4	5
10.	የአገሪቱን ወቅታዊ ጉዳይ በተመለከተ ለመስማት የኢ.ቤ.ሰ. ቴሌቪዥንን ዜናን እከታተላለሁ።	1	2	3	4	5
11.	የኢ.ቤ.ሰ. ቴሌቪዥንን ብቸኛው የዜና ምንጭ ስለሆነ እከታተላለሁ።	1	2	3	4	5

ምድብ -ሐ:- ምናልባትም ያሉና እርሶ የሚገለገሉባቸው የዜና ምንጮች

1. ለዜና መረጃ ጋዜጣ ያነባሉ? እባክዎ ከመረጡ በኋላ በሳጥኑ ውስጥ የ “✓” ምልክት ያድርጉ።

1. አዎ

2. አይደለም

2. ለጥያቄ ቁጥር “1” መልስዎ አዎ ከሆነ የትኞቹን ጋዜጦች እንደ አማራጭ የዜና ምንጭ ይጠቀሙባቸዋል? እባክዎ ለዜና ከሚያነቡት ጋዜጣ አጠገብ የ”✓” ምልክት ያድርጉ።

1. ሪፖርተር

5. አዲስ ዘመን

2. አዲስ አድማስ

6. ዘ ኢትዮጵያ ሄራልድ

3. አዲስ ፎርቶን

7. ካፒታል ኢትዮጵያ

4. ኢትዮጵያን ቢዝነስ ቪዎ

8. አዲስ ልሳን 9. ሌላ -----

3. የሬዲዮ ዜና ፕሮግራሞችን ያዳምጣሉ? እባክዎ መልስዎን በሳጥኑ ውስጥ የ"✓" ምልክት ያድርጉ::

1. አዎ

2. አይደለም

4. ለጥያቄ ቁጥር "3" "አዎ" ከሆነ ቀጥሎ ከቀረቡት ውስጥ የትኞቹን የሬዲዮ ጣቢያዎች እንደ አማራጭ የዜና ምንጭ ይጠቀሙባቸዋል? እባክዎ ለዜና ከሚጠቀሙት የሬዲዮ ቻናል አጠገብ የ"✓" ምልክት ያድርጉ::

1. ኢ.ቢ.ሲ ሬዲዮ (ብሄራዊ ሬዲዮ ጣቢያ)

7. ኢትዮ ኤፍ.ኤም

2. ኤፍ.ኤም አዲስ

8. ሸገር ኤፍ.ኤም

3. ፋና ሬዲዮ

9. ብስራት ኤፍ.ኤም

4. ዛሚ ሬዲዮ

10. ዶቼ ዌሌ (የጀርመን ድምጽ ሬዲዮ ጣቢያ)

5. አፍሮ ኤፍ.ኤም (105.3)

11. የአሜሪካን ድምጽ ሬዲዮ ጣቢያ

6. አሃዱ ኤፍ.ኤም 1

12 ሌላ -----

5. የቴሌቪዥን ዜና ፕሮግራሞችን ይመለከታሉ? እባክዎ መልስዎን በሳጥኑ ውስጥ የ"✓" ምልክት ያድርጉ::

1. አዎ

2. አይደለም

6. በተራ ቁጥር "5" ለቀረበው ጥያቄ መልስዎ "አዎ" ከሆነ ቀጥሎ ከቀረቡት የቴሌቪዥን ጣቢያዎች የትኞቹን እንደ

አማራጭ የዜና ምንጭ ይጠቀሙባቸዋል? እባክዎ ለዜና ከሚጠቀሙት የቴሌቪዥን ቻናል አጠገብ የ"✓" ምልክት ያድርጉ።

- | | |
|---|--|
| 1. አዲስ ቲቪ <input type="checkbox"/> | 7. ድሬ ቲቪ <input type="checkbox"/> |
| 2. ኢ.ቢ.ሲ <input type="checkbox"/> | 8. ደቡብ ቲቪ <input type="checkbox"/> |
| 3. ኢ.ቢ.ኤን (ቲቪ ኦሮሚያ) <input type="checkbox"/> | 9. አማራ ቲቪ <input type="checkbox"/> |
| 4. ሐረር ቲቪ <input type="checkbox"/> | 10. ኢ.ኤን.ኤን ቲቪ <input type="checkbox"/> |
| 5. ትግራይ ቲቪ <input type="checkbox"/> | 11. ዋልታ ቲቪ <input type="checkbox"/> |
| 6. ኢ.ኤስ ቲቪ (የኢትዮጵያ ሶማሌ ቲቪ) <input type="checkbox"/> | 12. ፋና ቲቪ <input type="checkbox"/> |
| | 13. ኢሳት ቲቪ <input type="checkbox"/> |
| | 14. ኦ.ኤም ኤን. ቲቪ <input type="checkbox"/> |
| | 15. አፋር ቲቪ <input type="checkbox"/> |
| | 16. ሌላ ----- |

7. የአንላይን ዜና አገልግሎቶችን ይከታተላሉ? እባክዎ መልስዎን በሳጥኑ ውስጥ የ"✓" ምልክት ያድርጉ።

- | | |
|--------------------------------|-----------------------------------|
| 1. አዎ <input type="checkbox"/> | 2. አይደለም <input type="checkbox"/> |
|--------------------------------|-----------------------------------|

8. በተራ ቁጥር "7" ለቀረበው ጥያቄ መልስዎ "አዎ" ከሆነ የትኞቹን የአንላይን ዌብሳይቶች

እንደ አማራጭ የዜና ምንጭ ይጠቀሙባቸዋል? እባክዎ ለዜና የሚጠቀሙትን የአንላይን ዌብሳይት አጠገብ የ"✓" ምልክት ያድርጉ።

- | | |
|--|---|
| 1. ፋና ብሮድካስቲንግ ኮርፖሬት (ኤፍ.ቢ.ሲ) <input type="checkbox"/> | 9. ኢትዮጵያን ቪዎ <input type="checkbox"/> |
| 2. ዋልታ ኢንፎርሜሽን ሴንተር <input type="checkbox"/> | 10. ኢትዮሚዲያ.ኮም <input type="checkbox"/> |
| 3. አውራንባ ታይምስ <input type="checkbox"/> | 11. ሚዲያኢትዮጵያ <input type="checkbox"/> |
| 4. አዲስ ስታንዳርድ <input type="checkbox"/> | 12. ሳይበር ኢትዮጵያ <input type="checkbox"/> |
| 5. ሆርን አፌርስ <input type="checkbox"/> | 13. አዲስ አድማስ ኒውስ <input type="checkbox"/> |
| 6. አዲስ ኢንሳይት <input type="checkbox"/> | 14. ሳይበርዜና <input type="checkbox"/> |

7. ናዛሬት ዲይሊ ኒውስ

15. ኢትዮጵያ ፈርድ

8. ኢትዮጵያ ፈርድ

16. ኢ.ሲ.ኤ.ዲ.ኤፍ ኢትዮጵያን ኒውስ

17. ሌላ -----

9. ኒውስ ቲዩቮችን/ ዩ ቲዩቮችን ለዜና መረጃነት ይጎበኛሉ? እባክዎ መልስዎን በሳጥኑ ውስጥ የ"✓" ምልክት ያድርጉ::

1. አዎ

2. አይደለም

10. በተራ ቁጥር "9" ለቀረበው ጥያቄ መልስዎ "አዎ" ከሆነ ቀጥሎ ከቀረቡት ውስጥ የውስጥ የትኞቹን ኒውስ ቲዩቮች እንደ አማራጭ የዜና ምንጭ ይጠቀሙባቸዋል? እባክዎ ለዜና ከሚጠቀሙት ኒውስ ቲዩብ አጠገብ የ"✓" ምልክት ያድርጉ::

1. ድሬ ቲዩብ

4. ሸሬ ቲዩብ

2. የኔታ ቲዩብ

5. ኢትዮ ቲዩብ

3. የኛ ቲዩብ

6. ሶደሬ ቲዩብ

7. ሌላ -----

11. ኢ.ቢ.ሲን ከሌሎች የዜና ምንጮች አንፃር የቱ ጋር ይመድቡታል?

- 1. ከፍተኛ የዜና ምንጭ
- 2. መካከለኛ የዜና ምንጭ
- 3. ዝቅተኛ የዜና ምንጭ

ክፍል ሦስት:-

እባክዎ ቀጥሎ ለቀረበው ጥያቄ ነፃ ሀሳብዎን ይግለጹ::

- 1. የኢትዮጵያ ብሮድካስቲንግ ኮርፖሬሽን (ኢ.ቢ.ሲ.) የቴሌቪዥን ዜና አገልግሎቶች እንዲሻሻሉ ምን ተጨማሪ ሀሳብ ይሰነዝራሉ?

Appendix C

Interview guide

1. To *frequently/often* do you watch EBC news, let say per a week or a day?
 2. What is your perception on the nature of the news from EBC in relation to
 - 3.1 *news objectivity*,
 - 3.2 *impartiality/fairness*, and
 - 3.3 *independence*?
 - 3.4 *Timeliness*?
 3. What *alternative sources* do you use to get news on the happenings of the Nation? TV stations, newspapers, radio, social media and internet sources.
 4. What do your perception on the *strength and weakness* of EBC news service?
 5. May be, anything you would like to add?
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Declaration

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

Name: -----

Signature: -----

Date of Submission: June 08, 2018

