College of Humanities, Language Studies, Journalism and Communication

School of Journalism and Communication

The Ethiopian National Defense Media's Practices of Journalism.

BY Haile Asnake Admasu

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Haile Asnake Admasu

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Approved by the Board of Advisory Committee

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Abstract

This study scrutinized the practices of journalism in Ethiopian National Defense. A conceptual model derived from the review of literature that focuses on hierarchical model (organizational professionalism and occupational professionalism discourse) was employed. To analyze the exercise and determining factors of professionalism, the researcher employed qualitative research methods, practitioners interviewed and focus group discussion with the directors and the producers from selected division of the military media, communication & indoctrination stuffs. In addition to that Qualitative Contents analyses method was implemented to portray how journalism practiced especially news and programs that has been aired. The three divisions were selected purposefully and totally 18 informants were participated. The response was analyzed thematically. The result of data analysis showed that the ENDF media practitioners executing their journalistic professionalism only organizational reference points of view, neglecting public concern and social responsibility. The study also further found out that, journalists within the ENDF organization are carrying out their professionalism in responsible manner and managing the organizational strategies in a way of building the image of the media presence. To keep the reputation of the military institution, nevertheless, some public issues and public interest news are seen under the layer of National Security. The findings further suggest that based on reporters' perception, forces outside the media have direct influences on organizational-level pressures. News contents and coverage decisions are passed down from the forces within the news organization, which influence practices of journalism. The findings will offer insight for scholars, journalists and public relations professionals, media policy makers and media ownership.

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Chapter One

Introduction

1.1 Background of the Study

Media plays a great role in disseminating information, educating, distracting or entertaining its audiences. Moreover, media plays important role in promoting, keeping the values, culture and norms of society and awarding society how to practice their right and perform their responsibility as per the law of the rule. (Curran, 2011) The possibility of the media to stimulate responsibility and democracy relies on how effectively the practitioners and institutions follow to professional doctrines. (Ongalo, 2014)

What is being a professionalism for a community and what make professional different from is , according to Tumber & Prentoulism (2005), People working in these occupations are considered to be a select group of high-status practitioners administering specialized services to members of the community. They generally undergo a lengthy period of tertiary training in their specialty and when admitted to practice normally enjoys a share in a monopoly in the performance of their work.

The concept of professionalism (whether journalistic or more broadly media) is a basic one within media sociology, but one with widely varying aspects of meaning. As Evetts (2003, 2006) cited in sociologist (Örnebring, 2009) found out that there are occupational and organizational professionalism. From its definition, media professionalism is a negotiated set values worked out to satisfy the organizational needs. It is one of the organizational levels that media journalists are expected to meet. (Reese, 2007)

Apart from the daily routine activities, there are more qualified areas that require professionalism while reporting. Waibord (2013) argues that professional journalism as a

normative concept (assumption, the most basic reporting elements) follows the ideals of objective, fairness, and public interest kinds of reporting. In addition to that, professional journalism stands for quality standards such as guided by ethical principles of journalism that would help in securing democracy of the citizens. (ibid).

As any service providers, media practitioners and its actors believed as professionals work for stability and freedom against the threat of encroaching industrial & government bureaucracies, form fortification against threats to stable democratic process. (Evetts, 2003)

There are different observable standards of behavior that required from professionalism concept, typically associated with news work such as objective, fairness, public service, public interest, neutrality or Independent of political party and any external interference, guided by ethical principles. (Şahin, 2021, Waisbord, 2013) viewed professionalism normatively, to designate journalistic practice directed by specific ethical principles – the ideals of public interest, civic-orienteers, social responsibility, and selflessness. According to Waisbord, journalistic professionalism, as other profession, has its own specific ethical principles that professionalism should adhere to them. (Waisbord, 2013, SPJ, 2014.)

Professionalism is not only adhering to the major principles of codes of ethics, (Mellado, 2015 as cited in Sahin, 2021) but it is better understanding of how negotiate professional tasks and how define social and moral responsibilities in society. On this point, (Ornebring, 2009,) states organizational structure (news production, & dissemination process, regulatory system, and general media policy) plays vital role in journalism profession. Moreover, commitments to journalistic profession of media practitioners determine professionalism. Colista, (2008) similarly, found out that journalists' role of perception also determines professionalism. (p.iii).

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Pollard & Johansen observes that professionalism in media practice is serving societal focusing on social responsibilities and ethical performance through the application of highest standards of an occupation which typically involves developing competence through education, training and experiencing. (Pollard, & Johansen, 1998)

Pollard and Johansen, (1998) argued that impacts of organizational control, hierarchical authority, and lack of professional education exerted most are cases for unprofessionalism. The ability of the media to promote accountability and democracy relies on how effectively the practitioners and institutions adhere to professional beliefs. As Ongalo, (2014) observes the independence of the media practitioners to exercise their skills without interference from internal and external factors as well as responsibility to societal needs are the basic components in media professionalism.

As Örnebring, (2009) argues that there are two reasons for the declining of professionalism. The first one is journalists themselves disregarding their professional role that failing their commitment due to internal & external factors. Similar findings have been shown in Hill's study. (Hill, 2008). Moreover, Skjerdal, (2010) criticized that the tension between government control & self-censorship of output threat to professionalism.

Professionalism in the media manifest itself when investigative journalism is deep-rooted in newsroom, journalists are academically trained and adhere to professionalism standards, and media organization uphold neutrality or only take a stand in public interest.

Essentially, the institutional provision of the Ethiopia Broadcast authority concerning professionalism is idealistic. The authority goes forward on regulating the various journalism providing activities, news /programs to maintain public journalism in view of professional standards. Some of the professionalism parameters in media practice, including accuracy, and

fairness, independence, rationality ,integrity, accountability, ethics and codes of conduct required by professional standards in Ethiopia media. As it is indicated provide comprehensive news & program on current affairs in line with public interest Federal Negarit Gazeta, (2021).

Tumber and Prentoulis, (2005) also suggests how journalist should strive for professionalism:

Journalism is seen as fulfilling the essential need of humans to be informed in order to participate in social and political processes. As an autonomous practice, unwilling to compromise its ethic of 'public service' – in order to serve particular interests – journalism makes a strong claim to being a profession. (p.63).

Since the objective of this research is to analysis practices of journalism, it is better to answer basic questions using sociological study of media or journalism professionalism. (Becker, Vlad, & et., al.2003). Professionalism can be analyzed not only in normative value level. However, according to Reese, there are levels of professionalism as sociological studies and media professionalism determined by these factors which are leveled as according to the hierarchical model. (Reese, 2007, Shoemaker & Reese, 2014, Colista**,** 2008)*.*

1.2 Statement of the problem

The Ethiopian National Defense Force, (here in after ENDF) is one of the large scaled Federal Defense Force body which was established to keep the sovereignty of the country; and it is composed from diverse Nation, Nationalities and Peoples' Regions. It is impartial of any political party as indicated in constitution of EPRDF (article 87) and has its regulations and policy *as* noted in its reorganizing proclamation No. 1100/2019. (Federal Negarit Gazeta: 2019). It has transformed from insurgent army to National Defense Force with properly organized military doctrine and strategy. (Mulugeta, 2017).

ENDF transformed itself into an organization that has internalized constitutional values and norms, one which accepts civilian control and authority. It has made major walks in terms of professionalizing itself and approving the philosophy and values of a military in democratic system. However, Mulugeta G. (2017) argues that education and practicing democratic values in the institution needs investigation. He stated as:

Overall, the National Defense Force's civil military relations, when compared to its predecessors, are also commendable. However, its movement towards a complete transformation is contingent on the overall success of the democratic transformation. This should be supported by a concerted education of the army on democratic values, using the constitutional provisions as a starting point. (p.175).

Following the transformation military organization started involving in economic sectors next to intelligence and security duties. It is evident that the involvement of the army in military industries and related areas is playing an important role in the economy. The army has opened its university and different branch campus, the industry is producing different military and other economic profit business equipment's. It currently playing an important role in the overall economy in the country. (Mulugeta G. 2017). However, as he contends there are issues public should inform:

However, the main concern and focus of the industries under METEC should be serving the army. The main concern is that this economic involvement diverts the primary focus of the military leadership from its real task of national security. The need for transparent governance structures is another important factor in limiting the role of military establishments in the economy. (p. 175)

As it is indicated above, media roles are vital important in educating as well as promoting democratic values in the organization. The ENDF media broadcast and press are

established to promote these values in the institution. The function of ENDF media is providing comprehensive news and programs on current issues so as to maintain an internal equilibrium of the country peace and security. In this case performing such specialized role of the institution, what Lasswell coined as 'for surveillance function'. (Lasswell, 2007).

Moreover, the institution has responsibilities protecting & upholding constitution and constitutional elected civilian government as it is provided by the law. Professionalization of media practitioners is critical to promote these values, missions and vision to its target audiences, internally for military and external public audiences.

Practices of journalism in ENDF media is highly inclined to perform the activity which is not direct related to journalism ethics by far. Majority of media practitioners in ENDF media have not journalism education background and not have as such related training. The lack of appropriate knowledge and training will also affect the quality of the work and performance level of the media practitioners too. ENDF is transmitting different news and program on the national public media such as EBC and Ethiopia National Radio & FM Addis broadcast media. ENDF also has its own weekly newspaper named 'wogagen', and also currently reaching its target audiences via digital/social media as well. All these interventions is being done with those practitioners in a way shows practices of journalism in ENDF media. The media is regulated with its regulation and editorial policies. (appendix c) The editorial policy is designed to keep ethics of organizational/structural level interest and serve public professionally (Örnebring, 2009)

Additionally, the main task of ENDF media is to serve as gatekeeper of the institutions and disseminating the success stories of front as well as duties, providing capacity building programs of the defense force, presenting image building issues and stories, advancing the

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army's psychological makeup, and so on …consequently, the military adhere to the armies' doctrine & mission. Crating awareness related to military laws, rules, directives and all standing orders are the main expected contents that practitioners should produce.

ENDF media has a responsibility to serve the public to be informed about what is going on the fields of military as well as promoting transparence and good governance of the institution human and material development. As it is not generally agreed that camouflaging the public interest with national security issues ethically unacceptable. Research findings, scientific backgrounds, ways of gathering news and producing program professionally become invaluable for modern military institution and the way media are communicating with public.

Different scholars argue that media professionalism in Ethiopia is still unachieved. As Jemal observed that professionalism like constructive reporting, investigative reporting and ethical practices of journalism discouraged by state media, (Jamal, 2021) Similarly, Various studies for example, Geremew, (2018); Skjerdal, (2010) argue that there are lack of professionalism in Ethiopia national or regional Broadcast media. He also contends that to flourish professionalism, media freedom plays its part and can be taken as one of the challenges.

1.3 Objective of the study

The general objective of the research is to assess the practices of journalistic professionalism activity in ENDF broadcast media.

1.4 Specific objectives:

• To assess the practical states of ENDF broadcast media journalistic practices in line with social responsibility of press.

• To identify the major factors affecting media professionalism carried out by ENDF.

• To recommend the possible ideas to improve the current practices of journalism activates in ENDF.

1.5 Research questions

In order to the issues raised above, the study attempts to answer the following basic questions such as;

1. What are the current media practices of ENDF as a way to theoretical frame work of press social responsibilities?

2. What are the challenges to practice journalistic ethical issues in ENDF broadcast media?

3. What are the main factors affecting broadcast media professionalism carried out by ENDF?

1.6. Significance of the Study

This study helps ENDF media practitioners to advance journalistic professionalism. It also helps ENDF organizational management to give due attention in promoting media occupational practices in align with satisfying social responsibilities. It also helps to initiate media organizations as well as institutions implementing social responsibility of press and promoting ethics of journalistic professionalism. Finally the study also serve as a reference to students of journalism and communication, media editorial policy makers and media researchers who wants to conduct further studies on media professionalism.

1.7 Scope of the Study

This study will focused on exploring basic broadcast media news reporting skills and the ethics performance of national defense force media journalists. Because of the complexity of perspectives on journalistic professionalism and its challenges, this study will focus only normative activities of news making activities and journalism ethical considerations, how occupational and organizational factors that have a positive and negative consequences on broadcast media professionalism.

And the study will covers military officers and personals as a journalist, program and content designers, editors, reporters, video and photo man who work in broadcast media divisions, Public Relations and coworker, (indoctrination officers).

Even though, there are many divisions in military defense, Addis Ababa Head Office media and indoctrinations, Hollota, and Bishofitu Training division office media and indoctrinations divisions where selected. These institutions where chosen to get ample data and available resources since the selected area are actively engaged currently. In addition to this, the researcher has established a good relationship since as a workmate of the Addis Ababa Head office and, thus, help to create effective communication with the study participants and the stakeholders and find available documents

The methodology if the research is qualitative research methods, including interviews, focus group discussion, and secondary data qualitative contents analysis (on aired program sample additionally).

The study will be delimited to the collection of data on the available media practices and facilities, identification of utilization of professionalism, the aired news program from library as

a sample to evaluate how news was organized from social responsibility and journalism ethical principles and the challenges of journalist practitioner's activities.

1.8 The delimitation of the study.

As the study calls for a critical analysis of journalistic professionalism exercise, the research has found difficult to include all of the factors that assaulting broadcast media professionalism , but highlighted some hypothesis such as news production and dissemination process, pressure coming outside factors such as interference of government, and political ideology, and so on. The researcher would get difficult to provide sufficient explanation in these causes due to lack of early studied literature and any findings on ENDF broadcast media.

The study could have been conducted on large sample size by widening the scope including the PR of Ministry of ENDF, as organization leaders, also will not include. Practitioners in all regiment of media would have been included to get ample information, however, due to the nature of the organization and current conflict of Tigray, the researcher limited to select subjects for the study. The study also additionally, could have analyze critically broad scope of on aired program to assess how professionalism have been practicing in ENDF , but due to time and current situations of the country, the researcher limited to select four months' aired/broadcasted issues of 2014 E, C (November, December, January & February) of each month's program . Along with the budget constraints, the absence of relevant literature about the ENDF becomes a hurdle.

1.9 Operational Definitions

1. **Organizational professionalism** is a discourse of control used increasingly by managers in work organizations.

2. **Occupational professionalism**- involves a discourse constructed within professional groups themselves that involves discretionary decision-making in complex cases, collegial authority, and the occupational control of the work and is based on trust in the practitioner by both clients and employers.

3. **Professionalism-** journalistic practice guided by specific ethical principles – the ideals of public interest, civic-orienteers, social responsibility, and altruism.

1.9.1 Organization of the study

The study is organized in five chapters. The first chapter deals with the background of the study including problem statement, research objectives, method of the study, and the significance of the study. Chapter two focuses on reviewing broadcast media and media professionalism related literature including the theoretical frameworks. chapter three, sees methodological aspects (introduction to qualitative research, research design , tools of data gathering, content analysis , sample size and   , source of data analysis, data coding and analytical categories, ethical consideration of reach and trust worthiness of the research) of the study . Chapter 4 discusses the findings of the study from interview, focus group discussion and additionally obtained materials from news contents in thematically. Then interpretation follows based on the data to answer the research questions. Of news content thematically analysis findings. The final chapter (Chapter 5) discuses with conclusions and recommendations of the study.

Chapter Two

Literature Review

2.1 Introduction

This chapter puts the issue of professionalism in media practice into context. The chapter discusses some of the earlier studies on practices of journalism and its influences from different perspectives, organizational level factors, individual level factors and journalist perceptions, external interference, the regulatory framework, media ownership, and journalism training factors. The section also discusses the theories that guide the research, namely the social Responsibilities of the press, Hierarchical Model, some others points of view to name, gate-keeping and developmental journalism concepts in relation to the research purpose. The theoretical assumption more focused on the argument that professionalism in media broadly determined by journalist independence and organizational duties to encourage the social responsibilities of media.

2.2 The concept of Professionalism.

The concept of professionalism is defined, analyzed and categorized in different sociological literature, regardless of disputes its concepts and its categorization. The concept of profession is much disputed. Some researchers' analysis the concept of profession as a particular kind of occupation & others from institution with special characteristics perspectives. (Evetts, 2013)

Defining/studding/ professionalism is very difficult and challenging, consequently, some scholars avoid giving a definition of professionalism. They are rather instead a list of relevant occupational groups. (Crompton, 1990 as cited in Evetts, 2013) share the idea that in defining

professionalism, within the sociology, there is how paradox and contradiction debates actually reflected in occupation and employment.

According to the sociological analysis, professionalism is a special means of organizing work and controlling workers and in contrast to the hierarchical, bureaucratic and managerial controls of industrial and commercial organizations. (Evertts, 2013).

Scholars observed that to be a professional, there are certain requirements to be meet: such as a period of tertiary education and vocational training and experiences preceded by essentially knowledge-based category of service occupation. (Ibid) & different way of categorizing professions is to see them as the structural, occupational and institutional arrangements for work associated with the uncertainties of modern lives in risk societies. Professionals are extensively engaged in dealing with risk, with risk assessment and, through the use of expert knowledge, enabling customers and clients to deal with uncertainty.

Other assumption is that professionalism, as the disciplinary sub-field usually interpreted as an occupational or normative value, as something worth preserving and promoting in work and by and for workers. According to this assumption trust in client-practitioner relation is importance.

It can also be argued that professionalism represents a distinctive form of decentralized occupational control and regulation which constitutes an important component of civil society. Professions create and maintain distinct professional values or moral obligations (e.g. codes of ethics) which restrain excessive competition by encouraging cooperation as well as practitioner pride and satisfaction in work performance a form of individualized internal self-regulation.(Evets, 2013).

Evets contended that the concepts of professionalism can be characterized in two ways. From value system and from ideological perspectives that can be operated in different levels. As he states:

Professionalism as value system or as ideology can both be seen as operational on macro (societal, state and market), meso (organizations and institutions) and micro (groups and actors) levels. The most obvious difference is that while professionalism as value system is guardedly optimistic about the positive contributions of the concept to a normative social order, professionalism as ideology focuses more negatively on professionalism as a hegemonic belief system and mechanism of social control for 'professional' workers. (ibid : p . 399)

In institution like ENDF, journalist works to perform media professionalism according to the organizational goal. (Evetts , 2003 , as cited in Örnebring, 2009) explains the types of professionalism and its drivers:

There are organizational professionalism and occupational professionalism. Organizational professionalism is a discourse of control used increasingly by managers in work organizations. It incorporates rational-legal forms of decision-making, hierarchical structures of authority, the standardization of work practices, accountability, target-setting and performance review and is based on occupational training and certification. (p.4).

He also contends that working and abiding with co-workers in group constructs discourse professionalism. Occupational professionalism involves optional decision making in complex cases. Collegial authority, and occupational regulator of work and based in trust in the practitioner by both clients and employers. Shared education and training, a strong socialization process, work culture and occupational identity, and codes of ethics that are monitored and operationalized by professional institutes and association are the foundation for professionalism. (Evetts, 2006 as cited in örnebring, 2009:p. 4)

In case of organizational level managers, fulfilling with regulation, accepting standardized work practice, hitting performance targets, and so on are being professional. What managerially defines is complete opposition to professionalism, focusing instead on autonomy, compliance with a code of ethics decided on by professional groups or bodies rather than employer's organizations and so on. It is not difficult to see the similarities between this way of viewing professionalism and the journalistic notion of professionalism.

Interpreting and covering all details about profession and professionalism is difficult since it is changing and being changed. Journalism is one of them and find occupational control of their work and optional decision-making increasingly difficult to maintain and sustain. (Evetts, 2013) and therefore, not necessary to analysis all professional and professionalism concepts in this research literature, however, for the sake of clarification of broadcast media as a professionalism, the literature above has explored into only the highlights of it.

2.3 Journalism as a Profession

There are riches of literature on journalistic professionalism, journalism as a profession, and related areas such as the role perceptions of journalists, the norms and ideals of journalism, and the professional practices of journalists (örnebring, 2009). In contrary, whether journalism is profession or not, many sociology of professional scholars have argued due to its historical differences of lines between US and non –American, the relation between journalistic objectivity (Objectivity in Reporting) and professionalism. (Anderson, P. 3907).

The concept of journalism as a profession emerged probably after the achievement of other technical achievement of professional groups like medicine and law. (Janowitz, 1975 ; örnebring, 2009 ; Tumber & prentoulis, 2005), found that journalism was recognized as a distinct profession before two centuries ago and comparing it with social science, new journalism is

expert in unveiling the meaning of social life, problematize and reflect on their role in observing, reporting & analyzing social reality as that of social scientists.

The definition and the expected skills of journalism, according to Herbert, J.(1998).

Journalism is all about news and information. Journalists discover news and report it. Journalism consists of gathering facts, deciding how to assemble them, making important decisions about which facts to include, and which to omit. It is about talking to people, being curious, thinking clearly, and being able to translate difficult ideas into simple ones so that everyone can understand them. Journalism is about analyzing and interpreting events; knowing how government, politics, business, industry and modem society works; and being able to make interesting stories out of all kinds of events. Journalism therefore consists of practical skills and a wide intellectual foundation which gives credibility to the reporting. P. (137)

There are certain requirements needs to meet journalism as a professionalism according to the observation of Tumber & Prentoulis (2005) . Journalism is seen as fulfilling the essential need of humans to be informed in order to participate in social and political processes. Professionalism is claim to be professional, a journalist work and practice autonomous and unwilling to compromise its ethic of public service, as to serve particular interests. The objectivity, neutrality, and social responsibilities claims of journalism are characteristics that give it a professional grounding and a special and a special role within political and public life even if information requirements have changed and socio political transformation have modified how information needs are perceived.

Professionalism, according to Pollard & Johansen, (1998) serving societal, not self-serving consequences of work. Practitioners of any occupation may thus hold professionalism, which typically involves developing competence through education or experience and ensuring full, ethical application of that competence. It is an indicator of the highest standards of

application of social responsibilities and ethical performance, the welding of thought to action for the primary benefit of society.

However, what makes the case of journalism more problematic is the absence of a theoretical and scientific framework that supports the claims to 'truth' and guards against deviations from the duties of social responsibility. In contrast to sociologists, who have a clearly marked theoretical ambition, journalists have always been associated with the performance of a set of tasks that are the product of experience and practice rather than theoretical knowledge.

In sharp contrast to the medical profession, which bases its legitimating claims on its body of medical science, or the law profession supported by legal theory, journalism is a mixture of abstract and technical requirements. Furthermore, the subjective nature of tasks such as news writing and editing makes journalism even more vulnerable vis-à-vis the classical professions. These two issues, the definition of journalistic work as a selfless profession fulfilling a particular human need which has an impact on the wider social whole, and the abstract and technical dimensions of their work, are the key ones in understanding where journalism fits into the craft/profession dichotomy. Evetts's model can provide precisely the return to studying journalism as an occupation.

There are challenges for practicing journalistic professionalism. It is observed that the current economic, technological, and political environment challenges to the professional status of journalism. (örnebring, 2009)

2.4. Defense Force & Broadcast Media

The military and journalist are the two important professions for building democracy. No less, No more in the eyes of public, however, the nature of their mission, and the difference of the profession, the two are never go in similar orientation.

There are strong arguments between military media conglomeration and civil journalists in the field of reporting the news. In western society, Military & Media work independently and safeguard the rule of the low even though they do not trust each other. Professionalism is crucial when a journalist work with military adventure or any other program. It is still, however, not clearly stated their professional relationship between the two. The journalist use massaging of information from military public relations specialists, especially in wartime, however, the debate over press freedom in wartime has been a long-standing one. In some cases military itself work rather independent media practitioners. However, the subject of the preparation and delivery by the military itself of information and news material for its own active service personnel is a research road less travelled, with the primary literature in the field mostly being brief asides in unit histories, or nostalgic.

Media and primarily civil society, as none state actors have an important oversight function by raising awareness of the role of military among the general public and drawing attention to areas of reform, Emile, (2019)

Broadcast media continue to play an important role in disseminating the program & information to public societies in a way conveying organizational identity. Sensationalism and unconscious published message are dangerous from the perspective of nation state building. National Defense Force Media has many aspects which influence military officers' attitudes. Specifically, job satisfaction, stress, military culture, military socialization, media portrayals, and public perception.

It is believed that such variables could strongly influence defense officers' attitudes, and consequently, their response to typological and ethical prompts. In order to understand and integrate defense media typology and professionalism, one must first have an understanding of the variables which could influence these findings. National Defense Force media professionalism is especially highlighted due to its important influence on Nation State and political decision making strategies.

Broadcasting in developing countries however, presents some difficult problems for the analysis of journalistic professionalism, for the power and resources available to the different broadcasting occupations and their capacity to exercise control over their work are restricted directly by the state.

In traditional terms the client of a broadcasting organization is the audience. But in a system which is non-commercial and largely unconcerned with audience definition of maximization, but rather with the diffusion of a centrally-defined ideology, the principal client appears in some respects to be the government, While broadcasters do not define the needs of government, they decide (in collaboration with various ministries and para-statal organizations) which elements of policy are to be diffused, and the techniques and form in which they are to be presented.

In some countries, there are clear demarcation of professionalism in military journalism that are promoted by neo-populist government and their sympathizers and commercial (large media companies) journalism. It is believed that the military media corrects against commercial media of journalism who practiced by mainstream news corporations. (Waisbord, 2013).

Top officials and pro-government journalists have championed a kind of reporting that abdicates impartiality and evenhandedness and explicitly stands against professional journalism. They argue that, because the dominant media corporations practice reporting that openly questions officials policies, government need a journalism that, similarly, defends policies and criticizes the opposition. Such a form of militant advocacy journalism is found in public-funded print and broadcast news organizations. It proudly displays its political position to report the news. It sees itself as a healthy, honest alternative to the model of professional journalism that disguises its true interests under the patina of impartiality.

Military media of ENDF rudimentary type of media that the only military of Nations Nationalities and peoples medium, that provides information of lives and deeds of military underwent through the National Broadcast mainstream media service.

In democratic society public has the right to know how military is functioning. Media is working critically the role of watchdog even though one distrust the other. The tradition of critical media coverage holding the military accountable to the public is not new. At other times, the military irritates at disapproving coverage, what they view as the media airing dirty laundry. Critical media reporting, for example, uncovered widespread fraud and misuse of taxpayer monies, on fraud, waste illegal gifts, illegal contracts and abuse and other reports involving government contractors in military mega projects, like MiTech engineering program. This coverage reminded the military that it must act as a good steward of government resources. For some, the coverage was a black eye; but public exposure was vital to address the issue, reestablish legitimacy, and maintain trust with the public. The media's coverage of the issue no doubt will help keeping the public pressure on the Navy to clean up the mess caused by some of its own leaders.

Professionalism protects media from spreading false reports and misleading information that can erode public support for the military and to even recruit new supporters of the country. Media reports may also place the military in an unfavorable light which can build fear and distrust among the military to share information with the media.

The media and military must have a good working relationship because the military is subservient to civilian elected government, and the media is how most citizens find out about military activities. From the basic perspective of democratic theory, the military should want the public's buy-in on its actions. But there is skepticism on both sides: the military doesn't trust the media and vice versa. Ultimately, however, the onus is on the military to fix the relationship.

The main goal of national defense force media communications is to achieve the national objective & national interest of a nation state, integrate the broader society with the armed forces, to coordinate the forces, gather information and create intelligence. Moreover, informing the civilians about the role of armed force in peacetime, with the appropriate compartmentalization of information under high command supervision.

Military media communication is unique & always connected with the vital objectives & interests of nation- state and it possess lineaments, mission, or roles, and does pursue clear objective. It also should fulfill the role of selecting, leading, integrating, coordinating , activating & executing the resource of these discipline in order to support the national objective & and permanent interest of a nation-state. (Castro, 2013).

Professionalism concept in military media is always associated with any activities that plans to campaign public enterprises or social communication. The role of journalism is – call informing the community about what the institution does that is PR roll and social assistance.

The mission of the media is to support the national security strategy and national defense force, maintaining protecting and achieving the national interests and objectives of the nation-state, which divided across different temporal periods (peace, crises, war.)

The point is, therefore, that people are to a greater or lesser extent informed better and faster than at any time previously, and that they demand independent sources for news-gathering and analysis of what it all means. The fact is, thus that the media both reflect and influence developments in society at large. The media have to be credible in their presentation and analysis of the news, otherwise nobody would believe them either.

These two ideas, independence and credibility, are the foundation of the discussion on the role of the media in a modem free society. This is important to keep in mind when we come to the relationship between the military and the media.

2.5 The Hierarchy of influences Model

ENDF media is under public media type and journalists and media practitioners are insiders of the institution working as a journalist and PR of the institution. Evaluating their Broadcast Media professionalism practice is not similar as that of independent private or commercial media organizations. Therefore, Evetts Hierarchy of influence model will be used as a bench mark to asses ENDF broadcast media professionalism practices. In this model, Professional performance of individual level as well as organizational level will be evaluated. This type of assessment of hierarchy influence Model, What McQuail observed as ''media performance''. (McQuail, 2008).

The hierarchy of influence model organizes what have been laid out as various theoretical perspectives in shaping media content. (McQuail, 2008). According to the model, there are five categories that can influences content and it is one of the decisive factors for journalist to

practices professionalism. These are individual, routines, organizational, institutional (extra media) and ideological (socio-cultural). (Reese, 2007. p .35).

According to Reese, (2007), the utility of such a model helps to understand the concept of media professionalism (whether journalistic or more broadly media is a basic one within media sociology, but one with widely varying aspects of meaning.

From individual level values- that is adopted, a trait of individuals indicating the extent to which they fit to a professional group that calls them to certain shared norms and outlooks. Alternatively, to the extent that it embodies a set of procedures on how to report a story. According to this model, professionalism is a routine-level phenomenon. News workers are considered professional to the extent they adhere to the procedures. The accepted practices of deadlines, and simply getting the work done (Reese, 2007)

At organizational level, professionalism is a negotiated set values, worked out to satisfy the organization's needs. Professionalism, here, negotiated within an organization to facilitate both owner and journalistic needs. Media organization selectively promote certain aspects of professionalism not all of which place a strong emphasis on individual freedom. Within the institutional relationships media find themselves in, professionalism takes different form depending on the nature of those relationships. (Shoemaker & Reese,2014)

According to this model, journalist's role is to report what are accepted in the organization as right to be broadcasted or covered because of their function in the institutions, as opposed to their cultural newsworthiness. Thus, professionalism within the media institution is understood in relation to other key institutions in society. Ideologically, professionalism takes on still broader implication, that professional values must be consistent with the prevailing power structure.

The structures are abstraction that only become visible when we name them and begin to look for regularities and norms in human behavior. So, at the heart of this outlook is the interplay between structure and agency, between actions people take, but not under conditions of their own making. They participate in a conversation that began before they arrived. Ideology, after all, is the meanings that people have become accustomed to attaching to certain interests of collectivists in control of significant social resources.

2.6 Social Responsibility theory.

Among the theories, social responsibility theory is one of the four famous press theories. The media theorist, Kahan, R & et,.al observed that " development stems from the Hutchins Commission on Freedom of the Press, from where the concept of the media's moral right of free public expression is not unconditional" . (Khan, R & et, al., 2020)

In other words, there are similarity between the libertarian and social responsibility press is that they premised on free Press, but social responsibility press resounding immediate obligation to be responsible to the public. Since it is independent from government, the primary duty of the press is to serve the interest of public.

Others argument of social responsibility theory is that since press is not an autonomous system, however, rather a subsystem or intersystem of the larger political, social and cultural system, the media's moral right of free public expression is not unrestricted.

Social Responsibility theory is observed that the media has to include a representative picture of the constituent groups in a society that is inclusive of races, groups, gender, youth sector of society etc., And since the Hutchins Commission of freedom of the press finding, Professional journalism was rooted in its adoption implementation the commission's finding. ((Khan, R & et, al., 2020)

The theory was further noted that there are pressure between a professionalism emerging to serve a dependent citizenry and commercial media system. However, under the social Responsibility theory, the media becomes a means to solve conflict as well as promote public opinion, social action and interests.

The theory was further developed by McQuail (2010), who noted that the duty of social responsibility is an essential compact between the media and society, wherein the media have been entrusted by the public to discharge certain public-interest functions essential to a democratic society. Some of McQuail's famous lines on this concept include: the obligation of media to the society, public trust is the owner of the media, truthful, accurate, fair, objective and relevant should be the media News, the media should provide a forum for ideas, the media should be free and self-regulated, codes of ethics and professional standards should be followed by media & under some circumstances, society may need to intervene in the public interest.

According to social responsibility theory, media and journalist have an obligation required to avoid controversies regarding journalistic performance such as bias, invasion of privacy, misinformation, violations of standards of public taste, and suppression of material that may not be in the publisher's interest to publish. (Khan, R & et, al., 2020)

Baran, & Davis,(2010) sound out that there are scholars who support direct regulation of media, believe that direct regulation of government agency has positive side. As they states,

At the other extreme are people who believe in direct regulation of media, most often by a government agency or commission. These include advocates of technocratic control, people like Harold Lasswell and Walter Lippmann. They argue that media practitioners can't be trusted to communicate responsibly or to use media effectively to serve vital public needs—especially during times of war or social upheaval. Some sort of oversight or control is necessary to ensure that important public needs are satisfied. In some cases, this may mean providing provocative information; in others, withholding such information.". (p.101).

2.7. Analysis of Literature on Practice of Journalistic Professionalism

Scholar attempted to analysis journalistic or media professionalism in different perspectives.

2.7.1 Objectivity

For Tumber & Prentoulis, (2005), objectivity is the occupational ideals of journalism. They found out that objectivity is the founding principle of the professionalism. As it is observed that it is the core of liberal democratic society that has transformed from Political agitation over freedom of the press tied up in restrictive taxation and censorship to the free-market-oriented news industry familiar today in liberal democratic societies.

Objectivity concept interconnect with some notion of the journalistic ethics and the social responsibilities of the press and journalistic procedure. Theoretically, journalistic skills lie on the abstract imperatives defined in the code of journalistic practice. The ideas of objectivity, neutrality, and impartiality. Balance and fairness are the modern concepts. The promotion of objectivity to the main ideological commitment of the profession manifests the separation of journalism from promotional of agents who indorsed one-sided versions of truth. (Tumber & Prentoulis,(2005)

According to Skovsgaard, M & et, al (2013), perceived importance of objectivity and their operation of the norm to generate a comprehensible interpretation of the professional journalistic ideology can be pretentious by the journalists' role perceptions.

What causes variation in journalists' implementation of the objective norm, and how journalists' public service notion and role perceptions impact other professional norms and in the end journalistic product?

Journalist provides most often the accounts of the world which they don't directly experience themselves, feeling the accounts as trustful, rialiable and valied description of reality & it must command legality on these terms or without value in the cultural marketplace. Skovsgaard, M & et, al (2013).

The objectivity norm has been the means employed by journalists to convince receivers that they produce reliable and valid descriptions of reality. This legitimating function has made objectivity an inspiration which guides the work journalists do – when they select, collect, and present the news   This does not mean that the objectivity norm is indisputable, far from it. It has created intense debate and controversy both inside and outside journalism.

The attack on the objectivity norm is triple bordered. On one side the attack is not so much aimed at the objectivity norm itself but at the failure of journalists to meet its requirements. This has resulted in a massive debate about bias in the media. Some claim that media content is politically biased due to the political beliefs of individual journalists while others argue that journalists are constrained by news organizations and that media content is instead politically biased due to the political standpoints and beliefs of the news organizations (Showmaker & Reese,2014). Accordingly, it has been claimed that media content is biased in a liberal direction because of journalists' personal political beliefs and biased in a conservative direction because news organizations most often are right-of-center business corporations.

2.7.2 Journalism Training.

Studies also identify journalism training as a factor that affects professionalism. There are several universities and colleges that graduate hundreds of student in journalism and communication in Ethiopia.

Education and Training is also another parameter for journalistic professionalism. As Tumber & Prentoulis (2005) contend that practical professional school are important for practitioners to get theoretical and practical skills in journalism.

Professional identity is associated with a sense of common experiences, understandings and expertise, shared ways of perceiving problems and their possible solutions. This common identity is produced and reproduced through occupational and professional socialization by means of shared and common educational backgrounds, professional training and vocational experiences, and by membership of professional associations (local, regional, national and international) and societies where practitioners develop and maintain a shared work culture. (Evetts; 2003)

2.7.3   Individual Factor

There are multiple forces that impinge journalistic professionalism. Individual factor is among the others. It is one of critical factor in understanding the noticeable issues affecting professionalism in the media industry. The scholar posits that consideration of the legal, institutional and socio-economic constraints upon media products leads, inevitably, to a recognition of the limitations within which most media professionals are compelled to work

Individual journalists fall prey to personal greed and disregard professionalism. It is supposed that such journalists do a lot of harm to themselves as professionals and to the honor and reputation of the profession, thereby contributing to the atmosphere that makes it possible for others to persecute and suppress them.

Moreover, there are individual-level factors that influence reporting. A recent study finds that organizational factors have the largest influence on news production, while individual

predispositions matter far less. (Shoemker & Reese, 2014). However, as we are interested in more than media content production (where editorial decisions matter more), factors relating to the own professional path, personal network, or the question of how individual journalists make sense of the context they work in are as important. In this context, how journalists reflect upon their conditions and their role perception has found to have an effect on news content. (Colistra, 2008).

2.7.4 Organizational regulatory system or media editorial policy

The empowerment of audience as members of the public community is key to any democratic media practice. Lee, (2005). She contested that military censorship to prevent the leaking of national secrets should be submitted to any public or private media. National survival overrode the professional autonomy it had long advocated. Unless war time news, taking all issues with censors' is bad attitudes and backward methods, (libd).

Journalists group has been able to construct its occupational identity, promoting its image with clients and customers, and bargaining with states to secure and maintain its (sometimes self) regulatory responsibilities. In these instances the occupation is using the discourse partly in its own occupational and particular interest but sometimes also as a way of promoting and protecting the public interest. (Lee, 2005).

In the case of most contemporary public service, occupations and professionals now practicing in organizations, however, professionalism is being constructed and imposed 'from above' and for the most part this means by the employers and managers of the public service organizations in which these 'professionals' work, (n this case ENDF Indoctrination and PR are imposing their organizational professionalism). Here the discourse (of dedicated/committed/ service and autonomous decision-making) is part of the request (or the ideology) of

professionalism. This idea of service and autonomy is what makes professionalism attractive to aspiring occupational groups. When the discourse is constructed 'from above', then often it is imposed and it is a false or selective discourse because autonomy and occupational control of the work are not included. (Reese, 2007)

Rather, the discussion is used to promote and facilitate occupational change (rationalization) and as a disciplinary mechanism of autonomous subjects exercising appropriate conduct Organizational objectives (which are sometimes political) define practitioner–client relations, set achievement targets and performance indicators.

In these ways organizational objectives regulate and replace occupational control of the practitioner–client work interactions, thereby limiting the exercise of discretionary decision-making and preventing the service ethic that has been so important in professional work. Organizational professionalism will be achieved through increased occupational training and the certification of the workers/employees. In these cases the appeal to professionalism is a powerful mechanism for promoting occupational change and social control

For the professional, of all kinds, the needs and demands of audiences become paramount Professionals are expected and expect themselves to be committed, even to be morally involved in the work. Hence managers in organizations can use the discourse of professionalism to self-motivate, inner-direct and sometimes even to exploit professionals in the organization. (Evetts. 2013)

Organizational routines of news making is one of the causal factors of professional performance of the media practitioners. There are also other factors that can affect professionalism such as, personal characteristics of journalists, external economic and institutional influences or ideology and power distribution in society. (McQuail, 2008) These

more organizational issues involve the audience considerations, as well as the regulatory environment that they each face.

Audience consideration is one of the core issues for media practitioners. The media has to tolerate different ideas and make participating different points of view in the contents. One of the social responsibility as well as plurality of media is the main value of professionalism.

Professionalism in organization level, is a negotiated set of values, and impinge by the above managers to satisfy the organizational interest. In this regard the ENDF media regulations and editorial policies are more inclined to military orientation values than general media conglomeration.(Reese, 2007) Media organizations selectively promote certain aspects of "professionalism," not all of which place a strong emphasis on individual freedom. Within the institutional relationships media find themselves in, professionalism takes diffrent form depending on the nature of those relationships.

Thus, professionalism within the media institution is understood in relation to other key institutions in society. Ideologically, professionalism takes on still broader implication, that professional values must be consistent with the prevailing power structure.The personal bias of an individual journalist, for example, may be relevant to reporting, but journalists of a particular leaning often self-select into organizations because of their pre-existing policies, history, and organizational culture.(Reese & Shoemaker,2014).

2.7.5 Ideology as a challenge of professionalism

An ideology is one of the detraining factor of media professionalism inclining to the skewed thoughts and perceptions that such perspective can produce. In such misperception, the idea of pluralistic is ignored due to one's own mistaken opinions. (Lichter,2005)

One of the foundation of ideological partiality begins when journalist produce contents. Content is a function of ideological positions and maintains the status quo. The so-called hegemony approach locates the major influence on media content as the pressures to support the status quo, to support the interests of those in power in society.

Professions are essentially the knowledge based category of occupations which usually follow a period of tertiary education and vocational training and experience.

A different way of categorizing these occupations is to see professions as the structural, occupational and institutional arrangements for dealing with work associated with the uncertainties of modern lives in risk societies. Professionals are extensively engaged in dealing with risk, with risk assessment and, through the use of expert knowledge, enabling customers and clients to deal with uncertainty.

2.7.6. The journalist's role perception

The journalist's role perception means the concept how journalist apply their work despite different culture and media system. The role of journalist perception has a strong influence on journalists' professional behavior. Their perceptions guide their attitudes and behaviors towards their expected legitimate owned roles in their social environment. (Donsbach, W. 2005)

Donsbach (2005) argues that interacting news sources and decision making about news selection and presentation will be influenced by the way journalist understand their role. In a fundamental model of factors influencing news decisions, role perceptions become intervening variable that moderates the influence of primary variables such as the news value of people or topics in the news, or subjective beliefs. Journalist who see them as common transferor &

journalist who see a role for themselves in political activism, might suppress the influence on their own or subjective preferences. (Donsbach, W. 2005).

Communication scholars have developed variety of concept to describe journalists' role perceptions. Some 'Ideal type' some 'Normative standard 'and some as 'Empirical typologies'. (Donsbach, W. 2005). (Skovsgaard,. et al. 2013). The ideal types developed from observing reality, but do not exist in reality in their pure form. They usually occupy the end points of given dimension and thus form helpful markers.

According to this ideal concept, there are four press theories that labeled as the authoritarian, the Soviet, the liberal, and the socially responsible. These four theories be regarded as ideal-type descriptions of different journalistic role perceptions.

Gatekeeper and the advocate journalist ideal types for role perceptions was identified by Janowitz, (1975). He contended that search for objectivity and separation of reporting fact from disseminating opinion is the gatekeeper orientation. As he emphasized the idea of the journalist as a gatekeeper rested on his ability to detect, emphasize, and disseminate that which was important. Under the gatekeeper concept of professionalism, the journalist come across institutional pressure and personal imitation in searching for objectivity and separating fact from opinion (p. 618)

In other way, a journalist must advocate for those who are denied powerful spokesperson and he must point out the consequences of the contemporary power imbalance according to the idea of advocacy journalist perception. The search for objective reality yields to a struggle to participate in the sociopolitical process by supplying knowledge and information. And therefore, he must participate in advocacy process by representing an effective alternative definition of reality. (Janowitz, 1975). However, Janowitz stressed the importance of confidentiality

distinguishing between gatekeeper and advocate journalist. The confidentiality issues are more related to national security aspect of public affairs and associated record-keeping. (Janowitz, 1975).

Adopting Janowitiz's (1975) idea of   the role perception of journalism as a gatekeeper and advocate, Donsbach, (2005) identifies their main differences in two dimensions: " their picture of the audience, and their patterns of news selection". (p, 2606)

Advocacy model journalist may undertake many member of the audience cannot either recognize or pursue their own interest in society and believe that the journalist main task is to act on behalf of this part of the audience. Consequently, they select the news according to its instrumentality for the social groups they support. In contrast, the gatekeeper selects the news exclusively according to professional criteria, such as the perceived news value as they believe that their audience members as mature and able to pursue their own needs.

Normative typologies remarks specific social tasks that expected from journalist. According to Patterson (1995) cited by Donsbach, (2005), there are difference in each of the following journalistic roles as a normative perspectives;

As signalers, journalists represent an early warning system for society. As common carriers, they channel information between the government and the people. As watchdogs, they monitor institutions and issue warnings to the actors in politics and commerce, and as public representatives, they become spokespersons on behalf of public opinion.(p.2606)

Several professionals and authors argue that normative proposal for journalistic active role model raise a question differently in developing country. The argument is that the media system and the state of social structure in such countries would require that journalist become themselves agents and collaborate to a certain extent with authorities.

Several survey studies and data analysis indicated (Weaver & Wilhoit (1986) cited by (Donsbach, 2005) shows that there are different journalists' pattern of role perception. As extracted from their data, the roles of information dissemination, interpretive-investigative, and adversary" are factors analyzed. (p. 2607).

In democratic countries, the journalist pursuing social goal and behaving on job when collecting and processing news differentiated in three measurement as Donsbach, (2005) found and can be summarized as:

Participant observation dimention- the journalists can select between energetically looking for to inspir the political process and trying to role as impartial channels for political reporting, in (advocacy–neutral), the options are expressing subjective values and views and sustaining strict neutrality and fairness to all sides. Finally, on the third (commercial–educational), journalists can struggle either to reach the widest audience by helping its tastes and patterns of media exposure or to make news decisions based on what is good for democracy and public discussion.(p. 2607)

How journalists perceive their professional role depends on many factors, including the collective influence of the professional culture of a given country, the individual influence of other journalists, or both. Most frequently researchers have asked explicitly how journalists define their roles or tasks, for example whether they see themselves as neutral reporters or as proponents of specific values and ideas.

2.8 Theoretical Framework

What makes the case of journalism more problematic is the absence of a theoretical and scientific framework that supports the claims to 'truth' and guards against deviations from the duties of social responsibility. In contrast to sociologists, who have a clearly marked theoretical ambition, journalists have always been associated with the performance of a set of tasks that are the product of experience and practice rather than theoretical knowledge.

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The theoretical framework for this study is as complicated as the subject professionalism. (Awaisi & Jamal, pp 11.) The study refers to general social and political theories, especially those defining journalists as a social group and not just a professional group. Our discussion on this evolving professional field will use a variety of often-conflicting media theories. We refer to a number of media theories, some of which focus on the professional aspects of this field and other theories centered on non-professional aspects within the field .These concepts are based on various Structural and organizational theories, which help explain the competitiveness and constant adjustments between different social players with competing interests and opinions .

The study also draws from functional theories focusing around the social and cultural role of journalists, by exploring, beside their actual work, their functioning inside a structure while struggling to find their place and to expand their sphere of action, improve their position and realize their interests

This study centers on an important and yet most basic player in the world of journalism and media: the journalist. Numerous studies were conducted on the field of journalism and media, but few of them focused on journalists, their material and their professional job circumstances. Only a handful of studies focused on the self-perception of journalists as central players in this field.

2.8.1. Developmental Media Approach

To develop democratic and responsible governance, media institution with professional practitioners and competent content plays a vital role. Corrupt governance, unaccountable and irresponsible are the result of failing practicing media democracy. Thus, establishing strong

media institutions that are filled with critical professionals is something that needs urgent attention.

he United Nations Millennium Declaration signed to combat poverty. hunger, disease. Illiteracy …in 2000. It has 8 goals that UN member States agreed to try to achieve the year 2015. Following this agreement, the government of Ethiopia issued polices and strategies. Media policy is also arranged in this spirt

Ethiopia, established development journalism as the official reporting style for the state media.. The policy concerning media scribes that media and journalists should play active role in the country's development. Skjerdal study suggested that several state media accepted developmental policy in their editorial policies:

the concept was first introduced in the editorial policies of various state media institutions (ENA 2003; EPA 2003; ERTA 2004) and has more recently been explicated in great detail in a draft policy document specifically dedicated to development journalism (EPA 2008). Today the philosophy of development journalism is supposed to inspire all reporting activity in the Ethiopian state media. (Skjerdal, 2010)

However, assigning such a role to the media is controversial – not the least since it is seen to be at odds with media independence and press freedom. Skjerdal (2011) further contended that journalist in Ethiopia stsate media are promising towards development journalism as a professional structure, but they are challenged when try to convert the framework into actual media practice. The vagueness of development journalism as a perception and practice; the political predisposition of state media; and a lack of participation by the public are the problems facing to practice developmental journalism.

The ENDF media adopted the developmental journalism in their editorial policy.(appendix..) one of te developmental media concept is creating awareness, promoting positive or success stories and mobilizing media for economic, social and political change in a way it build economically strong nations.

According to Rodney, (2008), Developmental Normative theory is among nondemocratic theories. However it became popular with African governments in the 1970s and 1980s in a way to utilize the media for national growth. Various leaders willingly adopted the model and adjusted it to their system of governance, be it military, autocratic, one-party democracy or multiparty style.

Development journalism has attracted considerable hostility over the years, however. The Practice has been blamed for promoting political agendas instead of people's interests. The strong dependency on the state, especially in African versions of development journalism, has roused worries from press freedom organizations. Redefined versions of development journalism, however, claim to promote national interests while at the same time safeguarding independent reporting.

From the historical background, document shows that DJ is first conceived in 1960 at the Press Foundation of Asia Development Journalism. Its aim was combating the independent media that do not cover the government development plans and their implementation. It encounters the traditional news values and gives importance needs of ordinary people and recognizes that objectivity is fairytale. Development journalism results in news that provides constructive criticism of government and its agencies, notifies readers how the development process affects them, and highlights local self-help schemes. (

However, it is criticized opening the door for government control of press. As a result, said the critics, was emphasis on government success stories and uncritical government say-so journalism, not investigative and through development news as proposed by development journalism advocates such as the staff at PFA/ Press Foundation of Asia. (Shah, 2005) .

Developmental journalism was undertaken in misconnected manner as scholar contended in Ethiopia. In addition to that other labels it in authoritarian media trajectory.

What is described future of developmental media journalism and what practical evidence contradictory. According to DJ concept, professional journalists have the role of not only provision of socially relevant information, but also journalistic advocacy in challenging oppression of all kinds. However, practically, ENDF media editorial policy was emanated from the DJ concepts (see the appendix, A), practically it undergo ambiguously

2.8.2. Gate Keeping Theory

Media professionalism is directly depend on with the practice of gate-keeping in the media house where a practitioners work. One of the roles for journalist is to collect and cover the credible information to disseminate. However, it has been confronting challenges and has left a stubborn mark on journalism profession as a result of different situations.

As traditionally, professional journalists determine information that will be disseminated to the public and serve as gatekeepers at different levels. Gatekeeping is a call of an integrity which stands on the Perception of Professional Journalists on the impact, fact, objectivity, fairness, and responsibility etc, thus, leading road of getting Journalist code of ethics fulfilled. However, the critics of gatekeeping believe that certain news items were prevented from getting

to the public as a result of factors that could jeopardize business opportunities of organization represented by the gatekeeper.

Gate keeping refers broadly to the process of controlling information as it moves through a gate or filter and is associated with exercising different types of power (such as selecting news, enforcing the status quo in parliamentary committees, mediating between professional and ethnic groups, and brokering expert information)

News stories can reach to its reader/audiences in an interest of gatekeeper's. The editor may not get an interest of what other practitioner's work and may not allow the contents to pass. According to Wanta, (2005) "the media and communication researchers have examined the types of content that gatekeepers allow into the media, the selection process gatekeepers employ, and the background and biases of the gatekeepers themselves ". (P. 1921)

Tending to be descriptive rather than analytical research and assuming that all news pass through gatekeeper is the area of gatekeeper research shortcoming. Wanta, (2005) citing (Shoemaker (1991),   ) contended that the news and contents are influenced not only by the gatekeeper, but there are other actors:

in a comprehensive discussion of gatekeeping, developed a model in which advertisers, public relations practitioners, pressure groups, news sources, and news managers all influence content. Gatekeeping often involves group decision-making, with multiple editors deciding which stories will receive prominent coverage. Audience expectations and production costs also influence the process. (P 1922)

2.9. Conceptual Framework

From the conceptual framework illustrated, it is evident that, the military comes in between the Media and audiences. The relation between media and military is clearly demarcated

in modern Western Countries; hence, there is always structurally tension between the two. (Scholtz, 1998). However, in Ethiopia context, since public media is the mouth the government and under the dominant ruling party, the demarcation has not yet clearly as democratic society media, except serving the military/ the organization chain of command interest.

Scholtz found that the government machine, of which military forms a part, wants publicity, but only on their terms. And then they get angry when the media doesn't want to play their game. (Scholtz, 1998). In this regard, a journalist can be challenged as he/she tries practices professionally. It needs to know the nature of the military job, calculating the risks covering up a number of bad things etc.

In democratic counties, media wants to report candidly about war but the military wants to reveal the positive side about the war, that is, the successes. The media more oftentimes sets the agenda, it carefully gives prominence to the news items it deems important to the audience. It chooses the sources, the utilities and how to package the news item.

The military on its part, it wants to safeguard national interests and national security by censuring the kind of information it divulges to the media for the audiences consumption. The military always wants to safeguard its image and cast the enemy as the weaker opposition. The audience being in so much of news is bound to be subject to the effects that the media wants to create out of it. The audience may be patriotic to their country by supporting the war or it may be relegated to confusion due to propaganda being traded.

Research methodology

This chapter consists five sub-sections namely, the study area, research design, research target population, sample size and sampling procedure, data collection instruments and techniques, and data analysis. Basic terms are defined and justifications made for choices made

3.1 The Study Area

This study is conducted in Ethiopian National Defense Force Broadcast Media. The study held at the Head of Addis Ababa & its sub-divisions sites. Since there is an organizational command chain management style, the practicing is believed the same manner in its all ENDF media structure. Therefore, among many divisions and subdivisions, three major communication & media sector practitioners were selected in cluster sample method, that the military media practitioners are dispersed in over a wide geographic region. These subjects are working in main (head of ENDF) and sub-divisions of sites.

3.2 Research Design

Research design means the procedures employed to achieve the objectives of research. It is a kind of map that leads a researcher to arrive at the final points of the route. (Hansen et,. al. 1998, 50) It is treated as a mode of data collection rather than as a logical structure of the analysis. The function of a research design is to ensure that the indication obtained enables to answer the initial question as unmistakably as possible.

The study tends to be more qualitative approach. Because qualitative methods appropriate to study problem or issues that needs to be explored using a group or population, identifying variables that cannot be easily measured, or hear silenced voices. It also appropriate to understand complex and detailed issues. (Creswell J.& Poth C. 2018. p 84). Under this study, the

researcher has investigated the practices of broadcast professionalism using case study concepts. This qualitative case study approach was designed to bring out the details from the viewpoints of the participants by using the available sources of data.

Qualitative Research is a hallmark of a good qualitative case study that presents an in-depth understanding of the case. In order to accomplish this, the researcher collects and integrates many forms of qualitative case study data in-depth interviews, focused group discussion & qualitative content analysis using documents, audiovisual materials. (Bengtsson, 2016). Relying on one source of data is typically not enough to develop this in-depth understanding of the problem. (Creswell,& Poth,2018, P 155).

Gathering data by using unstructured in-depth- interview technique provides an opportunity for both interviewer and interviewee to discuss issues in detail. In this view, Silverman (2013), argues that interview is appropriate to think for practitioners to attach a single meaning into their experiences. He has also point out that interviews are appropriate tool used to elicit respondent's perception and lived experience of other people. Furthermore, it is most popular approach to treat respondents' answer as some external reality (e.g. facts, events) or internal experiences (e.g. feelings, meanings). (Silverman, 2013).

Moreover, the researcher employed focus group discussion to discuss a variation of the personal interview. Small group (respondents) are interviewed together in common location. The interviewer essentially facilitated the discussion while ensuring that every person has an opportunity to respond.

In this technique, a small group of respondents (usually 6-10) are interviewed together in a common location. The interviewer is essentially a facilitator who's to lead the discussion and

ensure that every person has an opportunity to respond. Focus group discussion allow deeper examination of complex issues than other forms of survey research because when people hear others conversation, it often triggers responses or ideas that they did not think about it before.

Thus, qualitative research design was used to investigate factors that influence practices journalism in ENDF media.

3.3 Target Population

The target population of this study was comprised of producer and vice producer of Television and Radio, reporters, photo, and video man, and totally eighteen members who are currently working at head office of Addis Ababa, Hollota, and Bishoftu divisions in ENDF Radio & TV media department. And attempts were made to triangulate the information in study participants from the Head of media indoctrinations and PR department of ENDF, however they were unable to accept an interview request due to the current ongoing conflict of Tigray and some other reasons.

3.4 Source of Data.

Data sources were selected diverse group of people who live the subject matter & can answer the research problems by providing diverse date. (Wertz, F. & et,.al: 2011). The study involved both primary and secondary data gathering technique. The primary source was comprised of information from producers and reporter's video and photo man, which was collected using structural and unstructured interviews. Official documents, news stories, were also used as secondary source data in order to assess the present trends of broadcast media out production to analysis how professionalism practices in ENDF.

3.5 Data Collection Instruments.

In this study, structured and unstructured interviews, Focus group discussion & qualitative content analysis forms were employed. In-depth Interviews was used to get subjective experience of the subject and their perspectives regarding the phenomenon under investigation; how they feel, the practitioners lived experiences directly related to the topic, were asked in in-depth unstructured questions according to (Wertz, & et,.al: 2011). Interview were held for each individual and in group as well. The selected subjects expected according to their position and their experiences to elicit the oral individual and group-based discussion.

To examine the topic or scope and nature of research problem, the researcher used qualitative content analysis methods (Bengtsson, 2016), from contemporary and historical records of audiovisual media of news contents of ENDF media. In this regard what Wertz, F & entail (2011) argues that archival data can be included in qualitative research on their own or in combination with other kinds of data.

3.6 Sampling Technique and Sample Size

According to Collingride, qualitative research participant sampling should follow a well-defined rationale and fulfil a specific purpose, which is why qualitative sampling often called purposive. He argues that the selection of participants who serve a specific purpose consistent with a study's main objective. (2008).

Technique used to select interviewees from the ENDF broadcast media practitioners is cluster sampling. Accordingly, eighteen informants Participated in the selected site of the organization and were interviewed and participated in group discussion. The interview & focus group discussion were aimed to assess the journalists, reporters, editors and producers'

perception on the factors that hamper objectivity and other ethical issues in line with social responsibility perspectives in program & news reporting.

3.7 Data Analysis

The process of bringing order, structure and meaning to the mass of information collected. In this case, the data analyzed according to the core elements of qualitative data analysis. (Creswell & Poth, 2018). The responses received were analyzed and classified thematically. They were compared and contrasted to establish patterns, trends and relationships. Researchers who use qualitative analysis are interested in analyzing information in a systematic way in order to come to some useful conclusions and recommendations. The completed interview, group discussion, & qualitative content review transcribed and codified (reducing the data into meaningful segments and assigning names for the segments) into the thematic area and interpreted.

According to Creswell & Poth, coding is central to qualitative research and involves making sense of the text collected from interviews, observations, and documents and it involves aggregating the text or visual data into small categories of information, seeking evidences for the code from different databases being used in a study, and then assigning a label to the code. (Creswell & Poth, 2018. P 259), (Bengtsson, (2016)

The completed data categorized into themes and interpreted and findings were reported, indicating both firsthand experiences of the respondents on professional practice as well as general overview of challenges faced in the media. The methodology employed in reporting the study findings is unique. By using direct quotations, the study allows the media practitioners to rely firsthand information. Accordingly, the researcher has coded the data gathered from 18 informants and additionally news from audiovisual of selected news which were chosen in

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cluster sampling purpose. Events and reporting contents are in some way as usual, and therefore, four months on aired news (Nov-Feb 2021/22) were selected.

3.8 Ethical Consideration

The current researcher, first of all, has received a recommendation from his department to the head of ENDF media and indoctrination department for the sake of informed consent. As the researcher is one of the stuff members working currently in the broadcast media, knows their positions, thus, helped the researcher to create good mutual agreement to get their consent. In all the research stages, the researcher has kept the ethical issues. Then, he recruited the practitioners and producers to conduct interview and Focus Group Discussion. All respondents have participated in the interviews. Finally, he agreed to keep their confidentiality to preserve their privacy and agreed using anonymity of the participants.

Chapter 4

Data Presentation and Finding Discussion

4.1 Organizational Issues

The finding and results of the study on broadcast journalistic practices are presented in terms of the following there categories. Organization issues, individual and professional issues.

Örnebring, (2010) argued that there broad professional categories that can help to analysis media practitioners professionalism. Organizational level is one of them. Organizational context means employees incorporating career development with occupational forms of service and knowledge. Those who work act like professionals are self-controlled and self-motivated to perform in ways the organization define as a appropriate. In return those who achieve the target will be rewarded. (Eveets, 2003)

The ENDF reporters and other practitioners needs media professionalism to work at equal level of skills and experiences to perform their journalistic career. However, the following TV Team Leader quote confirms the differences in education, skills and experience to work effectively:

My background is not civil journalist. I have come across from duties in war front and finished my duties. Then prompted from front line to the reporter. Having been working for many years, I became a team leader. Our team members are all not trained or may not work here for long, what our head leader charge to discharge our duties. You may stay for a couple of times, and others may substitute. Therefore, shifting for other duties challenge the reporters as well as the all-media work. (Feb. 1/2022) .

In media professional practice, the news and programs are expected to safeguard the state by exposing illegality. One of the most recurring them in media and professionalism discourses media investigative reporting and social responsibilities normative theories. In this case what

Reese (2007) argues that the news media bring governments and politicians to account, expose scandals and antisocial behavior, and remind citizens of their own responsibilities within democratic societies (2982). Almost all respondents agreed that there is no such practices and motivation in the ENDF media.

Our duty is reporting image building events, informing, and educating militarily achievements in all division timely. Based on the media editorial policy, the media does not produce any news of good governing issues, providing that is considered as provoke the military and can damage the psychology of military and the institutions security will be at risk as well. If any complain we observe in any working environment we will inform to the division head or any chiefs of the stuff (Feb, 1; 2022)

From the aforementioned responses, the studies by Eveeets, 2003) observed that:

In a new and existing occupational and organizational contexts, service and knowledge, workers and other employees are having to, and indeed choosing to, reconstitute themselves in organizational and occupational forms which incorporate career development alongside the self-managing and self-motivated employee (Grey, 1994; Fournier, 1998). In other words, those who act like 'professionals', are self-controlled and self-motivated to perform in ways the organization defines as appropriate. In return, those who achieve the targets will be rewarded with career promotion and progress. (p.408)

Professionalism of institution encourages individual level daily routines, adhere to the accepted practice of professional group of the institution is observed from the study. Investigative professionalism one of the normative value systems and help stability and civility of social system. Moreover, it is against the threat of government bureaucracies.

One of the broadcast media professionalism is watchdog of the government and gatekeeper of information. Applying investigative journalism benefits a society as well as democratic practice in many ways. Aucoin, (2005):

Investigative reporting goes beyond official statements and meetings of government, business, and other institutions to reveal information these groups would keep secret from the public. The reports expose abuse of power, corruption, criminal activity, human rights violations, miscarriages of justice, or official neglect. (P.253) .

ENDF institution is one and most government funding organization and had a lot of mega projects. Besides, government subside the ENDF media to have healthy and well informed defense forces, loyal to the constitution, and keep security, advocate the mission of the institution using multi-media channels. Public has not been denied getting information unless it tarts national security. From the excerpt of the above interview, it can be understood that there is professional gap on one hand and organizational influences on journalist's professionalism. Preliminary sample of news report that gathered has shown that all news packages were from developmental perspective news.

4.2 Autonomy or journalistic independence

Autonom**y** is the main research phase in media professionalism. It is to choose what stories to cover and how to interpret the news. It claims that without undue of government or commercialization interferences, journalism operates in the public interest. Without independence of journalism, there is no investigating any act in organization. (McQuail, 2005). The following interview quote confirms how ENDF media structure challenges reporters to work independent:

We cover the stories based on what we have been told to cover, where to and whom to interview. All assignment is predesigned and arranged during our weekly or daily morning brief. Whatever newsworthy happened is not news for the practitioners. News and topic are given from the PR towards the division and what they have given an assignment. The interpretation and narration also given to them when we round the pre and during production stage. (January, 29:2022)

It can be understood from the above excerpt of interview that there is a professionalism gap created due to organizational structure on media professionalism. As a practitioner, journalist should work self-governing keeping objectivity of the news value and adhering the ethics of profession. According to (Örnebring, 2010). Autonomy refers to the capability to their job with great amount of individual decision, that professional values and professional authorizations should be decided within the profession rather than outside it, and that external influences over the work process itself should be non-existent or minimal.

Independence /autonomy/ of journalistic practice is one of the professionalism in normative value of media. However, regulatory environment of an organization determines the value. In other way, based on media house mission or goal, and their target audience, organization set regulation of media of inside and abide by the external regulation, such as constitutional provisions and media regulatory acts.

ENDF media is ruled by the policies, principles and commitment set out by under the Ministry Defense Force indoctrination Directors. (see Appendix). However, the day to day editorial management of news is the responsibility of Media and indoctrination Directors', thus; the News and programs regulated & published by editorial guidelines. From the editorial guidelines one can observe that impartiality and diversity of opinion which claims its heart of ENDF media's commitment to its audiences.

Almost all respondents replied that they are independent of any political intervention, member of any political interest. The following interview quoted from reporters, producers and Directors confirms this argument.

Safeguarding constitution and constitutional government is one of our duties besides keeping security of the country from any external attack. The practitioners discharged their responsibilities in different fronts. We are not free as civil journalist to take stand.

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Skjerdal (2010) study also indicated that government media journalists are stand for their lord and satisfy their interest at any cost unveiling the truth and facts. Acceding to his finding:

to avoid harm for the country or citizens journalists hides information. Confronted with this dilemma, a reporter in ENA still maintains that should always be loyal to serves development purposes better. If it discovers anything that could be harmful to the airline, it will give them a call rather than reporting it in the state media. (Personal interview, 4 December 2008) (p. 115*)*

4.3 Educational and Training as a means of professionalism.

Education, professional training, and vocational experiences are vital to have common identity I.e. professional journalist. It also helps to produce and reproduce professionalism. In addition to that, being a member of a professional association and institutions where one of the means to share experiences & maintain common value of professionalism among practitioners. (Evetts, 2013 p 780)

The value of education and training according to Evett is to make similarities in work practice and producers, common ways of understanding problems to reach solutions and shared ways of perceiving and interacting with customers and clients. In this case it is the audience and reader of the media outlets. What required from practitioners at this micro level value is reproducing & implementing the normative values system of professionalism in work, that is how journalists to behave, respond and advise.

The lack of related educational background and training of journalism by itself is among factors affecting the performance of journalists in ENDF. For all this, knowledge based following tertiary education and vocational training and experience are essentially to be regard as a professional. The following educational level of ENDF media practitioners respond is obtained from questioners filled by participants during interview and group discussion.

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Educational Level of 18 practitioners

Levels	Journalism	Literature	Accounting	IT	Total
Degree	2	1	3	-	6
Diploma	-	-	-	1	1
12 complete	-	-	5	-	5
10th grade	-	-	6	-	6

Table 2 – Educational Level

The following quotes are from journalists, producers, and photo & video man who have different educational background and taken basic training:

We are working as a military media practitioner, and we have got basic training in journalism, photo and camera editing, & ICT basics. Some of us get on job training and extension class to update ourselves, as ENDF staff we are computing with other media practitioners. However, it doesn't mean that we are competitive enough in all perspective as technology has been changing over time. Broadcast media and other print & weekly News Paper still not covered the position with human labor." (Jan, 29, 2022)

Regarding the importance of education and training, scholars suggest that to be professional at minimum first degree graduate and practical skill training can help a lot and enable them to be competitive with other media as well as global journalistic skill in media professionalism. (Hartley, 2000: 46) cited in Tumber & Prentoulis, (2005).

According to Hartley, journalistic education should contain three aspects: non-vocational education; training; and research. Non-vocational education will illuminate social and political aspects related to democratic practices and the media. Training is defined as 'the traditional focus of journalism schools, devoted to producing employable professionals, whether traditional

(violent) or smiling; whether journalists (writers) or redactors'. This will guide the future practitioners in more specific issues related to the profession. (P. 69)

From the above research data it can be understood that ENDF broadcast media has a shortage of practically educated and skilled labor force in the institution. Even though the practitioner's educational and trading data shows that they have got training, it still shows a gap that they need to have at least minimum requirement. In this case, they face challenge to work or solve the normative value of media professionalism at least. As it is clearly stated that individual level or micro level professionalism practiced when a practitioners have some equal level of skills or educational training. (Evetts, 2013.)

4.4 Journalism professionalism versus organizational professionalism

Professionalism can be constructed 'within' or 'from above' according to scholars. The Normative value of journalism i.e., ethical, and normative value in reporting is individual professionalism that required from practitioners.

According to SPJ Code of Ethics, the highest and primary obligation of ethical journalism is to serve the public, disclose unavoidable conflicts., taking responsibilities for one's work and explaining one's decisions to the public, accurate and fair, should be honest and courageous in gathering, reporting, and interpreting information. (SPJ-2014).

Lee, C. (2005) argued that the empowerment of audience as members of the public community is key to any democratic media practice. She contested that military censorship to prevent the leaking of national secrets should be submitted to any public or private media. National survival overrode the professional autonomy it had long advocated. Unless war time news, taking all issues with censors' is bad attitudes and backward methods, (Lee, 2005).

Journalists has been able to construct their occupational identity, promoting image with clients and customers, and bargaining with states to secure and maintain themself regulatory responsibilities. In these instances, the occupation is using the discourse partly in its own occupational and particular interest however sometimes it also as a way of promoting and protecting the public interest. (Evetts, 2013. P 786).

Opposite to this occupational identity that created at group or individual-client relationship-based professionalism, organizations may impose its own interest on practitioners. The powerful professional work ideology that has interested to new and existing occupational group may not welcomed.

In the organization professionalism, the decision makers are not constructed by the individual practitioners. Evetts (2013) observed how organizational professionalism is constructed as:

In the case of most contemporary public service occupations and professionals practicing in organizations currently, professionalism is being constructed and imposed 'from above' and for the most part of this means by the employers and managers of the public service organizations in which these 'professionals' work.

This is practically how the researcher observed from the interview response as well as from news contents selected to see the pattern & practice in broadcast media. The practitioner's interview response can show that the PR or media indoctrination division set an agenda or topics to cover. They are necessarily fulfilling what they have been recommended or the defined obligation, responding, if any case happened concerning to the public that they believed to disseminate as a news journalist.

"Our main duties are reporting each activity which was done by ENDF in every direction of the country and keeping the image of defense as we have been guided by editor. These are the assignment given to each media division as a regular activity. Keeping the flows of command-

chain, orders and direction given to each of media practitioners. However, only there are a rare case to accept any observation to include in a program from news reporter".

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From the above finding, it can be observed that the practicing space is already prescribed and the ideology of work and autonomous decision making is constructed and imposed from above. From journalist professionalism, it contradicts the normative value of the press i.e. the journalists are not autonomous in decision making & in addition to that it has disadvantage according to what Evets contends:

When the discourse is constructed 'from above', then often it is imposed and it is a false or selective discourse because autonomy and occupational control of the work are not included. Rather, the discourse is used to promote and facilitate occupational change (rationalization) and as a disciplinary mechanism of autonomous subjects exercising appropriate conduct Organizational objectives set achievement targets and performance indicators. In these ways organizational objectives regulate and replace occupational control of the practitioner–client work interactions, thereby limiting the exercise of discretionary decision-making and preventing the service ethic that has been so important in professional work. (Evetts, 2013; p. 783.

Whether the 'within' or 'from above' professionalism, Evets suggest that the needs and demands of audiences become paramount. Professionals are expected and expect themselves to be committed, even to be morally involved in the work. Hence managers in organizations can use the discussion of professionalism to self-motivate, inner-direct and sometimes even to exploit professionals in the organization.(Evetts. P 787). The organization level is distinguished from routines in describing the influences of the larger organized entity within which the individual operates, the larger context of the routinized activities, which includes occupational roles, organizational policy, and how the enterprise itself is structured. (Shoemaker & Reese , 2014)

4.5 Objective versus professionalism

Journalists as a normative tradition of professional should claims on against the falling of accuracy, fairness in reporting as well against the familiar evils of sensationalism, offence against privacy and personal dignity on behalf of the society. Whatever the media type depending on the country concerned (private, commercialese, public…) in any shift and style that courts popularity as an end in itself, are likely to find expectation of service to society and to the political and justice system. (McQuail, 2005)

Sometimes these expectations are responded by professionals within the journalistic profession. In some countries, elements of the press allow themselves to be accountable on essential matters and in some cases law and regulation set demands. Ethics and public duty should not be set aside.

Objectivity become the criterion against which the journalistic performance should be judged (SPJ,2018). Professional, independent, pluralist and democratic are the indispensable qualities of the press. The role of an independent and professional press was even more important for democracy than party politics.

According to Tumber & Prentoulis,(2005), journalism is seen as fulfilling information that needs human to participate essentially in social and political process and as an autonomous and independent, journalist unwilling to compromise its ethics of public service in order to serve particular interests.

Tumber & Prentoulis,(2005), citing (Dooley, 1997: 12; Hallin, 2000: 220) they stress the morale ethics that journalist should persist work for professionalism at any circumstances.

Even if information requirements have changed and socio-political transformations have modified how information needs are perceived, the 'objectivity', 'neutrality' and social responsibility claims of journalism are characteristics that give it a 'professional' grounding and a special role within political and public life . (P.63)

What is observed gap from the interview and document contents analysis is that organizational structure or editorial policy contests the professionalism of the ENDF media news, thus, Public interest issues are not include or selected, however, public are forced always hearing/watching purity or the holiness of the institution. Public interest in some cases observed contested in ENDF media.

The following interview strengthens what is mentioned above.

"*There are public issues including military and their family. Everything is seen as damaging the image of the military if raised and covered including good governance/internal/ issues. We know there are National security and interest of the National Defense Force that should not be disclosed publicly. However, personal as well as public issues that needs to be informed publicly, but the media editorial do not allow to do so. Journalist has no right to cover any issues that believed to be contradicting, that can put pressure on management, except issues that driven from developmental state led policy documents we are told to report by our editorial policy*.*

Almost all of the journalists witnessed that gatekeepers such as editors, chief editors and managers of the media outlets directly or indirectly influence reporters or journalists to include or exclude original information obtained from sources.

The same result also reveled in Dodolla's book, (2019: 28). He quoted the research finding of a former government and private journalist experience how being a government media reporter was challenging professionalism;

As far as he is concerned, the most painful thing has been not prohibited from reporting the truth, but reporting it with distortion. He wrote, —We were told what to report and what not to report. In Ethiopia ...you have to be a propagandist whether you like it or not. But we have to notice that unlike many journalists who feel headache of such unethical practice, there were some cadres who are pleased to practice it‖ (p. 287)

Lastly, a set of norms related to impartiality, such as truthfulness, factuality, inclusiveness and precision, reinforced the claim to objectivity. The publication of all-important facts in a correct fashion and a commitment to the discussion of truth, if not always possible, were the components of this ideal of journalistic objectivity. (Tumber & Prentoulis, 2005),

To produce truthful, balanced, objective, and impartial news by practitioners, it must pass through this process. The process of gatekeeping is important because it includes selecting, writing, editing, positioning, scheduling, repeating. Information to become news within the circle of professional experts may include reporters, editors, editor in chief, managers, sources, media owners, and sometimes advertisers. It is vital for scholars to understand the gatekeeping process and its impact on the reality presented.

To the public (Shoemaker, Vos and Reese, 2009). McQuail (2005) elaborates the importance of gatekeeping in deciding information which goes to the audiences and which not. However, gatekeepers sometimes give direction to reporters on sources selection during news gathering which affect professional principles of journalism. Merely relying on gatekeepers" order, reporters" interview of the selected source and report the news on the basis of predetermined angles by the media outlet may devalue objectivity and ignore other ethical issues. Such unprofessional and excessive interventions of the gatekeepers may still create ethical and objectivity problems to a greater extent.

4.6 Ownership of media versus professionalism

The research has shown that media ownership has an impact on media practitioners' professionalism. Moreover, it is believed that an effect on news contents, journalistic independence, freedom of expression and organizational and professionalization. Here, ownership refers to the ENDF broadcast media.

Ownership is one of the media structures that can causes for improving or lack of ethical as well as an objectivity issue in media institution practice. Media practitioners are not like employees of other companies but they are the asset of the public, (Sjøvaag & and Ohlsson, 2019). They have a social obligation that can actually dominate them, what Skjerdal contends "The ownership structure of the media is likely to have an effect on the potential for undue influence on media reporting by either the government or private interests". (Skjerdal, 2010). Ownership can directly or indirectly affect objectivity in mass media messages.

Media ownership plays its role in the media democratic process specially in Africa. And it raises the question over the state control media and private owned media. However, over the past years the state controls the media rather than privatization and a complete opening-up to the private market forces.

The argument for free media is where the state direct or indirect control media lose control over the flow of information and become a mouthpieces for the state. Fearing the influence of private and independent media, state raged all forms of media as mouthpieces for political opposition.

According to (Tumber & Prentoulis, 2005), the media have had less of leading role and more of the mediating role in relation to democratization in Africa or in the voicing of protesting against authoritarian forms of government.(P. 174)

Ronning, (2005) ague that media ownership weakness in Africa from both states and media weakness themselves. Weak states are particularly suspicious of media as these are seen as tools for the spreading of opposition, and, thus, perceived as a danger to the survival of the government as well as the unity of the state. The result is that states have tried to switch the media through a diversity of techniques ranging from absolute censorship and oppression to

more indirect means, which often combine state ownership of the media with a system of economic rewards to journalists who pull the line, and punishments against those who do not. (p, 160).

The following similar argument is quoted from interviewed ENDF radio reporter.

"Military media managed by command of chain from PR and Indoctrination to the lower-level reporter and practitioners. The program designed in developmental concept and focused only on success stories. PR invites other media outlets to cover the press conference on issues like plurality of different voice and investigation is not agenda of ENDF media. That is why we are always working current events news.

The implication of the view of this respondent is that ENDF/ state owned media is often criticized for their susceptibility to ownership structure. From the above interview, we can understand that it would be very difficult for the journalists not to report only in the way their editors or organization needs the news story, consequently, they can be punished or/and fired from the organization. It means that the news and program are pre-determined. They are aware of what is allowed and not allowed. Therefore, the reporters/practitioners sake of organizational satisfaction rather than audience interest. As a result, the journalist must obey and respect the say of gatekeeper whatever the news is.

Source from NBE Blog, certain resonance with the media ownership and how it challenges the professional of journalist. Andualem contends that in Ethiopia especially public media, exercising the golden profession due to the absence of freedom becoming and used as a propaganda machine of their employs. He concluded that "for a genuine professional journalist who adhere for the basic principles and ethics of journalism, the interest of the owners of the media has always On the other hand, the role of PR is Vital important in providing as a source of information been a major challenge". (Andualem, 2022).

Institution like ENDF, however, as the finding indicates that PR also determine the activities of journalism rather serving as a source to journalism. The study shows that PR determine issues and timing of media coverage. (Raupp, 2005).

ENDF broadcast media journalist News Value and social responsibilities role as a professional determined by internal structure influence guided by media centered orientation. Extra media information from PR enters the news media & there by becomes news itself. Raupp, J.(2005), (Appendix, C)

One of the social responsibilities of journalist is also expressed in the appearance of investigative journalism and independent journalism that result in a plurality of topics and opinions in mass media. On the one hand, media coverage is characterized by a high degree of agreement. This observation leads to the question of journalists' perceptions and selection modes concerning what is news.

The researcher has categorized thematically and observed that all news and program that has been broadcasted for four months are presented in pattern of ENDF media orientation, working to meet the mission and value of as it can be seen in the appendix I. Here what the researcher observed is that there is no attempt to investigate as well as working for the plurality of different voices. All news are formulated from the developmental concept, success stories. Moreover, the media is occupied with current event news, public support during the internal conflicts between Tigray Regional Government and Federal Government conflict. All in all, independent Inquiry and further investigation were largely neglected. The journalist involvement was mainly limited to cutting the PR materials.

4.7 The journalists' role perception

From the professional perspective journalists' role perception is how journalist understand their work and its social role in different media system and different cultures. Their perceptions guide their attitudes and behaviors towards their expected legitimate owned roles in their social environment. (Donsbach, W. 2005)

The ENDF broadcast media practitioners understood their roles in interacting with news sources and make decisions about news selection and presentation. The question is what roles does the journalist play among the normative values role?

Several normative typologies highlights specific social tasks that public can or should expect journalist to perform. (Patterson, 1995 ,cited in Donsbach, 2005, p 2606) distinguished the roles of journalists and as it shows the expected roles of journalist for instance, using his words, " signaler, common carrier, watchdog, and public representative." And he explains the terms as:

As signalers, journalists represent an early warning system for society. As common carriers, they channel information between the government and the people. As watchdogs, they monitor institutions and issue warnings to the actors in politics and commerce, and as public representatives, they become spokespersons on behalf of public opinion.

From the interview and focus group discussion, the following voice narration shows that practitioner's plays common carrier role as it indicated in the above paragraph.

We're impartial from any political interest. Our role is to report events, cover success stories of the military; adventure of military from war front sourcing the creditable officials, promoting military moral, and any positive stories about the military as well as the reputation of defense force. (Feb,21,2022)

Serving public is not as easy, and it depends on how democracy is perceived. Normative proposal for journalistic active role model raises a question differently in developing countries according to several professionals and authors. The argument is that the media system and the

state of social structure in such countries would require that journalist become themselves agents and collaborates to a certain extent with authorities. (Donsbach, 2005: 2606). The researcher also observed from the aired news of the consecutive 4 months', the contents is similar to the above critiques and strengthens the above interview responses.

The national Defense Force Media practitioner's interview, and interpretation as it is observed shows that there was no efforts to dig out other points of reality, public voices rather they stand as an agents agreed on with the authorities voices.

Different conceptions of democracy imply different normative expectations on journalism and journalists and lead to different journalistic role perceptions. These role perceptions are thought to influence journalists' professional behavior and they are seen as indicators of different news cultures (Donsbach, 2005).

(Stoker, 1995 as cited in Skovsgaard & et,. al 2013), contended that from context and human subjectivity, one cannot separate truth. He argues that as individual moral agents, who make value judgments according to their own sense of ethical responsibility, journalists should be set free.

From the mangers' side one of the interviewees state that we're not as a civilian journalists. Even though, we are skilled with some basics about the journalism and media ethics, our role and perception is different.

we are serving military media and not private and we work in keeping the ethics of journalism. But we don't make research concerning public interest. We carrier the facts and truth information about the military. But, there are issues that public may want to know but the editorial policy is our benchmark to produce any news and program. We worry about our national defense force, since we are a military journalists.

It is observed   that studying the journalists' role perception has an advantages in order to know the roles expected from the practitioners and help exercising professionalism. However, there is no study found in ENDF media.

To assess journalists' role perceptions, communication researchers have applied a variety of methods and empirical indicators. By far, survey questions, analyses of media content about their norms and behaviors in which the respondents answer, allow researchers to suppose role perceptions from the work product and Participant observation in the newsroom countenances researchers to witness the behavior of journalists on the job in day-to-day practice. (Donsbach, 2005, p 2608).

Journalists can influence media content merely by selecting certain potential story topics while ignoring others (Journalistic routines include strategies such as demonstrating balance and fairness, a process a strategic ritual, which uses objectivity to defend the news product from critics. Management and the ownership structure of the place of employment constrain reporters by teaching them what is acceptable to avoid being fired and to win the rewards of raises and good assignments, i.e. newsroom socialization (Wanta, 2005).

Chapter 5

Summary, Conclusions and Recommendations

The final of the thesis restates the research objectives and reviews of the finding of the study. The major sections of this chapter summarize a number important conclusion that can be drawn from discussion of findings. In addition it provides possible recommendations for the improvement of the broadcast media professionalism and minimization of the challenges stated in the discussions.

5. 1 summary

The objective of this study was to assess the status of broadcast media journalistic professionalism undertaking in ENDF context. With this general objective, the study was expected to answer the following specific questions such as:

- What are the current media practices of ENDF to theoretical framework of press social responsibility?

- What are the challenges to practices journalistic ethical issues in NDF broadcast media?

- What are the main factors affecting broadcast media professionalism carried out by ENDF?

A qualitative research approach was employed to collect, analyze, and interpret the data. The interviews was used to generate data from practitioners and producers in this research and for the purpose we have been assess a 4 months news contents to identify the practice of journalism professional in ENDF.

Based on the analysis of data collected the following major findings were come out:

- Firstly, about the current states of broadcast professionalism in news making; the National defense force media is being used as the only mouthpiece of the military as well

as the public concern organization media, professionalism in line with social responsibility of press values is not meaningfully practiced. Even if there are efforts to be impartial, different voices are oppressed under the patina of security or national interest. Moreover, there are gaps when practicing to balanc different points of view in the program, content to addresses a broad range of subjects from different perspectives were not instill in the proem.

- Secondly, the journalistic ethical issues of   the ENDF media practitioners are not practically adhering to many causes. Adhering to the standard ethical principle is one of the professionalism requirements in media practice. Since majority of practitioners are come to the position from different educational background which was not directly related with journalism and lack of appropriate training, they have highly inclined to follow military discipline rather than journalistic ethical issue. More concern and emphasis is given to military style job discipline. Even the editorial policy determines to practice all the journalistic ethical issues they are not implementing as journalism practices needed.

- The third question was about main factors affecting practice of broadcast media professionalism by ENDF. As the finding shows multiple factors affects practices of journalism in National Defense Force broadcast media.

    Among the research found out is Organizational level factors, individual level factors, media ownership as a determine factors, and journalists' role of perception as the factors affecting professionalism. Organization is focus on its objective by following organizational procedures to achieve its goal. When such environment happened the

media Professionals gets difficulty to apply the skill and knowledge, they have got from on job training.

Regarding the individual level factors at the basic point, it is possible to raise the lack of journalism focused education and related short training and it also have a big negative influence on individuals to perform professionally. Due to the fact the role of the journalists' perceptions may also affect their professionalism too.

5.2 Conclusions

The result of the study shows that, practices of journalism activities of disseminating information about the ENDF organization and to some extent professionalism is affected by organization structure.

Ethiopia National Defense Force has been transformed from insurgent military to the National Defense force. Since then, the institution makes reforms collaborating civil management with the military. The institution has media and indoctrination divisions that aimed at promoting readiness psychology of the militants via broadcasts and print media. The ENDF media has a long history since it started out reaching its mission, goals and vision to the audiences. However, the media is still has shortcomings to practice the normative values of professionalism.

Second, Since the ENDF is public organization, there is high public interest to know about the organization. This can be realized only if the media is open to practicing journalism professionalism, such as doing investigative reporting, plurality of idea and autonomous/ independent of journalism. News selection results in structural bias, which reinforces the existing order of society by favoring legitimate institutional sources and excluding outsiders and radical

views. Practically, it is shown in the ENDF media. Thus, deters the ideology of individual occupational professionalism too.

Third it is not clearly stated in structure of ENDF media organization the role of PR of indoctrination and journalists' roles, their vertical and horizontal relationship. Thus, challenges the independent of journalists. Moreover, issues like corruption and good governance are public concern, but due to editorial policy, and under 'musk' of national security, journalist are not allowed to cover. The issue is assigned to organizational PR. However, in the case of ENDF, it is difficult to get the position of the two.

5.3 Recommendations

Watchdog role of media will be enhanced If it operates in an environment that enables freedom to discharge its responsibilities and be conscious of social responsibilities. This will contribute to positive reforms in the society and contribute towards the creation of a culture of civil discourse, transparency and government accountability. Some of the ways through which the media can be empowered to enhance professionalism are:

- Media owners: the ENDF broadcast media is public media, and the managers should review its structure so that journalist can practice their professionalism independently.

- Education and training expected to: individual journalist practice in the standardization of media training uniformly across media houses.

- Organizational managers expected to: Formation of a strong and independent professional body to regulate journalism practice. In addition military journalists should be promoted to civil journalist in order to adhere ethics of media professionalism

- The role of media practitioners and PR should be separate and be independent so that journalists can practice the normative value of professionalism.

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- Journalist should encourage to cover public issues within the institutions in addition to that of PR interests.

- Giving Priority to practice social responsibility of press view.

- As a nation to survive & flourish strong civilian support is necessary for the national army on its every task of guarding the country.

- Media should have work intermediary work to build confidence and mutual understanding among the military and the nations.

- People should have been well informed about national army of the ENDF instead of perceiving it as political entity.

Appendices

Appendix- A

የሚዲያ ስራ ራዕይ፣ ተልዕኮ፣ ዓላማ

የሚዲያ ስራ ራዕይ

- ጥራት እና ብቃት ያለው የሚዲያ ሥራ የሚያከናውን ተወዳጅ፣ የአመለካከት እና የገፅታ ግንባታ ተቋም ሆኖ ማየት፣

የሚዲያ ስራ ተልዕኮ

ህገ-መንግስቱን እና ህገ-መንግስታዊ ስርዓቱን፣ የመንግስት ፖሊሲዎችን እና ስትራቴጂዎችን እንዲሁም የተቋሙን ራዕይ፣ ተልዕኮ፣ ደንብ፣ መመሪያን እና አሠራርን፣ የሠራዊቱን እሴቶች ማስተማር እና ማሳወቅ፣

የሚዲያ ስራ ዓላማ

- የሚዲያ ዝግጅቶች ህገ-መንግስቱን እና ህገ-መንግስታዊ ስርዓቱን የሚያጐለብቱ የስርፀት እና የገፅታ ግንባታ ስራዎችን ማከናወን፣

- በሚዲያ ስራዎች የሚካሄዱ ተግባራት ለሁሉም ክፍሎች ተደራሽ፣ ጥራት ያላቸው፣ ደረጃቸውን የጠበቁ እና ወቅታዊ እንዲሁም የተቋሙን የሰራ እንቅስቃሴ የሚያሳውቁ ስራዎችን ማከናወን፣
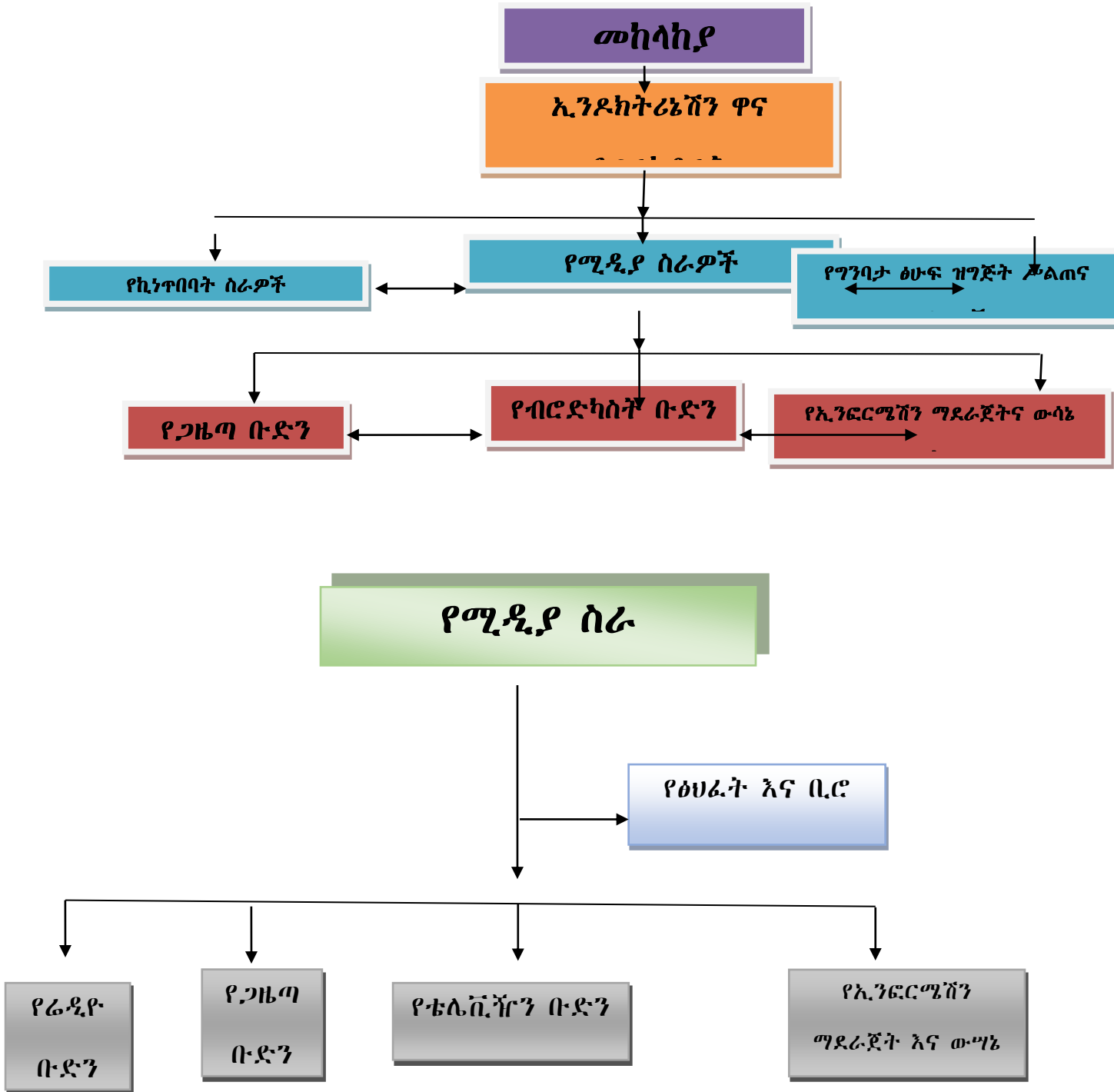
የሚዲያ ስራ ወሰን

- የሚዲያ ስራ የህትመት እና ኤሌክትሮኒክ ሚዲያ፣ የኢንፎርሜሽን ማደራጀት እና ውሣኔ የመስጠት ሥራዎች ላይ ብቻ ያተኩራል፣

የሚዲያ ስራ ባህሎች፣ ፀሴቶች እና እምነቶች

✓ ወቅታዊነት ትክክለኛነትና ተደራሽ መሆን

✓ ሚዛናዊነትና ፍትሐዊነት

✓ የራስን ተግባር ለራስ ግንባታ ስራ ማዋል

✓ የተሟላ ወታደራዊ ስብዕናና ሙያዊ ፍቅር

✓ የወቅታዊ እና ትክክለኛ መረጃ ምንጭ እንሆናለን፣

✓ በአዳዲስ ሃሳቦች እና አሰራሮች ክህሎታችንን እናዳብራለን፣

✓ የስኬታችን መሠረት-የጋራ ጥረት እና በተግባር እየተማርን መሄዳችን ነው፣

✓ በስራችን ኢጋጣሚ የምናገኛቸውን ምስጢሮች እንጠብቃለን፣

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የሚዲያ ስራ አደረጃጀት

```
                    መከላከያ
                       │
                       ▼
              ኢንዶክትሪኔሽን ዋና
              ┌────────────────────────┐
              │                        │
   የኪነጥበባት ስራዎች  ◄──►  የሚዲያ ስራዎች  ◄──►  የግንባታ ፅሁፍ ዝግጅት �@ልጠና
                       │
          ┌────────────┼────────────┐
          ▼            ▼            ▼
   የጋዜጣ ቡድን  ◄──►  የብሮድካስት ቡድን  ◄──►  የኢንፎርሜሽን ማደራጀትና ውሳኔ
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                    የሚዲያ ስራ
                       │
                       ▼
                 የፅህፈት እና ቢሮ
                       │
      ┌──────────┬──────┴──────┬──────────────┐
      ▼          ▼             ▼              ▼
   የሬዲዮ       የጋዜጣ       የቴሌቪዥን ቡድን    የኢንፎርሜሽን
   ቡድን        ቡድን                       ማደራጀት እና ውሳኔ
```

APPENDIX C

የመከላከያ ኢንዱስትሪኔሽን ዋና ዳይሬክቶሬት ራዕይ

በመደበኛና ዘመናዊ ሰራዊት ዙሪያ መለስ የአመለካከት ግንባታ ላይ ከፍተኛ ሚና የሚጫወት ጥራት' ብቃትና ተከታታይነት ያለው የሥርዐት ሥራ የሚያከናውን ' የዘመናዊ ቴክኖሎጂ ተጠቃሚ የሆነ 'ውጤታማ ተወዳጅ የአስተሳሰብና የገጽታ ግንባታ ማዕከል ሆኖ ማየት።

የመከላከያ ኢንዱስትሪኔሽን ዋና ዳይሬክቶሬት ተልዕኮ

 በህገ-መንግስታዊ ጉዳዮች ፣በመንግስት ፖ`ሊሲና ስትራቴጂዎች ፣በተቋሙ ተልዕኮዎች፣ ደንቦችና መመሪያዎች ላይ ሠራዊቱ የጠራ አመለካከት ግንዛቤና እምነት እንዲኖረው በማስቻል የበኩሉን ድርሻ መወጣት

 ወቅታዊና ተከታታይ የሆነ ዓለም አቀፋዊ፣ ሀገራዊና ተቋማዊ መረጃዎችን መስጠት፣ እንዲሁም የተቋሙ ቃል አቀባይ ሆኖ መስራት

የመከላከያ ኢንዱስትሪኔሽን ዋና ዳይሬክቶሬት ዓላማ

የኢ.ፌዲሪ መከላከያ ሠራዊት ህገ-መንግስታዊ ተልዕኮውን በብቃት መወጣት እንዲችል እምነቱ የፀና' ሥነ-ልቦናዊና ሙያዊ ብቃት እንዲሁም ጠንካራ ውስጣዊ አንድነትና ዲሞክራሲያዊ አስተሳሰቡ የዳበረ የመከላከያ ሐይል ለመገንባት በሚካሔደው ተቋማዊ እንቅስቃሴ የድርሻ መወጣት፡

የመከላከያ ኢንዱስትሪኔሽን ዋና ዳይሬክቶሬት እሴቶች

የመከላከያ ሚኒስቴር እሴቶች እንደተጠበቁ ሆነው ማእከሉ የሚከተሉት እሴቶች ይኖሩታል፡፡

• ወቅታዊነት ትክክለኛነትና ተደራሽ መሆን

• ሚዛናዊነትና ፍትሐዊነት

• የራስን ተግባር ለራስ ግንባታ ስራ ማዋል

• የተሟላ ወታደራዊ ስብዕናና ሙያዊ ፍቅር

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Appendix D

የኢፌዴሪ መከላከያ ሠራዊት የሬዲዮ ፕሮግራም ;
መከላከያ ሬዲዮ ህዳር 10/1989 ተጀመረ

የመከላከያ ሬዲዮ ፕሮግራም በበፊቱ የኢትዮጵያ ሬዲዮ ብሔራዊ አገልግሎት ነው ስርጭት የጀመረው። በሳምንት ሰላሳ ደቂቃ እሁድ ፤ እሁድ ከ4፡30 - 5፡00 ሰዓት።
በ1996 ዓ.ም ወደ አንድ ሰዓት አድነ ዕሁድ ከ6፡00 - 7፡00 ሰዓት መሰራጨቱን ቀጠለ።
በ1997 ዓ.ም ስርጭቱን ወደ 6 ሰዓት አሳደገ ከሰኞ በስተቀር በሁሉም ቀኖች።
በ1997 ዓ.ም ሰኞን ጨምሮ በየቀኑ ለአንድ ሰዓት ስርጭቱን አሳድንል። ዕሁድ ከ6፡00 - 7፡00 ሰዓት፤
ከሰኞ እስክ ቅዳሜ ከ11፡00 - 12፡00 ሰዓት ።
በአሁኑ ሰዓት ስርጭቱ
   በሀገር ውስጥ - በመካከለኛ ሞገድ ፤ በአዲስ አበባ -በ989 እና በ873 ሜትር ባንዶች;
በኦሮሚያ - በ855፤በ684፤በ972 እናበ1485 ሜትር ባንዶች፤
በደቡብ - በ828 ሜትር ባንድ፤
በአማራ - በ891 ሜትር ባንድ፤
በትግራይ - በ1044 ሜትር ባንድ፤
በኢትዮ ሶማሌ-በ1260 ሜትር ባንድ ይተላለፋል።
 በሀገር ውስጥ - በኤፍ ኤም ስርጭት ደግሞ
አዲስ አበባ - 93.1 ፤
በአሶሳ - 88 .3
ዋርዴር - 89 .6
ሁመራ - 95 .7
ፍቼ- 93.1
ጎንደር - 97.1
ተንዳሆ - 88.7
ጅማ -94 .2
አዲረሚጥ - 102 .2
ሮኹቄ- 93.1
ደባርቅ - 88.7
ዲላ - 97.1
ሀገረ ሰላም -101.2
ባህር ዳር -94.5 በጥራት ይሰራጫል፤
 ከዚህም በተጨማሪ
- በመላው አለም ፡-በዲሽ እና
WWW · ebc · et በመላው አለም ይደመጣል።
ዜና ደግሞ በመከላከያ ድረ ገጽ www. Fdremod.gov.et

የሬዲዮ ተልዕኮ

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ህገ-መንግስቱንና ህገ-መንግስታዊ ስርዓቱን፤   የመንግስት ፖሊሲዎችንና ስትራቴጂዎችን እንዲሁም የተቋሙን ራዕይ፣ ተልዕኮ፣ደንብ፣ መመሪያን፣ አሰራርንና የሠራዊቱን እሴቶችን ማስተማርና ማሳወቅ፤

 የሬዲዮ ዓላማዎች
ህገ-መንግስቱንና ህገ-መንግስታዊ ሰርዓቱን የሚያጠናክሩ፤ የስርፀትና የገፅ ግንባታ ስራዎችን ማከናወን፤

 ለሁሉም ክፍሎች ተደራሽ፤ ጥራት ያላቸው፣ ደራጃቸውን የጠበቁና ወቅታዊ እንዲሁም የተቋሙን የስራ እንቅስቃሴ የሚያሳውቁ ስራዎችን ማከናወን።
በስሩ - 3 ዴስኮች አሉ
        1. ዜናና ወቅታዊ
        2. ትምህርታዊ
        3 . መዝናኛ

አደረጃጀት ፦ ኢንዶክትሪኔሽን - ሚዲያ - ሬዲዮ

ከ19 89 — 19 96 , ክፍል
ከ1997 — 2006 , ዋና ክፍል
ከመጋቢት 2006 - ነሀሴ 2007 , ዴስክ
ከነሀሴ 2007 - አሁን, ቡድን

24 ሰው አደረጃጀታችን ይፈቅዳል
አሁን በ18 ሰው
1 ሌ/ኮ
3 ሻለቃ
3 ሻምበል
4 መቶ አለቃ
2 ባጣ እና 5 ወታደሮች
                        Education/Training
የመጀመሪያ ዲግሪ 2
3 ዲፕሎማ
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2 10ኛ
    ማሻሻያ ፦
ከጥር 1 / 2011 ጀምሮ የይዘትና የአቀራረብ ማሻሻያ አድርገን የተግባር ምዕራፍ ላይ
   ፎርማት ለምን አስፈለገ?
የሬዲዮ ፕሮግራማችን በአድማጮቹ ተመራጭ እንዲሆንና በሐገሪቱ ከሚገኙ ሌሎች የሬዲዮ ዝግጅቶች ጋር ተወዳዳሪ እንዲሆን ለማድረግ ነው ።
ፎርማቱ የዝግጅት ይዘትንና የአቀራረብ ስልታችንን ሳቢ እና ተደማጭ እንዲሆን

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Appendix E

Interview & Focus Group Discussion questions. **With journalists, producers, directors' and photo & video practitioners'**

Translated Documents

The objective of these questions is for partial fulfillment for MA class. the interview and group discussion were held in abiding the ethics requirement of higher education Name ------- ……division …………………Gender,…….Age ………………Education level …………graduate filed ………………….obtaining training……………………. Military practitioner ……………civil servant ……………..

i/ about Educational background

1/ what is your current job position? ………..

2/ how long have you worked in that position?

3/ have you got any training on the position you are now?

4/ Do you agree on acquiring minimum diploma or degree to serve in broadcast radio/TV and woagaen newspaper ?

5/ if you disagree, what is you justification?

6/ Do you have job description? What are your responsibilities in the news room?

ii/ Ethical Issues

1/ what ethical issues guide you when you produce news & program**?**

2 Do reporters' and producers' as well as directors' follow the code of Ethics? If not guided by the journalistic code of ethics, then what is the reasons?

3/ Do you think all practitioners have awareness about the code of journalistic ethics?

4/ is there conflict being a military professional and military journalism in your position?

5/ How do you work through keeping national security and practicing social responsibility of the press in your work?

6/ Do you disclose good governance cases in your media provided that you get source?

7/ How agenda or content produce in your director's division?

8/ Do you have any contribution in selecting stories, do express independently any suggestion before leaving for reporting?

ịịị/ organizational/ structural issues

1/ Do you practice with your co-workers when you produce news, etc.,… so as to be occupational professional?

2/ how do you work autonomously in ENDF media when you gather news?

3. do you get support to carry out your work in line with social responsibilities from the managers?/

3/ how do suggest the intervention in your work from the managers if any ?

4/ Has it a positive or negative consequences when there is interferences in your professionalism?

5/ Do the organization support or encourage to work based on the ethics of journalism?

6/ what stories do you cover most frequently?

7/ Do you encourage to investigate on developmental news while reporting event based news?

ỊV- watch dog role

1/ how do you care to safeguard constitution and the elected civilian leaders in your program as the military accepted?

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