



ADDIS ABABA UNIVERSITY

SCHOOL OF JOURNALISM AND COMMUNICATION

***Journalism Professional Practice and its Challenges
in FBC in focus on reporters, and editors***

BY: Jonse Ayana

Advisor: Hailu Gutema (PHD)

**A MA Thesis Submitted to the School of Journalism and
Communication of Addis Ababa University in Partial Fulfillment of the
Requirements for the Degree of MA in Journalism**

Addis Ababa,

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Graduate School of Journalism and Communication

This is to certify that the thesis prepared by Jonse Ayana, entitled “An Assessment of Journalism professional practice and its challenges in FBC in focus on reporters, and editors” and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Multimedia Journalism complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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Declaration

I, Jonse Ayana, hereby declare that this thesis entitled-- Journalism Professional Practice and its Challenges in FBC in Focus on Reporters, and Editors- -is my own original work and has not been submitted in its entirety or in part, to any other institution of learning for an examination or an academic award.

Name: _____

Signature:

Date:

Acknowledgement

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Abstract

The purpose of this study was to assess the professional practices of Journalism in Fana Broadcasting Corporate (FBC) reporters, and editors in focus. Specifically, the study tried find out the extent to which the media is applying the principles of ethical journalism; factors that affect the reporters and editors to exercise journalism professionally and challenges the FBC reporters and editors are facing while performing their regular activities. In order to collect appropriate data, the study employed mixed research design which includes both qualitative and quantitative methods. Purposive sampling technique was employed to select subjects for questionnaire and in depth interview. The researcher believed that purposive selection of participants was useful to get the right experienced journalist who could provide reasonable data about the professional practices of the selected media house. The researcher selects about 80 respondents which consists the majority of reporter. The findings of the study showed that FBC is exercising the professional journalism with some suggested reservations. The government's interventions and editorial board direction are among the factors affecting the media house professional practice. Refusal and delayed responses of government officials to the public questions, bureaucratic arrangement of the administration and lack of sustainable trainings are also among the challenges the journalists are facing. The observed reservations are about the journalist's independency, and an interference of government bodies are among points the media should avoid.

CHAPTER ONE

1. INTRODUCTION.....	1
1.1. Background... ..	1
1.2. Statement of the Problem.....	3
1.3. Objective of the study.....	5
1.3.1. General Objective.....	5
1.3.2. Specific Objectives.....	5
1.4. Scope of the study.....	5
1.5. Significance of the study.....	5
1.6. Limitation of the study.....	6
1.7. Organizations of the study.....	6

CHAPTER TWO

2. REVIEW OF RELATED LITRATURE.....	7
2.1. Journalism.....	7
2.2. History of Journalism profession in Ethiopia.....	7
2.3. Practical aspect of Journalism.....	10
2.4. Factors affecting the practices of Journalism.....	12
2.5. Principles of ethical journalism.....	14
2.6. Theoretical Framework.....	18
2.6.1. Social Responsibility.....	18

CHAPTER THREE

3. RESEARCH METHODOLOGY.....	21
3.0. Research design and method.....	21
3.1. Subjects of the study.....	22
3.2. Sampling techniques.....	22

3.3. Data collection tools	24
3.4. Reliability and Validity	28
3.5. Procedure of data collection	30
3.6. Method of data analysis	31
3.7. Ethical consideration	32

CHAPTER FOUR

4. PRESENTATION AND DATA ANALYSIS	34
4.0. Introduction	34
4.1. Presentation of data	34
4.1.1. Demographic information of respondents	34
4.2. Data from Questionnaires	37
4.2.1. News selections and source determinations	38
4.2.2. Serving public interest	40
4.2.3. Objectivity and Impartiality	41
4.2.4. Autonomy and independency	42
4.3. Data from In-depth interview.	43
4.3.1. Journalism professional practices in FBC	44
4.3.2. Factor affecting the FBC journalism practice	45
4.3.3. Challenges facing the journalist in FBC	47
4.3.4. Observed gaps in journalism activities of FBC	49
4.4. Discussion	51
4.4.1. FBC Journalism professional practices	51
4.4.2. Employments of principles of journalism at FBC	52
4.4.3. Factors affecting professional practices of journalism in FBC	55
4.4.4. Challenges reporters and editors are facing at FBC	55

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATIONS	57
5.0. Summary	57
5.1. Conclusion	59
5.2. Recommendations	60

References	60
Appendix 1.....	63
Appendix 2.....	68

List of abbreviation and acronyms

FBC	Fana Broadcasting Corporate
BBC	British Broadcasting Corporate
UK	United Kingdom
RAI	Radio television Italiana
EMMTI	Ethiopian Mass Media Training Institute
FAJ	Federation of African Journalist
NPC	The National Press Club

List of Tables	page
Table 1: Demographic Distribution of Respondents	35
Table 2: News selection and source determination... ..	37
Table 3: Serving the interest of Public	38
Table 4: Objectivity and Impartiality	39
Table 5: Autonomy and independency.....	40
Table 6: Average score and Percentages of Responses	41

CHAPTER ONE

1. INTRODUCTION

This portion of the paper dealt with the topic of the research and its objectives. Statement of problem, significance and scope of the study were also points discussed in this chapter. Moreover, limitations and organization of the study are included under this chapter.

1.1. Background of the Study

At its most basic, journalism consists of finding things out then telling people about them via newspapers, radio, television or the Internet. It's not a product, but a process, one that is used to be seen as a one-way street but more recently has been conceived as involving an audience which will filter messages through its own experiences and understanding (Greenberg, 2007).

Joshi on the other hand clearly put the modern definition of journalism as; the profession of gathering news and information, processing it and finally disseminating it through a particular media. The news and information that gathered by the professionals should be worthy in terms of society's interest ("Underst. Media Cult. An Introd. to Mass Commun.," 2016).

Journalism, the collection, preparation, and distribution of news and related commentary and feature materials through such print and electronic media as newspapers, magazines, books, blogs, webcasts, podcasts, social networking and social media sites, and e-mail as well as through radio, motion pictures, and television. The word *journalism* was originally applied to the reportage of current events in printed form, specifically newspapers, but with the advent of radio, television, and the Internet in the 20th century the use of the term broadened to include all printed and electronic communication dealing with current affairs (Enciclopedia Britanica, 2021).

In Ethiopia, the introduction of Aemiro newspaper, which was hand written at its commencement in 1902, heralded the beginning of journalism in the country (FIKRE, 2018). Citing (Terje, 2011) Masresha wrote that, before the establishment of permanent school of journalism, journalism trainings were given during the times of Emperor Haileselesie and the Derg. It was in 1996 that the Ethiopian Mass Media Training

Institute (EMMTI) was established to provide training at Diploma level. Later on by 2006, the institute launched a B.A. program and became part of Addis Ababa University's School of Journalism and Communication.

Most recently the Ethiopian media environment is changing and many media platforms are under expansion to address a message to an intended target audiences. According to Bayable (2020), currently, in Ethiopia, there are numbers of media outlets that are owned by the government/state-controlled media (10 broadcast corporates and Media agencies, 5 educational radios, 10 regional TV), privately owned commercial media (13 radio, 20 TV), and community controlled (50 Community radios stations) ownerships.

Among the above listed media in Ethiopia, FBC is the private limited media industry that widely practicing the journalism practice. It is one of the main stream media practicing journalism in Ethiopia. The media house has been launched at 1994 and since then it is developing from different perspectives. Fana Broadcasting Corporate presents various contents to its audiences in Amharic, Afan Oromo, Tigrigna and English languages via its website, Facebook and Twitter pages, including in photos, videos and audios. It is supposed to reach more than 6 million viewers on average per week.

Moreover, as of the information on the media house website front page, radio broadcasting service, besides its national and Fana FM 98.1 transmission, it has 12 FM stations across the nation that provide broadcasting services in Amharic, Afan Oromo, Afarigna, Somaligan, Tigrigna, Wolaitigna and Sidamigna languages. The recently started television transmission is also one wing of the media's broadcasting transmission.

In general, Fana Broadcasting Corporate addresses a message to its national and international community through social Medias, web, and broadcasting medium. This implies that since the media has the opportunity of reaching large audiences with all means, its impact is also leveled to be high with its coverage span. As indicated in its editorial policy, FBC has a vision to be a reliable source of public information by providing quality media service in Ethiopia and East Africa. In addition, FBC also aims to contribute its own share in the national effort to fostering development, promoting peace and building democracy in the country (Masresha, 2018).

As impact of this media is therefore, crucial to determine the country's development of professional journalism and there were no same study made on the media house so far the researcher intends to explore the professional practices of the media station.

1.2. Statement of the problem

The progress of the Ethiopian media land scape failed under pressures for courses of years. Many scholars found out that the professional practices of Ethiopian media had been affected by numerous factors. The ruling party intervention is one of the factors affecting the Ethiopian media's professional practices (Mulatu, 2017, p. 113). He stated that, "the government relentless pressures on, harassment and prosecution of journalists, especially those working in the free press, have discouraged many publications and forced them out of the market.

Hiwot (2020), studied the professional practices of Ethiopian Broadcasting Corporate (EBC) and LTV. She reported the low levels of professional manners were observed within both media performances. Regarding news coverage both media houses attempt noticeable bias. Some issues and areas get more frequent coverage than the others (Hiwot, 2020, p.48). The issues of government press releases from public relation officers of government organization got frequent coverage. This indicates that the public issues were not paid considerable attentions.

Wudneh (2008), in his MA thesis on Amhara Mass Media also put that, the journalists' task is only to provide new information and ideas, or preparing news items for submission to the editorial board. The editorial board/information committee/ consists of the station manager, deputy managers and three department heads. Most of the editors (66.6%) believed that journalists in the Amhara mass media agency did not have the authority to choose whatever issue they want to write about. According to his finding, the decision maker of the media house is the so called 'Information Committee'. This committee is responsible to decide whether a sort of information would be aired or not. This strictly contradicts with the principle of journalism that support the journalist's independency; because the committee put first and for most the interest of its own than the interest of the public.

The practices journalism requires their principles and guidelines to inform their professional activities. As Geremew, cited in Örnebring (2010); journalists are autonomous. This term refers to such things as professionals being able to do their job with a great amount of individual discretion, that professional standards and professional sanctions 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 (Geremew, 2018, p.8).

So, while studying the Ethiopian media professional performances, the aforementioned media houses lack several journalism ethical principles. In addition to this, it is impossible to talk about the country's journalism development with considering only the aforementioned research findings. It is very crucial to look into some other media organizations undertaking the journalism activities in the country like FBC. To determine the current level of the country's media professional practices, studying the FBC from these perspectives contributes significant role. Despite the media house is playing a major role in exercising the journalism practices that covers huge numbers of the population in the country, there is no direct study made so far to explore the professional practices of the media houses. That is why the researcher decided to study the current performance of the media and its share in Ethiopia media land scape.

1.3. Research Questions

- ✚ How does FBC practices Journalism in Ethiopia?
- ✚ To what extent does FBC employ principles of journalism to inform its practices in Ethiopia?
- ✚ What are the factors affecting professional practices of journalism in FBC?
- ✚ What are the challenges reporters and editors face, while practicing Journalism profession?

1.4. Objectives of the study

The general objective of the study is to assess professional practices of Journalism in Fana Broadcasting Corporate (FBC).

More specifically study aims:

- ❖ To explore the professional practices of Fana Broadcasting Corporate (FBC).
- ❖ To find out the extent to which FBC employ principles of journalism.
- ❖ To identify factors affecting professional practice of reporters and editors in FBC.
- ❖ To find out challenges reporters and editors face while practicing journalism.

1.5. Scope of the study

This study is limited to study the practices of journalism and principles of journalism implementations in Fana Broadcasting Corporate (FBC). FBC has both TV and Radio mediums. Although the Fana TV is the recently started medium, Fana radio is the long lived media that started in 1994 compared to that of Fana Television.. FBC has about 12 FM stations around several regions. All FM stations are monitored by the head office editorial policy and under the same administration. In addition to that FBC has social media and online news services. Therefore, the research mainly focuses on studying the professional practices of media practitioners working at head quarter only both for Radio and Television. The social media and online news coverage does not included in the study to be made. Moreover, geographically the study will be held at Addis Ababa without going to the regional FM stations. The

1.6. Significance of the study

Its undisputable fact that media play a tremendous role in conveying out sustainable developments for certain country's these days. Accordingly, this study also adds its share in various perspectives for our country. For instance, it helps FBC to clearly put the strengths and weakness of its job while practicing media activities. Also, this study contributes its share in revitalizing sustainable development of our country.

In a broad sense, since the media is considered as the fourth estate, this study will shades light how a media institution will entertain diversity, democracy, culture and identity specially from our country's point of view. Finally, this study helps other researchers for further study when and where necessary.

1.7. Limitations of the study

Due to a lack of time and resources, the researcher focused only on head office reporters and editors. Covering all the regional FM stations journalists became more difficult for the researcher both in terms of time and financial resources. The northern part of the country war also the biggest challenges the researcher had faced to collect the data. Many of the reporters on the selected media house had been assigned to cover the war report from the battle field. The data collection approaches also got limited to phone interview for the researcher had net be able to find many of the respondents at office.

1.8. Organizations of the study

This study is organized into five chapters. The first chapter is an introduction under which the background of the study, statement of the problem, research questions, objective of the study, significance of the study, scope of the study, limitation of the study and organization of the study were presented. The second chapter covers literature review and theoretical frameworks of the study. The third chapter deals with the methodology of the study. The fourth chapter presented the major study findings, discussion and analysis. Finally, in the fifth chapter, the thesis deals with conclusion and recommendations.

CHAPTER TWO

REVIEW OF RELATED LITRATURE

2. Introduction

This chapter of the paper dealt with the review of related literatures. Under this chapter the researcher reviews the researches, books and some other related materials that directly or indirectly associated with the research title. For instance, the concept of journalism, the historical background of journalism in Ethiopia, the principles of ethical journalism and the theoretical frame work of the study has been broadly discussed in the review of related literature chapter.

2.1. The concept of Journalism

Journalism is a discipline of collecting, analyzing, verifying, and presenting news regarding current events, trends, issues and peoples. The term is used both in the print and electronic media. Both print and broadcast media are involved in gathering, analyzing, verifying and the presentation to the public through the newspapers, magazine, radio, television, and the internet among others (Udomisor & Udoh, 2015).

Journalism involves the sifting and editing of information, comments and events into a meaningful form that is recognizably add values into the life of society. It is about selection and presentation of human interest stories that affect the life of the audience on one way or another. Above all, perhaps, it is about the assessment of the validity, truthfulness or representativeness of actions or events (Rudin & Ibbotson, 2002).

The most important function of journalism is to convey intended information to specific target group. The provided information helps the audience to make an informed decision in life from different perspectives. This is how the media can play a significant role in democratization of a nation (Knuti, 2020).

2.2. The history of journalism Profession in Ethiopia

The concept of media and journalism was born in Ethiopia almost more than a century ago. Many scholars found out that the hand written newspaper Aemiro and French Le Semaine d’Ethiopie (The Ethiopian Weekly) are the initial point of Ethiopia media industry (Dereje, 2004). An introduction of Aemiro Newspaper, which was hand written at its commencement, was declared the birth of journalism in Ethiopia. According to Berhanu Aemiro newspaper started in 1902. Since then journalism has been expanding in both types of media and technology (Berhanu et al., 2016).

Described Emperor Minilik, who is the founder of modern Ethiopia, played a significant role in establishing diplomatic relations with European States. This helped many foreigners to establish printing presses in the capital city, Addis Ababa. The starting of Minilik II School, first in the country had its share of increasing the literates among the people to enjoy the printed word around their environments to get information what is happen there.

Citing Tadese Zinaye, Dereje Abeje (2004) put that Berhanena Selam an Amharic newspaper was also founded in 1923 with its circulation to 500 copies and first monthly magazine consisting different European Languages including an Amharic section was founded by Mr. Weizinger. Until the invasion of Italy, many small hand presses were continued to be imported from various countries of Europe (Dereje, 2004).

As of Getachew (2003) the historical development of journalism in Ethiopia is divided in to four stages .the first stage is from 1902 to 1935 is taken as inception of newspaper in Ethiopia. The next phase from 1936 to 1941 is the period of Italian occupation where the development of newspaper was terminated. The third phase was from 1942 to 2002 called post Italian occupation some development of Ethiopian press in the three successive governments have been observed. And the last stage is the present stage which has comparatively better development in the quantity of newspaper in Ethiopia.

Berhanu also identify that, the Ethiopian Ministry of Information document’s that 180 newspaper and magazine have been registered and circulated for public consumption in June 2005. This shows that the development of print media in Ethiopia is on the way.

Journalism as a professional training is a very recent phenomenon in Ethiopia. Most working journalists have been serving the public "...just by common sense, case judgment and news sense" and lack of training in the field has "...exacerbated the pitfalls of the media in the country" (PMC, 2006:51/2). The first media school, Ethiopian Mass Media Training Institute, was established by the Ethiopian Government only in 1996 and started to offer diploma courses. In 2004, it has been integrated to the Addis Ababa University, Faculty of Journalism and Communication, which was launched the same year under the financing of the Norwegian Government. The Institute, now under the Addis Ababa University, Faculty of Journalism and Communication, started a BA program in 2004, and up until 2006, it had graduated 639 middle level journalists of whom 227 were trained in broadcast media and 203 in print (Zewge, 2010).

The Addis Ababa University's Graduate School of Journalism and Communication has graduated a few hundreds of post graduate students as well. However, very few would actually practice journalism. A team of mid-term performance evaluators for the Norwegian Government, a major partner with the graduate school which provided full funding for five years, for instance, indicated in its report that a larger number of the graduates from the school do not practice journalism after they left school. The report partly attributes this lack of interest to "...the worsening of the media situation since the inception of the program" (2007:27). It summarized:

The students are satisfied with the academic input, but the political situation currently restricting Ethiopian media has considerably limited the framework of operation for an institution whose goals are to improve democracy and support independent and critical journalism. The students, who graduate may, due to a lack of independent and critical media, not be able freely and fully to practice what they have learnt. A good number of them become lecturers in journalism and related topics at institutions of higher learning (ibid).

This is in line with Hallin and Mancini's broader view of professionalism in that professional training is never a guarantee particularly for journalism to entertain autonomy, pursue code of ethics and/or render genuine public service. There is little doubt, however, that in a freer media context, the knowledge and skills in the field

contribute to better quality journalism. Hence the expansion of journalism education entails a brighter future.

2.3. Practical Aspect of Journalism

At its most basic, journalism consists in finding things out then telling people about them via newspapers, radio, television or the Internet. It's not a product, but a process, one that used to be seen as a one-way street but more recently has been conceived as involving an audience which will filter messages through its own experiences and understanding and arrive at its own reading. The notion that journalism has a social role runs throughout many discussions of what it is. According to McNair (2002: 9), it is 'an account of the existing real world as appropriated by the journalist and processed in accordance with the particular requirements of the journalistic medium through which it will be disseminated to some section of the public'. Citing McQuail (2000) Bob describes it as paid writing, or the audio-visual equivalent, for public media that refers to current events of public relevance Bob et al (2005, p.124).

2.3.1. Finding the story

Lynette (2002) stated that finding the news story is the most difficult part of the journalistic activities. The word 'news' to describe the things journalists write about has been in use for at least 500 years, well before newspapers were around. News, both the important and the frivolous, can be used to bind people together in a sense of community and get them talking to one another. It also provides information that people need to exercise judgment about what is happening in the world around them. People use the news to help them make up their minds so they can function as informed citizens. It also helps them organize their daily lives by advising them about predicted weather, transport problems, or the upcoming tour of a popular act.

As of Lynette (2002) the news to be found should fulfill the news value element. The reporter should consider those news value elements to evaluate the newsworthiness of the story he/she is planning to find. These news value elements are:

Impact: refers to the relevance a story has to the audience's lives. Stories of relevance can be about everyday things such as freak weather that takes off scores of roofs in a residential area. It might be a price rise that affects a lot of people; it might be changed arrangements for a sporting event, or a proposed change in the law (Lynette, 2002).

Timeliness: refers to information that helps people organize their lives. It might be a bus strike that people need to know about before they leave for work, a hailstorm predicted for Thursday night, or a tax that comes into effect in four weeks' time (Lynette, 2002).

Proximity: refers to how 'close to home' a story is. That is how a car crash that kills four people in the community where you live comes to be seen as more important than 4000 dead in Somalia. For example, there were 96 wars on at the same time as the 1991 Gulf War, but only one got widespread international coverage (Lynette, 2002).

Conflict: is the news value most people associate with media, and is often seen as the most important news value in today's media. There has to be more than one side to a story of conflict and the stronger the contrast between the points of view, the greater the conflict. Conflict is also present in news that 'afflicts the comfortable' by making them anxious or guilty. It is also what is meant by the tabloid dictum to 'anchor every story to its emotional base' (Lynette, 2002)..

Currency: is the term used to describe how 'hot' an issue is at any one time. Environmental issues have a currency at the moment that has never existed before. The women's movement had currency in the 1970s and lost it again in the 1990s. A single event can also create currency for a topic. For example, a politician making racist remarks in Parliament can give race relations' issues currency (Lynette, 2002)..

Novelty: is given a high news value. There is an adage about journalism – 'It's not news if a dog bites a man, but if a man bites a dog then it is news.' Of course, like most generalizations, it falls apart if, for example, the biting dog is in a pack of 10 roaming a suburban street. The unusual can also be found in serious stories. For example, a politician sticking to the party line is not news, but a politician changing sides is news (Lynette, 2002).

2.3.2. The journalist's Role

As of Deborah (2003), unlike a propagandist or a gossip, the journalist sorts through the information available and determines how much of it is valuable and reliable before passing it on to the public. News stories, whether hard news or features, must be accurate. Journalists not only collect the information they need to tell the story, they have to verify the information before they can use it. Journalists rely on first-hand observation whenever possible and consult multiple sources to make sure the information they receive is reliable. And, except on rare occasions, they identify the sources of their information so the audience can evaluate its credibility.

She added that another distinction between journalism and other forms of information is that journalists strive for independence from the people they cover. A public relations professional who is employed by the organization he or she is writing about is unlikely to include information that might make the organization look bad. A journalist, on the other hand, will attempt to provide a complete picture, even if it is not entirely positive. Journalists are not mere transmission belts for their own viewpoints or for information provided by others. They do original reporting, they do not confuse fact with opinion or rumor, and they make sound editorial decisions.

2.4. Factors Affecting Practice of Journalism

Many scholars and researchers often state that the act of journalism is under different types of pressures. Citing the finding of Galtung and Ruge, Rudin, R. and T. Ibbotson (2002) wrote that the influence that affects the practice of journalists affects the process and production off news they are undertaking regularly. As of these writers most scholars and commentators agree that the chief influences are (Rudin & Ibbotson, 2002):

2.4.1. Ownership and control

Most journalistic output is subject to the influence of the political, economic and ideology of a relatively few powerful companies and organizations. Journalists are likely to have their work ‘amended’ to fit in with these interests and, even if starting off with high ideals, operate ‘self-censorship’ in order to gain promotion and favor with the ‘bosses’ (Rudin & Ibbotson, 2002).

2.4.2. Finance

To produce a certain media output, the reporters are supposed to go out and find the story. During this time it is mandatory to have enough amount of financial support. However, most of the time media lacks abundant amount of money to freely produce and broadcast as much possible as they can. Journalism is still a relatively expensive, labor-intensive, operation. The need to produce a profit and/or meet audience targets is clearly a major influence in the form and content of journalism output (Rudin & Ibbotson, 2002).

2.4.3. Time, space and technology

All journalism has to be produced to an immovable deadline: this inevitably means that work often has to be published or broadcast in a less than ‘perfect’ state and before facts and other material can be properly checked. Journalism has to be cut to fit in with the space or time available. As we’ve seen in the Galtung and Ruge analysis there is a concentration on elite nations and individuals. There is a practical as well as an ideological reason for this – pictures and reports are more likely to be available from and about rich industrialized countries, so a disaster in the USA, for example, is likely to receive more coverage than one in, for example, a remote part of the Indian subcontinent partly because there is more likely to be material available from the former. Television in particular needs moving pictures (Rudin & Ibbotson, 2002).

2.4.4. Bureaucratic and work routines

Journalists have to fit in with pre-ordained and usually inflexible requirements of newsrooms. Copy, audio and pictures have to be ready for a set time and in a set form and this requires fairly inflexible organization and procedures (Rudin & Ibbotson, 2002).

2.5. Principles of ethical Journalism

The media are obliged to safeguard and promote public interest, that is, to serve only to the interests of the public and act as a watchdog of democracy. This obligation concerns all media, regardless of whether they are public or private, national or regional/local outlets, and regardless of the technology of operation, the management style and the funding model. In the case of the public broadcast service, the obligation to serve public interest is even greater and therefore stipulated by law (Barnhurst, 2004, Vesna et al, (2016, p. 17).

2.5.1. Objectivity

The concept of objectivity in journalism developed almost a century ago, as a reaction to the sensational, opinion driven reporting that was common in most newspapers of the day. The term “objectivity” was originally used to describe a journalistic approach or method; journalists would seek to present the news in an objective way, without reflecting any personal or corporate bias (Deborah, 2006).

Objectivity has to do with the state of being just, unbiased and uninfluenced by emotions or personal prejudices in judgment based on plain, observed facts (Ezedike, 2019). It is the opposite of subjectivity – that is, opinions that are formed based on personal feelings, biases and experiences, as opposed to general observation and reasoning. The journalist is expected to keep himself/herself out of the report by not injecting his/her emotions, personal opinions and biases into the news report (Okoye, 2007, p.152).

This implies that the news gathered from the credible sources should be presented as it is. If the source’s idea intentionally diverted into the other context to find unintended message by the reporter the objectivity of the news would be at risk.

2.5.2. Accuracy

Accuracy is the most venerated of all journalistic principles and the cornerstone of professional journalism. The information delivered should correspond to reality, to be truthful and verified by at least two independent sources. But accuracy is not just adhering to facts, and journalists are not mere ‘stenographers’ rigorously striving to satisfy the five Ws of journalism: ‘Who?’, ‘What?’, ‘When?’, ‘Where?’ and ‘Why?’ (With the additional question of ‘How?’) (Temenugova et al., n.d.).

Temenugova and his colleagues wrote that, journalists are expected to provide accurate and in-depth analyses that will enable citizens to make decisions affecting their lives. Journalists should gather first-hand information, verify the facts, and authenticate the sources before publishing either online and/or in legacy media.

2.5.3. Trust and Safeguarding Public Interest

Trust and public interest are the most important resources of the media. They play a vital role in the democratic order and form the foundation of social cohesion. The media are the main source of public interest information. The delivery of information that helps educate citizens to understand society strengthens media credibility and reliability. The media fulfill their mission through promoting the public interest, responsibility, professionalism, and transparency in their work. The media’s responsibility towards the audience/public always precedes all other interests. The media and journalism should not serve any special interests and are obligated to foster fairness, freedom, and a comprehensive approach to public matters (Vesna et al., 2016).

These scholars clearly put that; media should answer to their audience and the general public, and not serve the owners, publishers, the government, or any private interests. The media should serve the public interest with an overarching objective: to contribute to the development of the individual and the strengthening of the community. They should associate themselves with social progress—the goal being the democratic advancement of a society with respect for individual freedoms and human rights and liberties. Their responsibility is to stimulate, strengthen, and defend the freedom of expression and the citizens’ right to information.

2.5.4. Independence

According to Temenugova et al., n.d. (2016), the media and journalists should be free of outside political, corporate, and other influence, since they may threaten editorial independence. The audience should have certainty that the decisions of the media to cover a certain event or treat a given subject matter have not been made under pressure or influence by personal interests.

The media and journalists, editors-in-chief, editors, and all other professionals involved in the information process should be free and independent of outside interests and the arrangements of the media with various subjects that might threaten journalistic integrity. Reputation and credibility are directly related to integrity and independence. But this does not imply limiting journalist' convictions, beliefs, or interests when they are not performing their professional duties. Nevertheless, their outside interests should not stand in conflict with journalistic integrity and media transparency (Temenugova et al., n.d.).

As of these authors; integrity implies that the media are responsible to the audience/public and adhere to ethical and professional standards. Journalistic integrity is defended not only by journalists and editors, but also by photojournalists, video editors, and all other professionals involved. They all should work to the highest professional journalistic standard. Owners should not interfere with media editorial policies. They must not use the media content for their own political, economic, or personal interests. Informative content is exclusively in the service of public interest and for informing the public (Temenugova et al., n.d.).

2.5.5. Accountability

Journalists are responsible for their work and they should always be accountable to the audience. Maintaining a transparent relationship with their readers, listeners, and viewers and reacting openly to journalistic content contributes to better and higher-quality journalism. Being accountable and responsible is particularly important when it comes to feedback about whether the journalist has fulfilled the fundamental journalistic standards according to his or her audience—reporting impartially, providing reliable information, and protecting privacy (Temenugova et al., n.d.).

2.5.6. Impartiality

Journalists must strive to be impartiality at all times. This means that they refrain from showing bias toward any point of view or siding with one position over another when reporting or preparing a story for television, print, radio, or online. Journalists, like all individuals in society, have a right to their own privately held convictions, views, and opinions. But they need to set them aside when performing their journalistic duties, as the public deserves fact-based reporting and information backed analyses (Temenugova et al., n.d.).

As of this idea, the journalists have their own point of views about each and every subject they are covering with news. They may reflect their stands off the record, within their peer group, families, friends, staffs, and the like. But while covering certain news reporting about a sort of subject matters, they should not allowed going beyond the limited boundary of journalistic principles that enable them disobeying impartiality(Temenugova et al., n.d.).

Therefore, the journalists' views and opinions must not influence their practices, especially when covering contentious stories and issues. Only by presenting a broad range of views and opinions can journalists truly serve the public. It is vitally important that they reflect the views and opinions of a broad cross section of groups and individuals in society (Temenugova et al., n.d.).

2.5.7. Fairness

The media should be fair and principled to their sources and collaborators, as well as to the audience. Media reporting should reflect the relevant facts and the important positions. Journalists are obliged to treat individuals, institutions, events, and subject matters ethically and with due respect. The illegal or unfair treatment of individuals or organizations is impermissible (Vesna et al., 2016).

2.6. Theoretical framework

Theoretical Framework is the ‘blueprint’ or guide for a research. It is a framework based on an existing theory in a field of inquiry that is related and/or reflects the hypothesis of a study. It serves as the foundation upon which a research is constructed (Edom & Husien, 2018). Hence the researcher selects the social responsibility theory of communication for the purpose of this study.

2.6.1. Social responsibility theory

➤ Origin

Social responsibility theory is one of the four normative theories of media that born as a result of problems created by its predecessor, the libertarian theory of the press. This was in the twentieth century. The libertarian theory of the press as the theory that held sway at the time, gave journalists excessive freedom to publish whatever they like. At the time, political authority rests with the individual. Government’s role is to provide the domestic and foreign peace, but the individual is supreme in politics, a belief spelled out in the US Constitution to publish whatever they like (O’Keefe, 1998).

It is due to that the scholars needed to re- review the libertarian theory which leads to the violation of serving social interest. Hutchins Commission emerged to work on freedom of press. The commission was first proposed by the founder of Time Magazine Hutchins Luce. The social responsibility theory gained prominence in the late forties against the backdrop of World War II. Henry Luce and Encyclopedia Britannica funded a Commission comprised a group of eminent scholars under the chairmanship of Robert Hutchin. The Commission published its first report titled: A Free and Responsible Press. Thus, the Hutchin’s Commission was the first to enunciate in a coherent and systematic manner the social responsibility of the press. This report ever since has provided a blueprint for many subsequent studies on press responsibility and ethics (Obagwu & Idris, 2019).

➤ **Basic assumptions of social responsibility theory**

The underlying principle of the social responsibility theory of the press is that the press should be free to perform the functions which the libertarian theory granted it freedom to perform, but that this freedom should be exercised with responsibility (O’Keefe, 1998). Bittner (1989) has it that the theory held that “a press has the right to criticize government and institutions but also has certain basic responsibilities to maintain the stability of society”. Wimmer & Dominick, (2013) also wrote that, the social responsibility theory holds that the press has a right to criticize government and other institutions, but it also has a responsibility to preserve democracy by properly informing the public and by responding to society’s needs and interests. The press does not have the freedom to do as it pleases; it is obligated to respond to society’s requirements.

As O’Keefe, (1998) wrote that, the Commission on Freedom of the Press which formulated the Social Responsibility theory while noting that the press does not fulfill her basic societal roles of providing information, enlightenment, serving as watchdog, advertising, entertainment, and self-sufficiency, called on the media to:

- Provide a truthful, comprehensive and intelligent account of the day’s event in a context which gives them meaning.
- Serve as a forum for exchange of comment and criticism
- Project a representative picture of the constituent groups in society
- Be responsible for the presentation and clarification of the goals and values of the society.
- Provide full access to the day’s intelligence.

The social responsibility theory is based on the assumption that the media should serve the public interest than anything else. The journalist as the communicator is therefore, intrinsically linked to its audience – hence the fundamental principle of the media obligation to fulfill public interest, which also lies at the basis of Social Responsibility Theory. The obligation imposed on the journalist by the Social responsibility theory is to

provide fair, balanced, objective information on different sides of an issue, which empowers audiences to formulate their own judgments and increases levels of truthfulness in reporting (Obagwu & Idris, 2019).

➤ **Why Social Responsibility theory?**

As we have seen above the social responsibility theory came to exist to protect the interest of the society. It was to fill the gap observed within the normative media theories like libertarian, authoritarian and the soviet media theory. As Obagwu & Idris, (2019) wrote social responsibility theory is to provide fair, balanced, objective information on different sides of an issue, which empowers audiences to formulate their own judgments and increases levels of truthfulness in reporting. This is the central point of what this study is going to address in particularly selected media (FBC).

As we can understand from its title, this research is to proposed to study the level of professional practices of journalism in Fana broadcasting Corporate with special focus on reporters and editors. Practicing professional journalism has its own principles and they are highly associated with the assumption of the social responsibility theory of media discussed above. Therefore, the researcher has selected the social responsibility theory as a blue print of the study going to be conducted.

As far as the research title is mainly focused on assessing the practices of professional journalism in the selected media house; the points have been discussed above have direct relation and helps the researcher as a guidelines to measure the FBC's professional practices. The points about the principles of ethical journalism, the factors affecting the professionalism of journalists, and the social responsibility theory that indicate the responsibility of media is to serve the public are directly inform how the researcher will perform his/her study. According to these established ethical principles and theorized value of professional media activities, the researcher assessed the practical media activities of FBC.

CHAPTER THREE

3. RESEARCH METHODOLOGY

This chapter of the study dealt the general overview of the methods and designs that the researcher used for conducting the research. It clearly discussed about how the researcher conducted the research. Particularly, the research design/approaches, sampling, data collection tools, data analysis and presentations were the points clearly discussed under this chapter. The ethical consideration to be regarded while conducting the research was also part of this chapter.

3.1. Research Design and Method

A number of scholars define research design in many ways. According to Catherine Dawson research methodology is the philosophy or the general principle which will guide the research. It is the overall approach to studying our topic and includes issues we need to think about such as the constraints, dilemmas and ethical choices within your research (Catherine Dawson, 2002).

A research design is simply the framework or plan for a study that is used as a guide in collecting and analyzing the data. It is a blueprint that is followed in completing a study. The research design could be qualitative, quantitative and mixed or the hybrid of the both (Pandey and Mishra, 2015). For the purpose of this Study, the researcher employed the mixed research design. The mixed research design composed of both qualitative and quantitative study.

3.1.1. Mixed Research Design

This research design was the hybrid of both qualitative and quantitative research design. It consisted the feature of both methods. Mixed methods research is an approach to inquiry involving collecting both quantitative and qualitative data, integrating the two forms of data, and using distinct designs that may involve philosophical assumptions and theoretical frameworks. The core assumption of this form of inquiry is that the combination of qualitative and quantitative approaches provides a more complete understanding of a research problem than either approach alone. These definitions have

considerable information in each one of them. Throughout this book, I discuss the parts of the definitions so that their meanings will become clear to you as you read ahead (Creswell, 2014).

Therefore, the researcher has used the mixed one to collect both quantitative and qualitative data. The quantitative data was collected with distributing the questioners and the qualitative data with in-depth interview. This is because to collect data that supports the study from different perspectives.

3.2. Subjects of the study

Population or universe means, the entire mass of observations, which is the parent group from which a sample is to be formed (MacDonald & Headlam, 1986). The subject of the study was the FBC media house. Since the media has a large number of the staffs including none journalism profession like finance, human resource, drivers and etc., the researcher mainly focused on those staffs working on media outlet. These include reporter, and editors. As it was discussed in the scope of the study, the particular subject was also limited to the FBC head office staffs. The sample was selected from the above discussed subjects.

3.3. Sampling techniques

Sampling directly means choosing a smaller, more manageable number of people to take part in their research (Catherine, 2002). According to formed (MacDonald & Headlam, 1986) sampling is to obtain accurate and reliable information about the universe with minimum of cost, time and energy and to set out the limits of accuracy of such estimates.

Scholars have discussed the types of sampling as probability sampling and none probability sampling (Dawson, 2002). (Alvi, 2016) defined the types of none-probability sampling as the selection of the sample that made on the basis of subjective judgment of the investigator. This means that the researcher decides samples selection on bases of certain criteria in order to limit the respondents.

Hence the researcher selected the reporters of FBC who have been working there for the last two years. The researcher decided this to get the most informed data from the

respondents who know the media house very well. If the recently joined respondents included in the sample, they may not effectively explain the nature of the media house practical journalism application as much enough as those who are well experienced the working environment.

There are a number none-probability sampling types. For the purpose of the study the researcher used the purposive sampling techniques to select the sample. Purposive sampling techniques are a technique in which the researcher intentionally selects the respondents on certain grounds. (Etikan et al. 2017).

As a matter of chance the researcher used to be the staff (reporter) of FBC five years ago. Not only this, he is still an indirect staff of the media house who produce health related weekly radio program. Though, this doesn't mean that the researcher knows every staffs of the selected media house. But, the researcher could first contact (reporters) those he knows and find another respondent through their network. Accordingly, the selection technique was effective in selecting the respondents who are working there minimum for the last two years, particularly reporters.

For the selection of editors, the same sampling technique employed in which the researcher will first meet the indirect editors who edit the radio program called '**Tenachin**' that the researcher is producing weekly. '**Tenachin**' is the radio program that produced by Ministry of health and broadcasted in association with FBC. The producer of the program was the researcher himself. So there is editor assigned from FBC to edit the program who has frequent contact with the producer/researcher. Therefore, the researcher used the chain of his contact co-editors of both radio and television news and program in different languages.

3.4. Data collection tools

In research method, there are a several data collection tools that researcher employed for the study. These are questioners, and interviews.

3.4.1. Questionnaires

Questionnaire is a set of question related to the topic and distributed to the respondents with a request to return after completing (MacDonald & Headlam, 1986). This implies the researcher will prepare a number of questions that the respondents will answer in the process of data collection.

There are scholars who categorize the types of questioners into three. There are about three types of questioners. These are close-ended, open-ended and the combination of the two. Close-ended type of questionnaire is used to generate statistics in quantitative research to find out how many people use/know about something and Open-ended are used in qualitative research to find out what people think about a subject matters (Dawson, 2002, p. 31-32).

For the purpose of this study, the researcher plans to employ both close-ended and open ended questions in order to collect data. Under the close ended questionnaire the researcher will use Yes/No, Multiple choice and Likert rating scale question format. As of Suskie (1996), Yes/No questions are important for variety of data analysis. Multiple-choice are also widely used, principally because they are quickly and easily answered and the responses are generally easy to tally and they are particularly good for collecting factual information. Likert rating scales on the other hand are more successfully used to measure attitudes or opinions rather than factual information.

Accordingly, the three formats of close ended questions were used for the sake of data collection from the respondents. Under the column of Yes/No and Multiple choices questions, the researcher added the choice called 'other' to the provided options. This enabled the respondents to answer the question if his/her answer does not include in the provided choices.

Likert rating scales is a question format that the researcher is going to use by coding the existing choices about particular question. By this format, the researcher is going to measure to which level the respondents are agreed or disagreed about certain issues that raised to evaluate the level of their professional practices. There will be about five options like, **strongly agree**, **agree**, **neutral**, **disagree** and **strongly disagree**. In order to make it very easy to analyze later, the researcher will give different values to each and every option. Hence, strongly agree will be represented by **5**, agree by **4**, neutral by **3**, disagree by **2** and strongly disagree by **1**. The highest the number, the greater the performance.

Open ended questions are also part of the questionnaire that going used to collect the relevant data. The researcher used this to fill the gaps that close ended questionnaires fails to fill. This means that, the respondent enabled to freely explain their point of view about particular question provided to evaluate their media organization's level of journalism professional practices. The open ended question also helped the researcher to look things out of the box and from different perspectives based on the respondent's opinion.

The researcher had developed these questionnaires based on the professional standard and theoretical framework discussed in the literature review part of this proposal. The researcher adopted the questionnaires developed so far by scholars who conducted a research on the same research title. The main purpose of these questionnaires was to answer the research questions pointed out under the chapter one by collecting the most relevant data from participants.

3.4.1.1. Distribution of the questionnaire

The developed and adopted questionnaires distributed to the respondents by different means. The first one was personal contact. That means the researcher himself duplicated the copies of the questionnaires and took to the office of the respondents. For the working area of the researcher and the setting of the respondents were nearby each other, the researcher easily went there and distributed the questionnaires to the respondents. This worked for both the subject of the study (reporter and editors) of the selected media houses. After they fill the question papers, he collected back

For those respondents could not respond on the spot, the researcher offered them an additional time to enable them filling the form at their own time. In order to remind them the researcher was using the SMS and phone call. This was made because; they may forget the questionnaire while running their journalism deadline.

The other means of distribution was through email/telegram. These approaches were used for those of the reporters working on the field at the moments. As far as the media activities are concerned, the reporter may be on field work and the editors will also be busy with other indoor activities. Considering these all points, the researcher tried to make possible options that suited them for collecting the relevant data. Accordingly, the researcher had tried to collect their contact information like email, phone numbers and telegram account to contact them at their possible occasions. After communicating the respondents, the researcher shared the softcopy of the question papers through appropriate means they preferred most. After sharing them the question papers, an intensive follow up was made by the researcher. The follow up will be up to the final collection of filled question papers. The researcher did this in order to avoid the shortage of abundant data that enabled him draw conclusion.

2. 4.1.2. Components of the Questionnaire

The questionnaire distributed to the respondents consists of several components that had aimed at answering the research questions stated in the chapter one of the study. These components were designed to collect the data related to the objectives of the studies. The study aimed to assess the level to which the selected media house is exercising the professional principles of journalism.

Demographic Questions

This is the question, in which the researcher will collect the information about the gender, age, education, experiences, and some other personal profile of the respondents.

News selection and source determination

News story selection is very important points in media organizations. As we had discussed so far in the chapter tow of this study, news story selection has its own journalistic principles under which the media house should be governed. While trying to

answer the 5W and H questions about certain subject matters, the media house should consider the news value elements. On the other hand the source determination in the media house should be as of the news value element. to address these issues. Accordingly, to evaluate the ways of news story selection source determination in the selected media house, the researcher developed and distributed the questions that can help to assess these issues.

Serving the interest of Public

As per the literature we had seen in the column of theoretical framework of this study (social responsibility theory) the main objective of public media is to serve the interest of the public. The social responsibility theory is based on the assumption that the media should serve the public interest than anything else. The journalist as the communicator is therefore, intrinsically linked to its audience – hence the fundamental principle of the media obligation to fulfill public interest, which also lies at the basis of Social Responsibility Theory. (Obagwu U, Idris, 2019). Accordingly, to evaluate whether the journalist (reporters and editors) in the selected media house are practicing their professional activities under the guideline of this theory, the researcher included several questionnaires in the distributed questions.

Objectivity and Impartiality

As we had discussed so far in the literature review part; objectivity has to do with the state of being just, unbiased and uninfluenced by emotions or personal prejudices in judgment based on plain, observed facts (Ezedike, 2019). Impartiality on the other hand refers to refraining from showing bias toward any point of view or siding with one position over another when reporting or preparing a story for television, print, radio, or online. (Vesna et al., 2016). Accordingly the researcher designed and distributed the questions that support to assess the level to which the FBC is employing the objectivity and impartiality.

Autonomy and independency

The media and journalists, editors-in-chief, editors, and all other professionals involved in the information process should be free and independent of outside interests and the

arrangements of the media with various subjects that might threaten journalistic integrity. (Vesna et al., 2016). The researcher included the issues of independency and autonomous into the questionnaire assess the selected media journalist decision making process.

3.4.2. Interview

An interview will be used to collect qualitative data for the study. There are a number of interviews in social research. Catherine classify them as structured, unstructured and semi-structured (Dawson, 2002, p. 27-29). Semi-structured interviewing is perhaps the most common type of interview used in qualitative social research. In this type of interview, the researcher wants to know specific information which can be compared and contrasted with information gained in other interviews.

As of the above discussed points, the semi-structured interviews are very appropriate for the purpose of this study; because, the researcher deals with the finding out the practical aspects of the journalism that the media house is performing. To exactly find out the relevant data for the study, the researcher should ask some follow up questions based on the answer of the participants. Unlike some other types of interview the semi-structured interview allows the researcher to relax and formulate some follow up questions while interviewing. This is why the researcher prefers the semi-structured type of interview other than the remaining.

Like the questions of the questionnaires, the interview questions were developed by the researcher. On the basis of the review of literature that clearly state the ethical standard of journalism. As per those ethical standards, the researcher goes to measure the level to which the media house is practicing the journalism.

The interview question prepared for some of the reporters and the editors considered as a respondent. The researcher conducted face to face interview and zoom interview with the reporters and editors. For the journalists were very busy with their daily activities, the researcher found 4four of them physically and the remaining two on telephone.

The components of the interview question will be:

3. 4.2.1. Journalism professional practices of FBC

The professional practices of journalism in the media house had been discussed in the quantitative data above. However, to discuss more about the professional practices that media house is implementing, the researcher had decided to offer the chances of openly explain how they are exercising their regular journalism activities.

3. 4.2.2. Factors affecting the journalism practice of FBC

As stated in the chapter one, one of the basic objectives of the study is to find out the factors affecting the professional practice of the media house. In the literature review part the researcher had tried to review the most common factors that affect the media organizations. The discussed factors were, ownership, finance, time/space/technology, bureaucratic and work routines ((Rudin, R. & T. Ibbotson, and 2002, p. 47). Base on this, the researcher had tried to formulate the questions that enable to find out the factors particularly affect the professional practice of the media house.

3. 4.2.3. Challenges the journalists are facing

To know the main challenges that the journalists are facing while undertaking their regular activities, as put in the objective of the study the researcher developed a questionnaires that enable the respondents to elaborate their idea in detail.

3.5. Reliability and validity

Reliability is essentially about consistency. It estimates the consistency of measurements or the degree to which an instrument measures the same way each time it is used under the same condition with the same subject (Adams, et al. 2007). This implies, if someone undertake the same research on the same subject at different time the finding should be the same. Bhattacharjee on his hand wrote that unreliability will occurred due to the observer's (or researcher's) subjectivity, asking imprecise or ambiguous questions and asking questions about issues that respondents are not very familiar about or care about (Bhattacharjee, 2012). This implies that the researcher should be careful of his emotion and tools of data collection.

For the researcher of this particular study has used an appropriate research design and methodology it amplifies the reliability of the data to be collected and its result too. The samples considered to represent the population are those who have been working in the working environment for more than two years. That means they are more familiar with the subject and will be concerned about knowing the level of their organization's level of professional practices. That is why the researcher excludes the fresh employees who recently joined the organization and know a little about the FBC.

In addition to that, the researcher uses the sample size which can certainly represent the whole population. The researcher uses the two third of the total number of population who are very familiar with the FBC editorial policy and its implication into practices.

On the other hand, the researcher has no any conflict of interest that leads to his subjective/biased decision while collecting and analyzing the data. He is just neutrally measuring the set objectives in the research proposal. Therefore, the researcher develops the Questionnaires and interview in unbiased way.

The clarity and preciseness of the data collection tools will also paid huge attention to prevent the unreliable data. Each and every question will be developed by considering the absence of researcher for clarification. This means that, it would be impossible for the researcher to be with all respondents while they are filling the question paper. Therefore, it should be mandatory to prepare the easily understandable and very clear questions particularly for the questionnaires. For the interview part, the researcher contacts the participant in whatever means of interview, like phone, Skype, zoom and etc. So the participants who will take part I interview have the opportunity of asking for more clarity.

Generally speaking, the for the researcher uses multiple tools for increasing the reliability of the measurement, the finding will be reliable and anyone can find out the same result at any time under the same circumstances.

Validity on the other has is the strength of the conclusion. It involves the degree to which the researcher is measuring what he/she is supposed to (Adams, et al. 2007). A valid measuring device measures what it is supposed to measure (WIMMER, DOMINICK,

2011). Hence, the general objectives of the researcher is assessing professional practices of journalism in FBC, the overall research design and methodologies are designed to directly measure the set objectives in the proposal. Accordingly, the validity of the research will not be at risk.

3.6. Procedure of data collection

As the tools of data collection had discussed above, the researcher employed questioners and interview to collect relevant data for the study. The questioners and interview questions were developed to collect data. The researcher distributed the questioners to the respondents and collect back after they fill the questioners. This was mostly to collect the quantitative data. For the qualitative data the researcher conducted interviews with the selected samples for the interview. During the interview the researcher recorded the audio file of the respondents. The recorded audio was collected and organized for farther analysis.

3.7. Method of data analysis

Data analysis embraces a whole range of activities of both the qualitative and quantitative type. (MacDonald & Headlam, 1986). After all data had been collected with several means of data collection tools, the researcher proceeded to the analysis and presentation of data. Before data analysis the data passes through different phase of data editing. While editing the collected data the researcher checked for completeness, accuracy and uniformity of the collected data. As of Lalit Kumar Sharma completeness refers to the checking whether all provided questions has been responded properly. Accuracy was checked if all questions were answered accurately or not. Uniformity on the on the other hand was the step in which the researcher checked for all responses whether they were answered as per the instructions or not (Sharma, 2017, p. 73-74).

Therefore, the researcher processed the data collected for checking its completeness, accuracy and uniformity. The researcher did editing after collecting all necessary data through questionnaires and interview. Especially for the questionnaire part the researcher (quantitative data) paid due attentions for editing the filled question papers. This is because all the questionnaires were answered in the absence of the researcher. In the case

of qualitative data (interview) the researcher oriented or directed the respondents to the central point of the question while answering.

After the editing phase has accomplished, the researcher proceeded to arranging and organizing the collected data by grouping according to their respective natures. Putting questions with similar character in one group and the other in the other group was done accordingly. That was categorization of the data. At the stage of categorization of the data, the researcher put the demographic questions, and the research title related questions separately. Even the title related questions also put in order of their similarity in variable.

In order to make it simpler for analysis, the researcher coded the variables in the collected data. Sharma wrote that coding could be numerical, alphabetic and zero. Numerical coding is the representation of the variables in numbers. The alphabetic coding refers to representation variables in alphabet. Zero coding on the other hand is representing 'no response' option of the question by zero (Sharma, 2017, p. 75). For the purpose of this study, the researcher uses the numerical and zero coding. This means, the researcher represents variables by number value while coding.

The coded data was presented in tabulation form. Tabulation is the process of summarizing raw data and displaying them in compact table for farther analysis. It involves counting a number of cases falling into each of the categories identified by the researcher (Sharma, 2017, p. 80).

Therefore, the researcher put the coded data in the form of table and calculated the percentage of the total respondents to the particular question. Sharma wrote that, the table could be one- way and two-way tables. The one way table was very important to present the demographic questions in which the researcher collect the gender, age, profession, experiences and position information of the participants. Two-way table on the other hand, was the means of showing the relationships between two variables. To compare the distribution of cases, raw numbers are converted in to percentage based on the number of cases in each category (Sharma, 2017, p. 84).

For the qualitative data analysis, the researcher first transcribed the audio/video data in to text. While transcribing the raw data, the researcher focused on the good point in relation

to the objective of the study. Transcribing the entire data was be very exhaustive and kills time. In order to save time and focus on the target and correct answer for particular interview question, the researcher first listened to the entire audio/video file and took a note for setting the duration of the time code. This means, the researcher identified which important point the respondents answered is available at which minute and second.

After taking the note, the researcher started transcription. For he could easily find the exact place of important ideas that will be incorporated into the data analysis it helped him to run the activity smoothly. All the interview data transcribed in to text form and categorized in to their similar nature.

3.8. Ethical Consideration

Ethical clearance and approval obtained from Addis Ababa University, College language study and Journalism, school Journalism and Communication. In addition, after explanation of the objective of the study, consent obtained from those who met the inclusion criteria and agreed to participate. Furthermore, affirmation that they could be free to withdraw consent and discontinue participation without any form of prejudices will be made. Confidentiality of information and privacy of participants assured for all the information provided.

CHAPTER FOUR

4. PRESENTATION AND DATA ANALYSIS

4. INTRODUCTION

This chapter deals with the presentation, analysis and discussion of findings. As it has been stated earlier, the study deals with journalism professional practices of FBC reporters and editors in focus. The main objective of the study is to assess professional practices of Journalism in Fana Broadcasting Corporate (FBC).

To gather the required data for the study, questionnaire is designed to know about the demographic information and the level of the journalism principles practices that the FBC reporters and editors are exercising. The questionnaire has two parts. The first part aimed at finding out demographic information of respondents; while the second part is designed to get information that help to know the degree of practices of journalism principles within the selected media house. The questionnaires were distributed to the reporters and editors working with FBC at head quarter. The discussion of the study is preceded by demographic distribution results obtained from the data. The discussion of demographic results was done by using percentages; whereas the rest of the discussion is done by using average and percentages. Tables are used, in both cases, to present the data.

4.1. PRESENTATION OF DATA

4.1.1. Demographic Distribution of Respondents

Questions regarding demographic information were designed on the first part of the questionnaire in order to know about the composition of the targeted selected samples. Verifying the demographic aspect of the respondents could make the research more understandable and comprehensive. The respondents' demographic information like their age, gender, position, educational background, experience and marital status are presented below in table.

Table 4.1. Demographic Distribution of Respondents

Demography	Number of respondents, N=80	Percentage %
➤ Age		
18-25	5	6.25
26-35	50	62.5
36-45	24	30
≥46	1	1.25
➤ Gender		
Male	44	55
Female	36	45
➤ Position		
Reporter	65	81.25
Editor	15	18.75
➤ Education level		
Diploma	1	1.25
BA	65	81.25
Masters	14	17.5
➤ Profession		
Journalism	38	47.5
Language studies	20	25
Other	22	27.5
➤ Work experiences		
2 years	8	10
3-5	44	55
≥5	28	35

From the above pica, it can be seen that majority of the respondents were in age range of 26-35. This is 62.5% of the total population. They took the majority age range observed. This could imply that, the majority of the media house work forces are at adult age with moderate working experience of five to ten years and above. They are still strong, flexible and energetic social class who can actively perform media activities. This helps the media to cope up with progressive advancement in its goal achievement.

The second considerable largest age range is from 36-45. It covers about 30% of total population. From this figure anyone can understand that, the media house has also senior journalist who can play a leading role, mentorship and training the newly emerging journalists joining the media house.

Youngsters between the ages of 18-25 were 6.5% which is the third figure in this table and the remaining above 46 years, were 1.25%.

Regarding gender distribution, 55% of the sample was male while the remaining 45% were females. A research conducted by Initiative Africa (IA), (2019) showed that, there is a gender imbalance in Ethiopian media landscape. The institute had tried to address the gender balance of almost all electronics media in Ethiopia including FBC. The gender audit survey done by institute had shown that,

“Almost all media houses have very minimum or no commitment towards gender equality issues. This is reflected in their recruitment, allocation of opportunities, assigning women in higher positions and allocation of budget for gender related issues.”

The researcher share this idea probably played a significant role in creating gender inequality in selected media house.

While looking at the position of the respondents, 81.25% of them are reporters and the remaining 18.75% are editors. As mentioned in the methodology part of this study, the researcher considered many amount of journalist with different positions and some editors.

In relation to level of education of the respondent's majority of them had first degree which consists 81.25% of the total population.

The respondents considered in the study were those who have above two years of experience in the media house. The researcher deliberately did that to find reliable data. This means that, all of the respondents had been working with FBC for more the last two years or above. Accordingly, from the above data, the researcher understood that, there is no professional development opportunity in the media house or very limited numbers of opportunities are there. In addition to that, there would be a limited number of employees are scaling up their academic status on their own.

On the other hand, those who have Master's Degree were 17.5 %. This also ensures the above points to be true. Respondents with diploma were about 1.25%. This point also indicates that the media house should plan to upgrade the diploma holder journalist. Because, it is not enough to practice their journalist activities professionally without knowing more about what they are doing.

When we look at the professional qualification of the respondents, 47.5% of total population had studied journalism. Whereas those studied other social science is the second largest number of the population. This is 27.5% and the remaining 25% are those studied language studies. This implies that, majority of the FBC journalists are from none journalism background. When we sum up the social science and language students together, it counts about 52.5% which is more than the total professional journalist.

Although they may update themselves with several short trainings to practice the journalism this may directly or indirectly affect the professional practices of the media. In terms of the respondents work experiences, the largest group is those who had been working with the media house from three years to five years. It counts about 55% of the total respondents followed by those who worked for more than five years that counts 35% of the total respondents. The remaining 10% of the respondents had worked with FBC from two to three years. All of the respondents are within the required work experience range. Generally speaking, as proposed in the research methods the researcher had successfully apply the purposive sampling which enables finding relevant and reliable data about the subject of the study.

4.1.2. DATA FROM QUESTIONER

This part of the study contains 26 questions. These questions are divided in to four major categories and analyzed depending on the research objectives of the study. The researcher preferred to arrange and categorize the questions in to four in order to ease the analyses. All items are scored based on a five-point Likert's scale which ranging from "strongly agree" to "strongly disagree". The researcher classified the items in to four categories depending on the research questions. The first eight items, as indicated in table 2 (questions from 1-7) are classified under News selection and source determination. This is to see whether the FBC is really following the principles of journalism while selecting news story and its sources or not. Secondly, nine items (from 8-16), as indicated in table 3, are grouped and analyzed the level of social responsibility of the selected media house. Another six items (from 17-22), as shown in table 4, are classified under the objective reporting and impartiality of the media. The remaining 4 items (from 23-26) is grouped under autonomy and independency of the workers at FBC. All the items are arranged according to their category.

Table 4.2. News selection and source determination

No	Item	Strongly agree		Agree		Neutral		Disagree		Strongly disagree	
		N.	%	N.	%	N.	%	N.	%	N.	%
1	The criteria often used in FBC story selection is the professional news value judgment.	30	37	35	34	13	16.25	1	1.25	1	1.25
2	FBC uses reliable sources	33	41.25	32	40	11	13.75	4	5	-	0
3	News sources are selected based on their area of experiences.	28	35	39	48.75	10	12.5	3	3.75	-	0
4	FBC news reporting respect the rule of accuracy	25	31.25	40	50	10	12.5	5	6.25	-	0
5	FBC news story does not determined by the editorial board of the media house	11	13.75	17	21.25	15	18.75	27	33.75	10	12.5
6	The direction comes from the government to determine news and select source of news	15	18.75	30	37.5	15	18.75	14	17.5	6	7.5
7	FBC always use credible news sources.	34	42.5	31	38.75	13	16.25	2	2.5	-	0
	Average score and Percentages of Responses	25.14	31.4	32	36.61	12.4	15.5	8	10	5.7	3

As clearly put in above table 2, the respondents were asked to respond to the items listed from 1-7. The main aim of the items was to know whether the FBC is really following the principles of journalism while selecting news story and determine its sources. From the above table 31.4% and 36.61% of the respondents agreed that FBC practices professional journalism in selecting news story and its source. The sum of the agreed response is 68.01%; whereas 13% of the respondents disagreed. From this point, considering some of

the reservations FBC is selecting its news story and determines the sources of news story under the umbrella of journalism professional principles.

Table 4.3. Serving the interest of Public

No	Items	Strongly agree		Agree		Neutral		Disagree		Strongly disagree	
		N.	%	N.	%	N.	%	N.	%	N.	%
8	FBC's top priority is serving the public interests	13	16.25	24	30	28	35	11	13.75	4	5
9	The issues raised from the public get due attention and covered accordingly	20	25	34	42.5	10	12.5	13	16.25	3	3.75
10	The recorded public's opinion/comment directly on aired without any interruptions	5	6.25	28	35	24	30	18	22.5	5	6.25
11	FBC sets agenda based on public interest	6	7.5	31	38.75	21	26.25	18	22.5	4	5
12	FBC serves as a forum for exchange of comment and criticism	22	27.5	31	38.75	17	21.25	6	7.5	4	5
13	The sense of accountability to the audience is highly encouraged within the media house.	25	31.25	29	36.25	16	20	6	7.5	4	5
14	FBC is actively working on solving the socio-economic problem of the public.	26	32.5	31	38.75	6	7.5	13	16.25	4	5
15	FBC actively playing the role of check and balance between the government and the general public.	20	25	25	31.25	20	25	10	12.5	5	6.25
16	FBC often listen to public opinion and addresses it on timely manner.	12	15	31	38.75	17	21.25	18	22.5	2	2.5
	Average score and Percentages of Responses	16.6	20.7	29.3	36.7	17.7	22.1	12.6	15.7	3.9	4.9

In the above table the respondents are asked to answer to the questions from 8-16. It is all about serving the interest of the public. This means, the researcher aimed at knowing how the FBC pays an attention to serving the interest of the public and answers the issues raised from the public. From the above presented data 20.7% and 36.7 percent of the respondents agreed that FBC is serving the interest of the public. This means 57.4% of the respondents agreed that the selected media house is serving the interest of general public. Whereas 20.6% percent of the respondents disagreed with the idea that FBC is serving the interest of the public. Accordingly, we can conclude that; FBC is paying due attention to serve the interest of general public.

Table 4.4. Objectivity and Impartiality

No.	Item	Strongly agree		Agree		Neutral		Disagree		Strongly disagree	
		N.	%	N.	%	N.	%	N.	%	N.	%
17	News stories in FBC are reported objectively	25	31.25	30	37.5	18	22.5	5	6.25	2	2.5
18	FBC doesn't subjectively report news	3	3.75	32	40	27	33.75	10	12.5	8	10
19	Journalist are impartial while reporting	15	18.75	35	43.75	15	18.75	10	12.5	5	6.25
20	Editors are impartial while editing news copy/programs	17	21.25	35	43.75	8	10	15	18.75	5	6.25
21	Facts are covered in FBC news reporting accordingly.	18	22.5	35	43.75	18	22.5	6	7.5	3	3.75
22	There is no conflict of interest in the media house that affects the reporter's journalistic activities.	5	6.25	30	37.5	30	37.5	10	12.5	5	6.25
	Average score and Percentages of Responses	13.8	17.3	32.8	41.04	19.3	24.2	9.3	11.7	4.7	5.8

As indicated in the table above, respondents are requested to answer the questions from 17-22. The main aim of these questions is to know how the selected media is exercising objectivity and impartiality. From the above table 17.3% and 41.04% (58.34%) of the respondents agreed that the news reporting and story coverage in FBC is objective and balance. 17.5% of the respondents on the other hand are not supporting the idea of objectivity and balance in the FBC journalism practices. For the majority of the respondents agreed with the issues of FBC objectivity and balance, the researcher can conclude that the journalism practice in FBC is objective and balance.

Table 4.5. Autonomy and independency

No.	Item	Strongly agree		Agree		Neutral		Disagree		Strongly disagree	
		N.	%	N.	%	N.	%	N.	%	N.	%
23	There are no conditions under which journalists in FBC are forced to broadcast news stories regardless of their professional decisions.	8	10	32	40	27	33.75	10	12.5	3	3.75
24	Journalists often plan for their journalism activities and cover as per their planning.	30	37.5	35	43.75	8	10	2	2.5	5	6.25
25	The FBC journalists are free of any political, corporate, and any external influence.	10	12.5	13	16.25	22	27.5	25	31.25	10	12.5
26	There are no imposed pressures on journalist that affect their professional decisions.	10	12.5	16	20	20	25	24	30	10	12.5
	Average score and Percentages of Responses	14.5	18.13	24	30	19.3	24.1	15.3	19.1	7	8.8

According to the above table 5, the respondents were asked to respond to the items listed from number 23 to 26. This was to identify whether FBC reporters and editors were independents and autonomous while practicing the journalism. Accordingly, the above presented data indicated that 18.13% and 30 % totally 48.13% of the respondents agreed that there is a sense of independency in the selected media house, whereas 27.9% of the respondents disagreed. For the majority of the respondents agreed with practice of independency in the FBC, someone can conclude that there is a state of being free from any external pressure while exercising the journalism in the media house.

4.2. Data from in-depth interview

This part of the study mainly focuses on providing additional responses to the questions that got no chance under the quantitative data collected for the study. As the researcher clearly put under the chapter three of the study, the semi-structured questionnaires were prepared and an interview was conducted with some of the reporters and editors of the selected media. Despite the researchers plan many of the selected media journalist were very tight and busy with reporting from the field. After many challenges the researcher found about four reporters and three editors to conduct an interview with them for qualitative data collection. These interviewees were selected purposely depending on their duration of work experiences in the media house. For the sake of ethical issues, the researcher represents pseudo names in place of the interviewee's names.

From the above discussed quantitative data, the researcher found that there are some gaps within the media house in terms of practicing the professional journalism. After knowing that there are some observed gaps, the researcher strived to find out the perceptions of the selected respondents about journalism practices of their media house and how they are applying in their routine activities. The factors affecting the professional practices of the media house, the challenges journalists and editors are facing while trying to implement the principles of journalism in their daily activities are also part of the qualitative data collection points the researcher had highly focused on. These points had discussed separately.

4.2.1. Journalism professional practices in FBC

Any profession has its own standard and protocol. All practitioners with certain professions practice their activities in line with quality standard that profession demands. As we had seen in the chapter two of the study Udomisor (2015) put journalism as a discipline of collecting, analyzing, verifying, and presenting news regarding current events, trends, issues and peoples. Rudin & Ibbotson, (2002) also state this process as selection and presentation of human interest stories that affect the life of the audience on one way or another. This implies that the role of journalism practices in any media is to positively affect the life of the audience and adds some values from different perspectives. From this point of view, FBC has some quality according to the respondents. One of the respondents said,

“Yes, there is a trial of implementing the principles of journalism into practice in our media house. Most recently, the media house mainly focuses on employing trained and skilled professional who know basic journalism principle. After they joined the organization, several training will be provided to enhance the employee’s capacity and understanding about the media house editorial policy and overall bureaucracy.”

As we have tried to see in the demographical information of the respondents particularly under the column of profession, 47.5% of total population had studied journalism which means, the majority of the respondents have the journalism background. Although the majority of the journalist working at the media house are trained at different level of education, the information still show that still there are a large number of employees are performing the journalism practice in the selected media house.

The other respondents explain the journalism professional practice in FBC as,

“The regular morning meetings on which the news and program post broadcasting evaluation take place is a good practice. Each and every produced program and news criticized under the umbrella of journalism professional practice. The objectivities, balance, accuracy, fairness and some other principles are used to evaluate the contents. As we do the post broadcast evaluations, we also discuss subjects to be

covered in the future. I think this is a good practice that helps to exercise good journalism.”

This respondent on the other hand, sees the professional practice of journalism in Fana Broadcasting Corporate from planning and evaluating the regular journalism activities of the reporters and editors in the selected media. The reporters and editors meet at the regular briefing session on which they debate, and discuss the issues to be covered.

While answering to the questions about the process of news story coverage, one of the respondents put this ways;

“As a reporter we are trying to follow journalism ethics and principles to cover news story according to their subject matters. The process of planning, interviewing, script writing and presentation are all the responsibility of the reporter. Before conducting the interview, the reporter talks to the editor and the editor comment and suggest all points that support the story idea. Finally reporter starts the process of interviewing and covering the news story. This is what we are exercising in our media house, but some political and hard national issues need editorial decision and permission.”

The above point states that, there is the practice of journalism in which the reporter independently plan, interview and uncover news stories. Reporters and editors discuss about the subject matter before the reporter proceeds to production. The editors are also playing the role of providing constructive comments that enables the reporters to view the story from different perspectives. Although the reporters are allowed to practice their independency in some issues; the hard political issues are out of their state of decision. The above respondent clearly put that, the editorial team decide the issues of politics to be covered. They need to allow and permit the journalist to cover it.

4.2.2. Factor affecting journalism practice

The global journalism professional practices face different factors that affect smooth flow of journalism activities. As we had seen in the chapter two of this study, scholars have identified these factors as like finance, airtime/space, bureaucracy, ownership. These factors affect the professional journalism practices in several media organizations. Accordingly; as the researcher tried to find out the factors affecting the journalism

practices of media personnel currently working with Fana Broadcasting corporate. To dig out the factors, the researcher preferred qualitative questionnaires. This was to enable the respondents widely state the factors affecting their regular journalism activities. Regarding this issues the answer of one of the respondents had directly quoted as follow:

“Direction which comes from governmental bodies, political view of the management team, and the editorial policies of the organization are the factors affecting the media journalism professional practices of the reporter working with this media house.”

As of the above idea forwarded from the respondents, the journalists currently working with FBC are under pressure of several factors that affect their ethical media practices. Scholars put that, the media and journalists should be free of outside political, corporate, and other influence, since they may threaten editorial independence Vesna et al. (2016). Unlike this principle of journalism that provide the independency privilege for media practitioner, there is external bodies who take part in designing and suggesting the issues to be covered within the media organization. The respondent stated these external bodies as government officials, political and personal view of management team and the editorial policy of the organization. The other respondent explained the way these factors affect their professional practices while implementing the principles of journalism into their daily activities.

“The principle of journalism allows journalists to perform their job independently. This means, journalists can cover the issues they believed that will address the public question. Unlike this, the interest of certain groups and individuals are being observed in some news and programs broadcasted by our media”

This is directly means, at some points there are some occasions in which the ethical consideration of journalism affected in FBC by individual and certain groups. As we had tried to see in the chapter two of this study, the media practitioners and media house should be objective while covering subject matters they decide to disclose. Objectivity has to do with the state of being just, unbiased and uninfluenced by emotions or personal prejudices in judgment based on plain, observed facts (Ezedike, 2019). It is the opposite of subjectivity – that is, opinions that are formed based on personal feelings, biases and experiences, as opposed to general observation and reasoning. The journalist is expected

to keep himself/herself out of the report by not injecting his/her emotions, personal opinions and biases into the news report (Okoye, 2007, p.152).

But according to this respondent, there is a time in which the media covers the opinion than facts by limiting the privileges covering of the truth of the journalists working in the media house. This may affect their confidence, independence and self-esteem to practice the ethical principles of the journalism professionally.

“Sometime when the direction came from the editorial board of the media house (indirectly from the ruling party), the journalist have passive role in covering the reality. Rather we tried to form or produce the message the boards intended to deliver. This interrupts our professional practices. If the journalist disobey the direction and cover the reality observed on the ground, the news/program will be canceled. Even some punishment actions against the journalist will be take place.”

As per the above respondents pointed out, discipline action against the journalists who cover the reality than obeying the direction given from above will be taken to punish the doer. This may create a sense of fear among the rest journalists who will try to go on their way to cover the reality than listening to misleading direction coming from higher officials.

4.2.3. Challenges of journalism practices

As of Deborah (2003), unlike a propagandist or a gossip, the journalist sorts through the information available and determines how much of it is valuable and reliable before passing it on to the public. News stories, whether hard news or features, must be accurate. Journalists not only collect the information they need to tell the story, they have to verify the information before they can use it.

This implies journalists are the professionals who are doing the routine activities of journalism from idea developments, fining an angle for the news story, interviewing, organizing, editing, up to on airing. While doing these all activities there are a lot of challenges that the journalist of selected media house are facing right now. One of the respondents clearly put that:

“Sometimes, when we are covering the hard issues like questions raised from the public, the responsible officials are not willing to answer it. Many of them generate several reasons not to answer the questions. They act like they are very busy with numerous office obligations and try to postpone an interview schedules. Not only this, the journalists also count a lot of reasons to uncover the hard public issues. One of the reasons is political accountability; we afraid of the risk behind covering those issues.”

This respondent indicated that, sometimes, officials from government body are not willing to answer public questions that the media practitioners collect from the people. The journalists themselves are also under a sort of self-censorship in which they feel afraid of covering the issues with accountability.

This respondent also specified the challenging programs that mainly focused on solving many types of problems related to the life of the people.

“For example, if we see the radio programs like, ‘Hizb men yelal, tegoasz nekash, mogachoch, guday ladebaby;’ they are mostly focus on the public complain about infrastructure, economic, social, good governance and political problems that directly or indirectly affect their life. For these particular programs are envisioned to investigate these subject matters, the journalist would force to challenge the responsible officials to answer the questions raised from the society. Although they are responsible to answer all the questions, a number of government officials refuse to conduct an interview with the journalist covering the issues. This is a single example I am telling you. But there are several challenges too.”

From this point of view the respondents put the challenges they are facing with government officials while trying to balance the information they have collected from the public. The above stated radio programs are related to the public complains about several socio-economic and political issues that affect public directly or indirectly. For any public related issues, all responsible officials have to respond properly. But what has been said is the reciprocal.

The other challenges the researcher found out is that the issues related to materials and assignment overload. The other respondents put this as:

“We are facing several challenges. For instances, we are working under many job overload that affect our program quality. The reporters are strongly facing several challenges to meet deadline due to these reasons. But we are trying our best to address news timely. Some of our programs are sponsored. So, in the time sponsored program we are working the public relation jobs than journalism. While running to fill the business gaps of the organization, the media sometimes ignore the public concerns.”

As of Lynette (2002) the news to be found should fulfill the news value element. One of these elements is timeliness which refers to the freshness and timely information provided for the target audience. The timeliness of the news story directly goes with the meeting deadline. Unless the journalist collects the information within a set time frame work and deliver as per his/her plan the freshness of the story will be at risk. This also implies the act of being late by itself can affect the professionalism of the journalism activities. As per this idea of the scholar, the activities of professional practices undergoing within the selected media house is at risk.

In addition to that, since the media is private limited company and profit making organization it is also running to cover the business need of the organization. The above respondent tip that; sometimes the media house put the public issues a side and run with satisfying its sponsors' need and interest. This is very dangerous for media practitioners. It can bound their sight and plan to address the issues of public interest.

4.2.4. Observed gaps

While the researcher has go deep into the study, there were several gaps observed within the journalism practice of selected media house. One of the respondents indicates that:

“Our journalism activities are somehow professional. But to farther advance it, there is no consistent training and capacity building provided by our media. For instance, there are a lot of journalists with no journalism background who came from social studies. So, they need an exhaustive capacity building to perform their regular journalism activities properly.”

As we had observed in the demographic information of the respondents, there are a number of reporters with no journalism qualification. About 22.5 percent of the

respondents were neither journalism nor language studies. This implied that, they have no any journalism related course. This is very dangerous for the media to practice the principle of journalism. In addition to this the other respondent also put the other gaps like:

“The material gaps also observed in our media. The media run with its business making than observing the gaps and fulfilling it. For instance, camera, recorder, computer, and some other advanced editing materials are among the material shortage we are suffering.”

Beyond the lack of continues training, shortage of resource and materials also the gaps observed within the media organization. This also affects the freedom of the producer to produce quality and standard program.

“The bureaucratic arrangement of the administration is also another problem. You know most of the management personal has no idea about journalism field work. So they worry about logistic, finance, and the appearance of media practitioners at office. So, when we go for field, we mainly worry about the small amount of money we have at hand than the primary objective of news story collection. This is one of the attitudinal gaps I think should improve.”

As we had seen in the review of related literature part of the study, most of the time media lacks abundant amount of money to freely produce and broadcast as much possible as they can. Journalism is still a relatively expensive, labor-intensive, operation (Rudin, R. & T. Ibbotson, and 2002). This scholar’s also agreed that bureaucratic arrangement can affect the quality production of media output.

Accordingly, the above respondent also clearly put how the administration system of FBC is affecting their journalistic regular activities.

4.3. DISCUSSION

4.3.1. FBC Journalism professional practices

As we have seen in the review of related literature part of the study, journalism involves the sifting and editing of information, comments and events into a meaningful form that is recognizably add values into the life of society. It is about selection and presentation of human interest stories that affect the life of the audience on one way or another. Above all, perhaps, it is about the assessment of the validity, truthfulness or representativeness of actions or events (Rudin & Ibbotson, 2002). This implies anyone needs to know the professional guidelines of story to select, collect, organize, edit and disseminate.

It is impossible to practice journalism professionally in media house without any know how about the journalism. From the above point of Rudin & Ibbotson we can conclude that, journalist should train, understand and practice journalism.

As of this point, the data collected indicate that FBC is practicing professional journalism. For instance the data from questioner showed that, about 47% of the respondents are from journalism and communication background. It's the majority of the respondents. In terms of news selection and its source determinations, the majority of the respondents indicated that, there is a practice of professionally selecting news story and determining its sources in FBC. As of Lynette (2002) the news to be found should fulfill the news value element. The reporter should consider those news value elements to evaluate the newsworthiness of the story he/she is planning to find. Accordingly, 71.43% of the respondents agreed that the selected media house news selection and source determination is professional.

In addition to that; under in-depth interview the respondents put that the media house is practicing the professional journalism while implementing news gathering and reporting. Concerning this issue, one of the respondents stated that, the media house is recently paying due attention to employing trained journalists in recruitment process. This idea supports the data collected from demographic information that showed the majority of the FBC staffs are trained journalists. Therefore, concerning professional journalism implementations, the media house is at its good level. However, for there are a

respondents reserved from providing yes response to the question about the FBC journalism professional practices, it shows there is some gaps to improved. Hope the media house will pay due attention to identify, work on it and improve the concern of those staffs.

4.3.2. Employments of principles of journalism at FBC

4.3.2.1. Objectivity and impartiality

As we have seen in the review of related literature part of this study, objectivity has to do with the state of being just, unbiased and uninfluenced by emotions or personal prejudices in judgment based on plain, observed facts (Ezedike, 2019). It is the opposite of subjectivity – that is, opinions that are formed based on personal feelings, biases and experiences, as opposed to general observation and reasoning. The journalist is expected to keep himself/herself out of the report by not injecting his/her emotions, personal opinions and biases into the news report (Okoye, 2007, p.152).

Scholars agree that, journalists like all individuals in society, have a right to their own privately held convictions, views, and opinions. But they need to set them aside when performing their journalistic duties, as the public deserves fact-based reporting and information backed analyses (Vesna et al., 2016).

As of this idea, the journalists have their own point of views about each and every subject they are covering with news. They may reflect their stands off the record, within their peer group, families, friends, staffs, and the like. But while covering certain news reporting about a sort of subject matters, they should not allowed going beyond the limited boundary of journalistic principles that enable them disobeying impartiality.

Concerning the issue of objectivity and impartiality, the respondents had responded to the questions from (17-22 in the table 4). The collected data also arranged in the table 6 above. As put in the table, the majority of the respondents (41.04%) agreed that, the journalism activities of the media house are objective and impartial. 17.3% of the respondents had strongly agreed with the issue of objectivity and impartiality of FBC too. This directly indicates that, about 58.34 % of the respondents agreed with the issues of

objective and impartial reporting of news and program coverage in FBC. On the other hand, 17.53% of the respondents had disagreed that FBC is impartial and objective while practicing journalism. 24.2% remain neutral while responding to the questions presented to evaluate the objectivity and impartiality of the media house.

From the above figures, the majority of the respondents' responses indicate that FBC is practicing the professional journalism in terms of objectivity and impartiality. However, this doesn't mean that, the media house is fully employing the principle objectivity and impartiality. For 17.5 3 % of the respondents are still deny that FBC is impartial and objective, there is a gap to be identified and worked effectively to improve the short coming.

4.3.2.2. Serving public interest

Scholars clearly put that; media should answer to their audience and the general public, and not serve the owners, publishers, the government, or any private interests. The media should serve the public interest with an overarching objective: to contribute to the development of the individual and the strengthening of the community (Vesna et al., 2016). This means that, there should not be any interest that of individual, or group that over shade the public interest in the media house.

Regarding the issues of serving the interest of the public in the FBC, questions of different content (questions from item 8-16 of table 3) were distributed to respondents and arranged under serving the interest of the public as put in the above table 6.

As indicated in the above mentioned table, majority of the respondents (about 36.7%) agreed that FBC serving the public interest while practicing the journalism. In addition to this, 20.7% strongly agreed with the idea that FBC is working toward serving the interest of the publics. That means, 57.4% of the respondents agreed with the idea that FBC is serving the public interest. This showed that, majority of the issues covered by the selected media values the interest of general public that it is serving. On the other hand, there are also respondents who disagree with the professional practice of FBC from serving the interest of the public point of view. About 20.6 % of the respondents disagreed that FBC is not considering the issue of public while practicing journalism.

From this we can understand that, though the media house is paying due attention to several public issues at large; there is still some considerable gaps the FBC should focus on resolves. The remaining 22.08% of the respondents neutrally respond to the questions. Regarding the issue of serving the public, they have no any say about agreeing or disagreeing of the items provided in the questioner lists.

4.3.2.3. Autonomy and independency

We have seen in the chapter two of the study, the media and journalists, editors-in-chief, editors, and all other professionals involved in the information process should be free and independent of outside interests and the arrangements of the media with various subjects that might threaten journalistic integrity. Reputation and credibility are directly related to integrity and independence. But this does not imply limiting journalist' convictions, beliefs, or interests when they are not performing their professional duties. Nevertheless, their outside interests should not stand in conflict with journalistic integrity and media transparency (Vesna et al., 2016).

Regarding the issue of Autonomy independency, the respondents have responded to the questions (from 23-26 in the table 5). The collected data also arranged in the table 6 above. As put in the table, the majority of the respondents (30%) agreed that, the journalists of the media house are independently practicing their professional activities. 18.13% of the respondents had strongly agreed with the issue professional indecency of FBC journalists too. This means, about 48.13% of the respondents agreed that, the selected media house is employing the independency of its employees. This implies journalists at FBC are exercising their autonomy without any interference. They plan and implement their journalistic activities on their own.

On the other hand 27.81 % of the respondents had disagreed that FBC journalists are not practicing their independency. This indicated that their professional autonomous is not as any respected as required. Whereas about 24.1% of the respondents remain neutral while responding to the questions presented to evaluate the autonomy and independency principle of journalism in the media house.

4.3.3. Factors affecting professional practices of journalism in FBC

As we had seen in the chapter two of the study, there are a lot of factors that affect the media professional journalism practices. Rudin, R. & T. Ibbotson, and (2002, p. 47) agreed that, the influence of owner, finance, time/deadline, technology, bureaucracy and routine working environments are among the major factors affecting the professional journalism practice of media practitioners.

Accordingly, as the researcher tried to identify the factors affecting the selected media house journalism practices the respondents had mentioned some of the factors affecting their daily journalism practices. From the questioner the researcher found that, there are a number of journalists from language and any social science background. Although the majority of the staffs are journalists, this indicates that some of them are still amateurs. So this will affect the media house professional practices.

On the other hand, the interviewed respondents clearly put sometimes, they are under the influence of higher government officials, the higher management team of the media house and some the editorial frame are among the factors they are influenced by. This shows that a direction came from government's officials to cover news story from their particular perspectives. The high level media house's managers also push the journalists to accept and put the declared command in to practice. There are the occasions in which the journalist got fired or punished under refusing covering the issues of direct command from their editorial board. Although this is not a frequent direction, it strictly contradicts the principle of independency of the journalists.

4.3.4. Challenges reporters and editors are facing at FBC

In order to practice journalism professionally, journalist are supposed to cross check and verify the news story to balance and ensure the accuracy of the information they broadcast. Deborah (2003), put news stories, whether hard news or features, must be accurate. Journalists not only collect the information they need to tell the story, they have to verify the information before they can use it.

Accordingly, concerning issue verifications the researcher understood that there are challenges the FBC journalists are facing while their journalism activities. Among these

challenges, the refusal of officials to answer the public questions and concern on time, providing timely information and tough deadline are among the major challenges they are facing. The government officials are not okay to freely respond to the public reaction about several development issues. This mostly observed on an investigative radio and television programs the media house designed to uncover the hidden public development concerns.

On the other hand, the bureaucratic administrative arraignments of the organizations, lack of consistent capacity building training and the production material shortages are also other challenges the media practitioners put as encounters they are facing to purely their daily activities professionally.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1. Summary

The main aim of this study is to assess the journalism professional practices in Fana Broadcasting Corporate news story coverage. To support the study several previously conducted researched and scholarly written literature had been reviewed. The literature mainly focused on the principles of journalism and its practices. Moreover, it covered the social responsibility theory that strongly supports the study. In order to conduct the research, mixed research approach (both quantitative and qualitative research approach), were employed. Two instruments of data collections namely questionnaire and interview were used to gather relevant data.

In the first phase quantitative data was analyzed in order to assess the FBC professional practices in terms of employing the principles of journalism. About 80 staff members had taken part in responding to the questionnaire. These were 44 male and 36 female journalists currently working with the media house. The respondents were those who had been working there at least for two years. This is to find concrete and reliable data. In-depth interview was conducted with four reporters and two editors of the media house. After that, the data were systematically organized and interpreted.

Accordingly, the study found out that, more or less FBC is trying to practice the journalism professionally. The media house is also trying to put the principles of journalism in practice. However, it is not as satisfactory as expected in both professional practices and implementations of principles of journalism. This is also due to some identified factors and challenges. Interferences of government officials, editorial management team, cancelation of on airing program produced unlike the interest of officials/editorial board and a sort of punishment followed disobedience are among the factors affecting the professional practices of the FBC. On the other, delayed officials' responses and their refusal to answer questions from the public, work overloads are among the challenges the journalists are facing to balance their reporting. Despite these

all factors and challenges they are trying their best to put the profession in to practice properly.

5.2. Conclusion

In trying to find out Fana broadcasting corporate journalism professional practices, by using mixed type of research design the researcher had gone to his maximum point and come up with some conclusions. As clearly put in the summary, the researcher had intended to address about four research questions.

In terms of practicing professional journalism; FBC is at its good level. The data collected indicate that, the media house is trying its best to professionalize its journalism practices by introducing trained professional into the organizations. The news gathering and reporting system of the organization is as per the profession. This derived from the large number of agreement (68%) about the media professional practices collected data from the respondents.

Many participants also agreed that the media house is serving the interest of the public and pay due attention to the public concerns. By indicating some of investigative reporting mainly focusing on public development issues, the respondents stated that the media house designed to address the public issues to solve public problems. As of 58.34% of the respondents the media house is entertaining the public concerns.

The principles of journalism are also utilized in the media news reporting process. Although it is varies based on the types of principles, the media is trying to apply the principles of journalism in its news gathering and reporting. Among the tested principle of journalism in the media house, implementation of objectivity and impartiality is also at its 57.4%. This shows there is a good progress in the media house in terms of impartially and objectively addressing its media activities. Although it is the largest figure among the agreed respondents, the issue of independency is still below 50%. This shows, unlike the other principles of journalism being employed in the media house, the issue of independency and autonomy stills another effort to improve.

Under the factors and challenges of the professional journalism in the selected media house, the respondents in in-depth interview put that in some hard issues there are a

number of interference. This supports the below 50% percent data collected from a questionnaire about the autonomy and independency. Therefore, the researcher can conclude that, considering some reservations observed from disagreement responses of the participant the media house employing the principles of journalism. But, the disagreement figure also invaluable and indicate that there are some missing gaps to be improved to purely practice journalism professionally.

5.2. Recommendations

The professional practices of certain media depend on its implementation of principles and ethical conduct of journalism. Media stands for informing, educating and entraining the audience. These all activities should be performed under the shadow of principled of ethical journalism. Within this study, the researcher found out some recognizable good practices of ethical journalism principles that should be encouraged. However, there are certain gaps the media house should consider and fulfill.

- FBC should strengthen more on the ways it select news story and source determinations.
- The media should allow reporters and editors to exercise their independency while covering hard issues and be accountable for the hard and public concern that the journalists had covered.
- As we had seen in the factor affecting media professional practices, in some cases there are a direction come from government that shape the media output in contrary to the media ethics. The media should avoid such command of government and external pressures.
- The media should not only focus on its business making and project program sponsored by government sectors but also pay attention to the mass audience concerns/public issues.
- The media should once again recheck the overall administrative structure and system to create good working environment for media practitioners.
- The media house should continue employing trained man power and continuously develop the capacity of its journalist and update their careers.

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Appendix 1

ADDIS ABABA UNIVERSITY

GRADUATE SCHOOL OF

JOURNALISM AND COMMUNICATION

Research questionnaire

Dear journalist/Editor

I am here conducting a survey of professional practices of journalists which targets at journalists who are working in Fana Broadcasting Corporate. You are among the selected journalists to fill and to scale this questionnaire based on the sampling design procedure. The data you provide is exclusively used for a master thesis. I assure that your responses will be kept anonymous and only the researcher will have access. Therefore, please feel free to provide your genuine response to each and every question provided. Only you are genuine in your responses that can yield a meaningful research output.

Please,

1. Do not write your name
2. Respond to all of the questions

I appreciate your kind cooperation and I thank you for completing the questionnaire

Part 1. Demographic Questions

1. What is gender?
 - a. Male
 - b. Female
2. What is your age:
 - a. ≤ 25
 - b. 26-30
 - c. 31-40
 - d. ≥ 40
3. What is your level of education?
 - a. College diploma
 - b. BA degree
 - c. MA degree
 - d. PHD
4. What is your year of experience?
 - a. 0-2,
 - b. 3-5,
 - c. more than 5
5. What is your profession?
 - a. Journalism and Communication
 - b. Language and language studies
 - c. Other field. (.....)
6. What is your marital status?
 - a. Married
 - b. Unmarried

Please, use the following scale to indicate the extent of your agreement or disagreement with the statements.

Strongly agree, Agree, Neutral, Disagree, Strongly disagree

No.	Items	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
A	News selection and source determination					
1	The criteria often used in FBC story selection is the professional news value judgment.					
2	FBC uses multiple reliable sources to verify news story					
3	News sources are selected based on journalistic expertise and area of experiences.					
4	FBC news reporting respect the rule of accuracy					
5	FBC news story does not determined by the editorial board of the media house special interest and the direction given by government.					
6	FBC always use credible news sources.					
B	Serving public interest					
7	FBC is really serving the interest of the people than anything else					
8	The issues raised from the people get due attention and covered accordingly					
9	The recorded public's opinion/comment directly on aired without any interruptions					
10	The agenda set based on public basic interest					
11	FBC serves as a forum for exchange of comment and criticism					
12	The sense of accountability to the audience is highly encouraged within the media house.					

13	FBC is really working on solving the socio-economic problem of the public.					
14	FBC is really playing the role of check and balance between the government and the general public.					
15	FBC is following the heart of the public in the course of time and working towards answering the questions rising from the public.					
C	Objectivity and Impartiality					
16	News stories in FBC are reported objectively and in a balanced manner?					
17	FBC doesn't subjectively report news					
18	Journalist are impartial while reporting					
19	Editors are impartial while editing news copy/programs					
20	Facts are covered in FBC news accordingly.					
21	FBC shares fair air time for all sources, individuals, and organizations					
22	There is no conflict of interest in the media house that affects the reporter's journalistic activities.					
D	Autonomous/Independency					
23	There are no conditions under which journalists in FBC are forced to broadcast news stories regardless of their professional decisions.					
24	Journalists often plan for their activities and cover as per their planning.					
25	The FBC journalists are free of any political, corporate, and any external influence.					
26	There are no imposed pressures on journalist that affect their professional decisions.					

Part 2. Interview

Interview Questions for reporters

1. Who are the most source of your news story and why do you select them?
Public/government officials/PR
2. How do you describe the implementations of ethical principles of journalism in your media house?
3. What are the factors affecting the reporter's independence and how they affect them?
4. What are the challenges facing you while decision making in news story gathering and broadcasting?
5. What is the root causes of unprofessional reporting in your media house?
6. What are the factors affecting the role of editing in FBC? List and explain them.(Editors)
7. Are there conditions under which certain news stories are prevented from being broadcasted? If yes, under what circumstances and what types of news story?
8. Do you have professional and smooth relation with your editors?

Interview Questions for Editors

1. Do you think there are journalism professional practices in your media house?
Yes/No/
2. Who are the most source of your news story and why do you select them?

General Public/PR/Government officials/
3. How do you describe the ethical practices of journalism in your media house? Do you think facts are covered accordingly?
4. Do you think FBC is providing objective and balanced reporting? Please explain
5. What are the root causes of impartiality and unfair reporting in your media house?
6. What are the factors affecting the professional practices of editors in FBC? Please clearly list and explain them.
7. Are there conditions under which certain news stories are prevented from being broadcasted? If yes, what types of news story and under what circumstances?
8. What are the challenges you are facing while trying to act professionally?