

Addis Ababa University School of Journalism and
Communication



Assessment on Media coverage of football violence in
Ethiopian premier league; focus on Addis Television

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This is to certify that the thesis prepared by Anteneh Sisay, entitled, “**Media coverage of football violence in Ethiopian premier league focus on Addis Television**” and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and notes the accepted standards with respect to originality and quality. Signed by the Examining Committee:

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Abstract

The purpose of this study was to evaluate how Addis Television covers Ethiopian premier football violence news stories. The researcher observe football violence is a hazardous problem and become a complicated issue on Ethiopian premier league for the last three and four years. Moreover football violence was continuously boosted year to year and one serious agenda to the society. Media has a great role in the public view of football violence to minimize or exaggerate. These studies focus on how the selected media covers football violence and researcher tries to find the problems and challenges that hinder the journalist. To conduct this research Qualitative method has been employed in order to address the problem. The researcher uses content of Addis Television football violence news stories and in-depth interview as methods of collecting data. The findings of the study indicate that Addis Television football violence news stories mostly lack critically analyzed. And also news presentation was unbalanced and one-sided stories that ignored the opinions of expertise. On the other hand Lacks of information is the main challenge to report football violence news.

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Chapter One

Introduction

1.1 Background of the study

Football is a national and most watched sport of the planet. It is estimated that more than half of the global population consider themselves association football followers. And the media coverage of football has good effects. Television has changed football from a Saturday game to an everyday event (ukslosh 2015).

In today's world football has been acknowledged as the most influential engagement tool for social political and economic issue. Most people in the world have attempting to use sport in peace building and conflict resolution. Sports have been a subject of debate for over a long period of time and are mostly seen as an activity linked with rivalry among countries. Football in its universality issued as an international language that has that offers an entry point for peacemaking which can sometimes be lacking in certain situations. Its ability to cross boundaries and cultures makes it be enabled to be used in sports programs to bring together people of social and ethnic divides. The possibility of football as an equilibrium in endeavors to build a bridge toward peace building and conflict resolution are yet untracked

Researcher repeatedly express football related violence or fans violence are worldwide. But certain key questions are insufficiently explored. Scholars from a range of academic disciplines have studied (coakley and Atyeo, 1979) the relationship between sport and violence in the social scientific debate, labels such as sport violence and football related violence are often used as umbrella terms to

refer to various types of violence in sports context. Particularly football violence is a very broad term and its own cause.

The first officially recognized version of an Ethiopian football league was established in 1944. Originally five teams representing the various communities of Addis Ababa and The British Military Mission in Ethiopia contested for the title which was won by the British Military Mission. The Ethiopian Cup was added the following year and has been contested regularly since except for some gap years.

The Ethiopian Premier League is the top association football division in Ethiopia, regulated by the Ethiopian Football Federation; it was established in 1997. Contested by sixteen clubs. Connected with premier league media has reporting each incident in the game including football violence. Especially before five- and six-year football violence is highly increased. And football related violence is seen as the other side of Ethiopian politics. The current Ethiopian politics may cause football violence and over the past few year multitudes of incidents happen in premier league game, and have attracted media attention. But the coverage from each news outlet is different. As Ethiopian football federation yearly report, last year premier league game was post pond thirteen time because of football violence. Over the past few years, several incidents involving football violence have attracted media attention. But the coverage of each news medium is different from one to the other. Football violence periodically generates widespread political and public anxiety in many of Ethiopian city. For example, the government invested 2.2 billion birr for Ethiopian football league in 2011 competition year, Addis Ababa football federation league research (2010) but football violence is still predominantly a terrible issue.

Most Ethiopian media have also been criticized for political approach for the coverage of premier league games. Researchers in our country have identified problem relating to media coverage of football violence is complex behavior of fans.

As the researcher clearly state the above different football fans comes to the stadium from different area, so ethnically diverse football fans interpret media reports on its interest. There is two related research work on football violence in Ethiopia, but the research is only focus on management issue rather communication. So, the researcher tries to assess and evaluate media coverage of the current hot issue in case of Addis Television.

1.2 Statement of the problem

Football violence has become a complex issue on Ethiopian premier league. Especially the last three and four years in every premier league game there is a difficult violence. The researcher observes football violence is continuously increased year to year. As Ethiopian football federation report (2010) several premier league games has postponed due to football violence. Football fans go to soccer game to enjoy and watch player's talent and skills but football violence in the stadium made a lot of destruction and loses of materials (alexander cardenas 2012). Beyond material damage so many football supporters wounded, disabled and even died. For this reason, most football fans are not interested to watch the game safely. In some case beyond martial damage the death of football fans has increased.

The way medias reporting football violence has quite difference. Media report is professionally to be objective but the media institution itself or the journalist has an opinion. Herbert (2001: 86) stated journalism should be balance, fair and objective.

Journalists should have also always answer ethical and professional questions by good journalism practices. Even the style of presentation is widely different and become biased.

Sport journalists confront different challenge from different directions. Kurt Weis (1982) explained Sport Journalist assumes that other journalist (especially political journalist) rank them on the bottom range of the editorial status ladder. These assumptions, impacts on quality of reporting football violence in general. Now a day sport channels increased highly and football coverage increased its airtime in the few years, especially television viewers are needed to see quality reporting on football related violence. There are several problems while reporting football violence in Ethiopian premier league. The first problem is that lacks of in-depth reporting on Ethiopian premier league football violence news and selective coverage of Ethiopian premier league football games creates a bad influence on the media.

The second gap is show bias on football violence news and does not follow the ethics of the profession. It is unknown why; the problems created in the stadium are not exactly pleasing to the viewer. And visible difference between the imagery that is interpreted and expressed in the narratives. There's also using an old video to the latest football violence news story. The third problems the researcher notice are that all sport reporters and editors have not equal knowledge towards football violence issue.

The study of common framings used and presentation of football violence news stories. The paper would fill the gap by addressing how the Addis Television is covering Ethiopian premier league football violence news stories find media's role in determining public interest toward football fair play. Media's social responsibility and their ethical issues of reporting will be seen and analyze in terms

of Addis Television football violence news reporting and coverage. And the researcher tries to investigate how media practitioners address or provide updated information to the public. This research therefore will try to assess how Addis Television journalists on practices of football violence reporting through content analysis and in-depth interview.

Therefore this research attempts to address the following questions:

1. What are the challenges associated with Addis Television Ethiopian premier league football violence reporting?
2. What kind of framings does Addis Television use in its Ethiopian premier league football violence news report?
3. To what extent do deterring factors orient Addis Television source of news ways of stories composition and presentation styles of football violence news coverage?

1.3 Objectives of the study

1.3.1 General objective

The main objective of the study is to evaluate Addis Television media coverage of football violence in Ethiopian premier league games through content analysis and in-depth interview.

1.3.2 Specific objectives

- 1 Find out the challenges that media practitioners are facing to cover Ethiopian premier league football violence news.

2. Find out framing styles which are mostly used Ethiopian premier league football violence news report.
3. Identify the factors that orient the media's source of news stories, composition of images and depth of the stories and presentation styles based on media social responsibility roles.

1.4 Significance of the study

Media plays a very significant role in the public's view of football violence. We have seen how the media has helped form the modern phenomenon of football violence and how it may directly influence. As you know and everybody knows football violence in Ethiopia is a very complex issue not only the concerned body Ethiopia football federation but also government and the society. The researcher tries to find all the problems and challenges that sport journalists face and indicate the possible solution. And the study will benefit to different stakeholders. The findings of the study provide an insight media may aggravate or minimize football violence and the media institution should use the results of the study how to report football violence to improve their current strategies on the promotion of the popularity of football.

1.5 Delimitation of the study

The study was delimited to only focus on Ethiopian premier league football violence issue in the case of Addis Television. Addis Television give special attention for domestic sport issue particular in football. Ethiopian broadcast director (2008) research revealed that the given media institution is more focused on domestic sport news coverage comparing to other media institution. Therefore, why the researcher select Addis Television.

1.6 Limitation of the study

Though the objective of this research is evaluate Addis Television media coverage of football violence in Ethiopian premier league games through content analysis and in-depth interview. And the study has examined football violence news produced by Addis Television (from January 2019 up to April 2019). However, because of archives system the researcher found it hard to analyze. Some football violence news stories were found only in script format or without video composition.

1.7 Structure of the thesis

The study is organized in to five chapters. The first chapter discusses the background of the study including problem statement, research objectives, and the significance of the study. Chapter two focuses on reviewing football violence and media, related literature including the theoretical frameworks. In chapter three, methodological aspects have been discussed. Chapter four also focuses the data presentation of the study with in-depth research techniques. In the final chapter findings, conclusions and recommendations of the study are discussed

Chapter Two

Literature Review

Sports and the mass media enjoy a very symbiotic relationship in the world, (McChesney, 1989, p. 49). The “very symbiotic relationship” between the media and sports has profoundly affected both participants. And the advertising industry forms an important part of the relationship. Both sports and mass media keep trying to reach people as spectators, fans, and consumers; both actively affect the audience. Sports are integrative and image building elements for individuals, segments of societies, and entire societies. They act as unifying forces and strong factors of socialization, improving the social acceptance of athletes and their fans. Sports can also support social and cultural identities and the construction of national identities

2.1 Sport Reporting

The role of journalists in today's media should not just only *providing* information using descriptive phrases. Journalist's must investigate and report. They need to handle complex stories in the field of journalism. Sport journalists in their professional practice are expected to be objective for the good of the profession. According to Anderson (2001:4), sports reporting evolved rapidly in the years after World War I. The reporters of the 1920's wallowed in jargon, very much ornamented phraseology, and mixed figures. In Anderson's work (2001: 1),

Woodward explains that play-by-play reporting and presentation of statistics characterize sports' reporting in the mid-twentieth century.

However, today's sports reporting in general tries to strike a balance. Anderson (2001: 5) also tries to illustrate that current sports reporting is heading towards an approach that goes beyond bare-bond statistics. The growth of technology in the modern global world has created sports fan that demands access to continuous information. As a result of the proliferation of more media outlets and demanding fans, it is now becoming difficult for reporters to simply report on sports. Shultz (2002:74) underlines that there is a greater need for sports information, which is a result of additional media outlets. This huge interest cannot be satisfied simply by the traditional way of sports reporting. A few studies also show many writers in the sports media still feel the need for a more critical approach in reporting sports. Rich (2003: 366-371) suggested that sports reporters do not craft and write only about games and athletes of different sports.

The construction of sports reporters as fan makes critical, reflective commentary difficult. Cox (2006) in his article about television sports coverage in Canada noted this is a widespread problem in the country. The fear that negative sports reporting will offend a league, player or a team hindered journalists from critical sports reporting. Moreover, sports reporters' perception as a highly partisan spoken people for their chosen sports and teams or athletes carries a question of objectivity. As Campbell (2004: 216) noted, Partisanship or local or national grounds may have some degree of legitimacy in terms of outlets to audience, but the role of sports reporters becomes much more problematic when a sport experiences a period of fundamental crisis or controversy.

2.2 Football Violence

There is no precise definition of the football violence and hooligan behavior at matches. However, distinction should be drawn between spontaneous, relatively isolated incidents of spectator violence and the behavior of socially organized or institutionalized hooligan towards the prevention of violent acts at sports events: Proposal on regional cooperation framework groups (Giulianotti 2001: 141). In environments where attacks on match officials and opposing players present a part of the folklore, the inter-fan group fighting and fighting between fans and the police became the predominant form of spectator disorderliness (Dunning 2004: 136). As a rule, this shift has spread throughout Europe, and it was just a matter of time when it will occur in our region.

2.3 football hooliganism

Football hooliganism periodically generates widespread political and public anxiety in many countries. Despite the efforts made and resources invested over the past decades, football hooliganism is still perceived by politicians, policymakers, media and other actors as a disturbing social problem. Issues such as how to understand or explain hooligan behavior continue to challenge social scientists, while at the same time instant answers and solutions are demanded from wider, non-academic audiences. Football hooliganism has long been viewed as an exclusively ‘English disease’, not only by journalists or the general public but also by academics. The common stereotype of football hooliganism as an exclusively ‘English disease’ no longer prevails. It has been replaced by a belief that, while in Britain football-related violence may be on the decline, hooliganism on the Continent is perhaps more serious and less effectively controlled.

Scholars from a range of academic disciplines have studied Coakley and Atyeo (1979) relationship between sports and violence. ‘sports violence’ and ‘football-related violence’ are often used as umbrella terms to refer to various types of violence in a sports context. These types are heterogeneous and require more precise conceptualization. Regarding the term ‘football related violence’, an analytical distinction can be made between the violent conduct of players (on the pitch) and violence caused by spectators (off the pitch). The two types of football related violence may require different explanations, even though they are intertwined at times (e.g. spectator violence triggered by violence on the pitch). The distinction between player and spectator violence is only a first step towards the conceptualization of football related violence. Spectator violence is also a heterogeneous concept that groups together distinctive types of violent conduct among spectators. Spectator violence should be understood as an inherent feature of the game since modern football has, to varying extents, been associated with spectator violence ever since its early beginnings in nineteenth-century England. Throughout the development of football as a modern sport a certain level of spectator violence, although fluctuating over time, has always been present.

For present purposes, the concept of ‘football hooliganism’ needs to be delineated and defined more precisely. There is no precise definition of ‘football hooliganism’. It lacks legal definition, precise demarcation of membership and is used to cover a variety of actions which take place in directly football related contexts Dunning (2000). For example, the published by the Council of the European Union (2002) groups together a variety of offences under the label football hooliganism, including violence against persons, damage to property, alcohol and drug offences, breach of the peace, theft and ticket touting. Scholars,

such as Fosdick and Marsh (2005: 27-29), tend to acknowledge the problems in defining football hooliganism yet they avoid any attempt to propose a (working) definition of the subject in their own studies. The label ‘football hooliganism’ is thus a construct of the media and politicians rather than a social scientific concept. It is often used in a ‘cover-all’ sense, in which various forms of minor and more serious ‘violence’ are grouped together under the umbrella term ‘football hooliganism’ to refer to football fans who cause ‘damage’ to society.

2.4 Media Framing

Media framing can simply be described as the angle or perspective from which a news story is told. While news is often thought to be objective and value free this is rarely if ever the case. In fact, most news stories are value laden in both their production and content. News is not an exact representation of reality but rather a reconstruction from various angles of a small section of reality. This is not to say journalists necessarily lie or consciously distort the truth, but that journalists by covering stories, using sources from a news angle are constructing reality through a selective process. Moreover, they are constrained both by the work practices, constraints of resources and their relationship to shareholders and managers.

While agenda sets or gate keeping decides what a newspaper or broadcaster covers or does not cover, the frame is the overarching angle of how the various stories are treated once they are covered. Framing, like agenda setting, is an inherently ideological act (whether consciously or not). The frame of a story (or group of stories) will have influence on how that story is investigated and reported, who the journalist chooses to speak to, what questions he or she asks and how information is interpreted and reported.

According to Bruktawit, E. (2008) various issues can influence how frames are created; not least overarching ideologies in societies or what is often considered ‘common sense’. Likewise issues such as the race, class and gender of journalists, editors, owners and **audiences** can influence framing. Finally the production of news or how news is constructed is of importance. News makers often depend on institutional sources such as police, courts and politicians to supply stories which can both influence agenda and how a story is defined.

2.5 Episodic and thematic news frames

News frames refer to the structure of a story and are used by the news media to organize and present information so that it frames the event, the person, the conflict, and the facts. News frames are episodic and when people watch news stories with content and meaning, they are likely to gain insights and perhaps work to solve their own problems or accept consequences of their behavior. According to Dorfman et al (2005), reporters must do a better job to describe the events surrounding individuals so that the context of the issue becomes understandable and visible to the audience. According to Dorfman a thematic story, and, according to the literature, thematic news stories engage viewers with information other than personal stories. Thematic stories give readers background, consequences and other cues that provide context. Iyengar (1991) found that viewers who are exposed to thematic stories understand and relate to the concept and are more likely to show effects from exposure to the frame.

On the other hand, episodic framing, according to Iyengar, depicts concrete events that illustrate issues, while thematic framing presents collective or general evidence. In one study discussed in the Iyengar’s (1991) book, subjects who viewed stories about poverty that featured a concrete event/ issue like the homeless

or unemployed people (episodic framing) were much more likely to blame poverty on individual failings, such as laziness or low education, than were those who instead watched stories about high national rates of unemployment or poverty (thematic framing). Viewers of the thematic frames are more likely to attribute the causes of homeless and unemployment to governmental policies and other factors beyond the victim's control.

Framing theory suggests that the mass media do even more than create saliency. By selecting what to include and what to exclude from a story, the news media frame a story (Iyengar & Kinder, 1987; Pan & Kosicki, 1993); that is, the media limit or define the story's meaning and thereby shape people's interpretation of that story (Hallahan, 1999). Previous literature has identified a handful of frames that occur commonly in the news. Neuman, Just, & Crigler (1992) discussed comprehensively several different types of frames dominantly used in U.S. news coverage: conflict, economic consequences, human impact, and morality. Based on these frames, Semetko and Valkenburg (2000) analyzed five national newspapers and television news stories in the period surrounding the Amsterdam meeting of European heads of state in 1997 and identified five news frames in order of predominance: attribution of responsibility, conflict, economic, human interest, and morality.

❖ Human interest frames this frame “brings a human face or an emotional angle to the presentation of an event, issue, or problem” (Semetko & Valkenburg, 2000, p. 95). In crisis situations, the frame stimulates the psychological pulse of people, which ultimately leads them to a more negative attitude toward the crisis (Padin, 2005, October 12). Cho and Gower (2006) showed that the human interest frame influenced participants' emotional

response, and that it was a significant predictor of blame and responsibility in a transgression crisis.

- ❖ **Conflict frame** the conflict frame is used in such a way as to reflect conflict and disagreement among individuals, groups, or organizations. Neuman et al. (1992) found that conflict was commonly used by U.S. news media. In the Semetko and Valkenburg (2000) study, the conflict frame was the second most common frame, and the more serious the newspaper, the more the conflict frame was in evidence.
- ❖ **Economic frame** this frame reports an event, problem, or issue in terms of the consequences it will have economically on an individual, groups, organizations, or countries. Neuman et al. (1992) identified it as a common frame in the news. The wide impact of an event is an important news value, and economic consequences are often considerable (Graber, 1993).

2.6 Social Construction Theory

Although neither communication nor any specific branch of communication has a “grand theory,” social construction of reality theory provides a basic framework from which many other mass communication theories base their assumptions and research techniques. Without question, it innately subsumes the ideas of socialization by which individuals make sense of the world through various variables, one of which is the mass media. Specifically, three theories can directly be linked to social construction of reality. First, Bandura’s (1977) social learning theory suggests how mass media consumers can learn appropriate societal actions. Second, cultivation theory (Gerbner, 1973) demonstrates how people line their views of the world with those presented in the media. Finally, agenda setting

(McCombs & Shaw, 1972) presents the notion of how the media dictate importance of issues and events to the public. The latter has powerful ramifications for the establishment of a pop culture. These theories draw directly from the assumptions of social construction of reality.

Beyond these, many other mass communication theories seem to branch out from either social construction of reality itself or its ensuing representative theories. Certainly, any theory or act of communication that assumes a message can be created to affect the majority of the public takes a social construction stand (i.e., agreement in meaning across individuals). For example, diffusion of innovations (Rogers & Shoemaker, 1973) and the development of public communication campaigns feel that the media can instill similar values and/or attitudes in people in order to persuade them to change (i.e., the social construction of a need to change).

While not a direct descendent of social construction of reality, the notion of gatekeeping (White, 1950) directly correlates with agenda setting. Gatekeepers determine what content and what information in this content will make it to the public. In other words, gatekeepers set the public agenda or the salience of issues.

The next batch of related theories offer another basic assumption of social construction of reality. In order to have the capability to construct people's reality, the media must have something that the public wants or needs – that requirement is filled by information. McQuail and Windahl (1993) refer to today's world as an "information society" with increased trends toward supply and consumption of information. This concept of the "information society" coupled with social construction of reality leads to the conclusion that if one does not attain media information, he or she does not know reality. This is quite reflective of Ball-Rokeach and DeFleur's (1976) media system dependency theory, which, in this

case, suggests how individuals are dependent on the media to capture reality. Consequently, this line of thinking has implications for knowledge gap research (Tichenor, Donohue, & Olien, 1970), in which some individuals have better means to ascertaining more information (i.e., media information) than others.

The final slew of relevant research point's social construction of reality in a direction to which will become a major concern of this paper that of similar media content, particularly in regard to same media formats/channels or content/subjects. Bagdikian (1985) along with many other allies' reasons why the media are stricken by homogeneity. Basically, he suggests two distinct reason for media content uniformity, which are (a) ownership-based and (b) advertising-based. These two variables add to similar content in that the majority of the U.S. media is owned by large corporations with similar goals and these corporations are competing for the same advertising revenue (Bagdikian, 1985). Throwing Noelle-Neumann's (1974) spiral of silence concept into the equation lends even more support. The spiral of silence suggests that the media isolate "deviant" individuals and views; thereby, (a) producing similar content across media and (b) propelling the dominant view or popular or mainstream culture (i.e., keeping the power from changing or suppressing "radical" viewpoints).

Certainly, social construction of reality and its offspring theories have a direct relationship with research on news, but this is not the only relevant focus. Pop culture is kept in order through social construction of reality in the same manner that news is. Many elements of pop culture are not scrutinized to the degree that the news is with this belief of possible media manipulation.

The Social Construction of Reality is a very basic premise for how and why individuals view the world in a certain manner and what role the media play in

shaping that view. While reality incorporates the notion of having an objective independent existence or occurring in fact, the social construction of reality accepts at its very nature a subjective “experience” with reality either via media coverage or via media dictation.

The concept of Social Construction of Reality targets arguably the most dramatic and fundamental possible effect of the mass media. To suggest that the media actually represent the public’s knowledge of an event or, in some cases, to posit that individuals are unable to distinguish between real and mediated events (Shapiro & Lang, 1991), certainly points to a powerful view of the media’s role. Inevitably, the media even create an entire culture – the pop culture, which contains the tastes of the majority of the public.

At its core, the social construction of reality “theory” suggests an ontological assumption that is at the very nature of human existence. This assumption that humans attempt to make sense out of the world has existed since Greek philosophers debated the meaning of life. In his allegory of “The Cave,” Plato (The Republic, 1958) demonstrated how men chained in a cave attempted to give meaning to the world through observing shadows (i.e., construction of reality). In addition, these men checked their “realities” with other men in their same condition while assigning meaning (i.e., social construction of reality). The difference in today’s society is that the mass media can perform the function of bringing different individuals’ meanings into agreement. In a very simplistic and powerful approach to the social construction of reality, one can posit that individuals know reality as that which the media both show and tell them. Obviously, we do not live in such a world.

2.7 Media’s social responsibility

In mid-20th century most of the developing countries and third world nations have used this social responsibility theory of press which is associated with “the Commission of the Freedom of Press” in United States at 1949. In the book “Four theories of Press” (Siebert, Peterson and Schramm) it’s been stated that “pure libertarianism is antiquated, out dated and obsolete.” That paved way for replacement of Libertarian theory with the Social responsibility theory. Social responsibility theory allows free press without any censorship but at the same time the content of the press should be discussed in public panel and media should accept any obligation from public interference or professional self-regulations or both. The theory lies between both authoritarian theory and libertarian theory because it gives total media freedom in one hand but the external controls in other hand. Here, the press ownership is private. The social responsibility theory moves beyond the simple “Objective” reporting (facts reporting) to “Interpretative” reporting (investigative reporting). The total news is complete facts and truthful but the commission of the freedom press stated that “No longer giving facts truthfully rather than give a necessary analyzed or interpretative report on facts with clear explanations”.

Media professionals were led to not only inform the public about an emergency but also to participate in generating an effective policy response. Journalists are “educators, conduits for relaying information through intergovernmental structures and channels to bring citizens’ concerns to official attention. Responsibility could spread beyond the mere task of informing the citizens about what was happening rather it includes the active involvement of practitioners through different levels of public policy and planning organizations by these media activities are seen as highlighting citizen concerns (Ekblom, 2010). On the other hand, media's social responsibility is all about filtration and provision of selected information with a

sense of responsibility and accountability to the society in providing appropriate information which enables the public to make sound decisions. In general, both the gate keeping and social responsibility role of media is the concern for the content of the information which is supposed to reach to the public. News Organizations and Journalism Norms, Traditions and Trends are among the listed factors which determine the content of Medias.

2.8 Journalists Ethics

Journalists' main goal is to ensure the right of citizens to truthful and important information, which allows them to form adequate impression about social processes, their essence and importance, about the situation in the modern world. The journalist bears responsibility before the society in general, before the law and before the professional association. The social responsibility of the journalist requires that he acts in accordance with his personal ethical standards. The ethics of the trade involve permanent responsibility of the journalist for everything he/she does in the framework of his/her professional obligations, rather than sticking to the rules which were established once and for all.

The present Code shall set a high standard of ethical and professional behavior for people involved in searching, receiving, keeping, distributing and commenting on information in the mass media. The norms of the Code are not obligatory requirements and formulated as moral guidelines or standards against which media employees can compare their professional work. The norms of the journalists Ethics Code cannot be used as the ground for holding media employees criminally,

administratively, disciplinarily or otherwise responsible, except the responsibility in the framework of media self-regulation.

2.9 Football and violence in Ethiopia

Football has a long and interesting history in Ethiopia sources suggest that sport was first introduced in 1916 by foreign people. Starting from that time football has become a much loved and the sport has exercise in school, government office and public arias. After the sport has introduced, the local football club were found in 1928 and the competitiveness of matches involving teams generated widespread interest, especially the youth Asenakch.E (2014).

Football game is one of the most popular team sports worldwide. In Ethiopia, Football is not just a sport; Ethiopians are Football-obsessed nations. However, the phenomenon football violence in stadium by Ethiopian Premier League is taking serious proportions. Violence includes all verbal statements as a verbal rude and offensive which used by players, coaches and football spectators intentionally or against referee or opponents, but in most cases it's observed in football sport by spectators, Wang (2007), Shields (2007). And the acts of violence vary from disruptions outside the stadium, to disturbances during the game that affect it and represent a loss of self-control. The researcher also faced a number of football violence here in Addis Ababa stadium and heard a lot of report from different parts of Ethiopia. Various factors could be noticed at this level like supporters of the team were thrown stones and objects at each other or at the opponents' supporters, player's violence against referee, chaos and panic were extended among the players in two different clubs and to citizens as well.

According to Ethiopian football federation research (2006) the games were being played there after between the area schools and the existing clubs mostly

composed of foreign nationalities of Armenians, Greeks, and Indians and Italians who were playing against themselves. There were no records as to who first introduced soccer in Ethiopia and yet credit was given to these foreign nationals before the Italian invasion of Ethiopia. The geographical exploration of Europeans in search of colony brought many to Ethiopia including of course the French sailors who played against selected players from Addis Ababa and lost 3 to 1 which was then considered to be the first international competition and to the surprise of the fans in this hard time, it brought them the greatest satisfaction of victory against an European. Children all over the country continued to form their own teams in the neighborhoods with passion and ardently attached and absorbed in an interest for the game. There may have been teams formed but the commonly called Arada area and of course due to its urban location considered to be the birth place of an organized soccer team named St. George Club. It was then that the team started to play with the then organized foreign teams of Greeks and Armenians and was believed to win most of the games as most considered to have the power of St. George on their sides. These were indications where soccer was heading and pioneered by the first Ethiopian club in soccer barren country and initiating an Ethiopian past time cycle in history throughout all these times many of the tournaments between teams were held in the then available open fields of Filweha, Jalmeda and Taleyane Sefer. Young men traveled from one area to the others equipped with the goal posts and strangely enough played barefooted of which they loved and preferred. As a result of the Italian invasion the newly introduced soccer game was temporarily terminated.

The Sport Federation then continued its service and mobilized the Addis Ababa clubs to register under its office to compete the first recorded tournament on the same historic year 1942. At the time the clubs were the Ethiopian Giorgio,

Armenian Ararat, Italian Fortitude, Greek Olympics and the English Military Mission. The game was played with round Robin tournament and the result was the English Military Mission, St. George, Fortitude, Ararat and Olympiacos. Success and triumph got rhythm and rhyme, the Ethiopian past time fully developed in the 1950's and even extended its historic attachment to the African Championship, world and inter-continental competitions. The country from border to border joined in the effort of forming clubs in towns, cities and neighborhoods where it reached all provinces of the then divisional states of the country.

Since 1941 football had been played in many city of the country and competitive clubs are highly increasing in Addis Ababa asemara dire dawa. High levels of football support may have helped to occur football violence after 1950s. Clubs like Ethiopian Army, Nib, Omedela Kidusgiyorgis Ethiopian electric and Dire Dawaetc, are formed and their supporters are its own interest. In Ethiopia the first football violence was seen in 1968 after the game between Ethiopia national team and Kenya national team in Addis Ababa stadium. And also one Ethiopian arbiter was killed in 1965 after kidusgiyorgis and Ethiopian electric game. Ethiopian football federation research (2006)

In addition to that in the regime of emperor Hiellssilasi football club fans in stadium instead of supporting teams oppose government management and express their feeling towards the regime. Through time football related violence is happen because of social economic and political problems.

Especially before five and six year football violence is highly increased. On May 2, 2018 the league was suspended due to football violence. By the Ethiopian Football Federation (EFF) after a referee was attacked during a match between Wolewalo Adigrat University and Defense Taddele, Omna (May 11, 2018). League play

would not resume until two week later when assurances were made to the arbiters union that referees would receive insurance coverage in the near future and that previous medical expenses would be covered by the responsible clubs.

And football related violence is seen as the other side of Ethiopian politics. The current Ethiopian politics may cause football violence and over the past few year multitudes of incidents happen in football violence and has attracted media attention. But the coverage from each news outlet is different. As Ethiopian football federation stats last year in yearly report the premier league game was post pond thirteen times because of football violence including the game between wledia city vs meqele city and fasilekenemavswolewaloadigerate university clubs

Chapter Three

Research Methodology

3. Introduction

In this chapter, the approach the researcher used data collection methods, analytical tools, sampling strategies and process including the procedures of analysis was presented. So as to give an insight to the methodological development of the study. The research conducted qualitative analysis of empirical field based on content analysis and interviewing approach for football violence reporting. The researcher has employed this approach for its advantage of providing solid description and interpretation. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them (Denzin & Lincoln, 2005).

3.1 Research design and method

The design of this paper is basically evaluative. It selects some of Addis television football violence report and studies the meanings of the news contents and evaluates the ways of framing. On the other hand, it can be also evaluate the role of information sources how sources are disturbing media news contents, Furthermore, indicate how the selected media report and frame football violence news in Ethiopian premier league. And, this paper will try to give a judgment on how the media constructed football violence news story and its contribution to minimizing violence in many of Ethiopian city stadiums. It can be also express the researcher tried to describe the role of media for creating awareness or aggravating harm on reporting football related violence.

3.2 Instruments of Data Collection

Depending on the purpose of the study, qualitative data collecting instrument was employed in the data collecting process. These tools include content analysis and individual in-depth interview.

3.2.1 Content analysis

In applying qualitative research methods through media content analysis, the primary purpose is to provide a detailed account of the contexts, including the participants and the processes with the intention to give a detailed understanding to the subject of the study. Neuendorf (2002) also stated that Media content analysis is a specialized sub-set of content analysis, a well-established research methodology. Content analysis as the primary message centered methodology. And also content analysis has been the fastest-growing technique over the past 20 years or so (Neuendorf, 2002, p.1). He also reported that by the mid-1980s over 84% of masters' level research methods courses in journalism in the US included content analysis.

3.2.2 Interview

Schultz (1967) notes, understanding human behavior hinges on the ability to gain access to someone's subjective understanding, which is to say the meaning that person makes out of his or her actions. Through interviewing one can learn the context of people's behavior, allowing the researcher the opportunity to better comprehend the meaning of that behavior. Interview is a basic form of inquiry for understanding the lived experience of other people and the meaning they attach to that experience and the participants are allowed to tell their story on their terms. It

is important to focus on the subjective experience of the participant. This gives them the chance to reconstruct their experience based on their own sense of what is important (Sideman, 2006). The researcher uses both unstructured and structured interview. Unstructured interview supports detail information about the topic makes use In-depth interview. Moreover, this interview method has given relaxed atmosphere for the interviewee and has a much flexible nature than other interviewing methods.

On the other hand, structured interviews are conducted with a well-designed form already established. The researcher used structured type of interview which involves the use of asset of predetermined question. In this data collection method similar type of questions are presented in same order to each interviewee. This method used to get further important data which may strengthen the credibility of the research finding. For all the above reason researcher has used both interview method to strengthen the research finding.

3.3 Sample size and time frame

The researcher preferred to take football violence news on Addis Television. And this research planned to evaluate Addis Television news contents and provide detailed information of football violence report that the news aired from January 2019 up to April 2019. The reason for the selection of this month was football violence is highly seen on Ethiopian premier league games. Within the four months' time frame 31 different football violence news was presented. But the researcher found only 22 football violence news stories in Addis Television archives and Addis tube.

3.4 Sampling Strategies

The sampling methods of the study are purposive sampling. This type of sampling can be very useful in situations when you need to reach a targeted sample quickly. The purposive sampling technique is a type of non-probability sampling, hence choosing the purposive sample is fundamental to the quality of data gathered; thus, reliability and competence of the informant must be ensured (Battaglia, 2008). In this regard, in order to define the terms of analysis and categories data has also been obtained through in-depth interview of concerned reporters and editors.

Data obtained from Addis Television human resource department shows that there are 97 television journalists including managers. The researcher conducts an in-depth interview with the selected 21 data provider. Now in the institution 17 sports journalists are working. From that number 13 sport journalists are male and the remaining 4 are females. All sport journalists were minimum three-year experience and their educational background was B.A degree. All sport journalists (reporters, senior reporters, editors, and editor-in-chief are including in the interview. In addition, 4 news room members including news department director are part of the interview.

3.5 Source of data analysis

The data for this study will be obtained from two sources, both primary and secondary. The primary data will be collected from the research participants through structured interview. The data sources for this study were video of football violence news stories available at Addis Television news and program archive (document library). And some football violence news is uploaded on Addis

Television YouTube page which is called Addis Tube. And the researcher used all the interviewees of Addis Television media practitioners as a primary source.

3.6 Data presentation and analysis

The recorded video version and soft copy of Ethiopia premier league football violence news is kept. Each news file is named by its date. The researcher analyses all the documented video files and news content analysis by noticing all the selected news using a checklist. Regarding the interview data, all the interview data with audio are stored. And the researcher grouping the data into two the journalist and the management's staffs. Therefore, with content analysis of news files the researcher tried to answer challenges associated with Addis Television Ethiopian premier league football violence reporting, framings styles and ways of stories composition of football violence news coverage.

On the other hand interview data was made separately analyze to balance the information gathered by football violence news on video version. The researcher used general inductive analysis approach. Because David R. Thomas, (2006) stated that general inductive approach provides an easily used and systematic set of procedures for analyzing qualitative data that can produce reliable and valid findings. Although the general inductive approach is not as strong as some other analytic strategies for theory or model development, it does provide a simple, straightforward approach for deriving findings in the context of focused evaluation questions.

David R. Thomas, (2006) has planned five qualitative data coding processes.

- ❖ Preparation of raw data files this means formats the raw data files in a common format.

- ❖ Close reading of text: Once text has been prepared, the raw text is read in detail until the evaluator is familiar with its content and gains an understanding of the themes and events covered in the text
- ❖ Labeling the segments of text to create categories, and identifies the themes.
- ❖ Reduce redundancy categories;
- ❖ Revise and refine the category by grouping subtopics, including contradictory points of view and new insights.

Thomas (2006) also cited Williams and Irurita, (1998) in his explanation for writing about the findings of qualitative data; he designed to show the best steps that everyone follows. According to Williams and Irurita, (1998) describing key information about the category is an effective style for reporting qualitative findings. Therefore, based on research objectives and basic research questions the researcher has coded qualitative content analysis. Data collected through video and conducting an interview are categorized into five categories to develop themes.

- ❖ **Source of the news stories:** - what are the dominant sources of Ethiopian premier league football violence news. This was coded to identify the main source of football violence stories football federation, police, football fans, players, etc.
- ❖ **Composition of images and depth of the stories:** -. Evaluate the central idea of football violence story and main problems of football violence news story.
- ❖ **Framings:** - how Ethiopian premier league football violence news was shaped. And how the news media selecting what to include and what to

exclude from a story. Analyze the story by using different types of framings.

- ❖ **Theme or messages of the story:** - what is the underlying message, or big idea in the story. And what the story means was coded.
- ❖ **Presentation of stories:** - It is worried with how football violence news was presented through narratives. The researcher trying to identify the tones of journalist's presentation.

3.7 Trustworthiness of the data

The aim of trustworthiness in a qualitative inquiry is to support the argument that the inquiry's findings are worth paying attention to (Lincoln and Guba 1985). This is especially important when using inductive content analysis as categories are created from the raw data. Lincoln and Guba have proposed four alternatives for assessing the trustworthiness of qualitative research, that is, credibility, dependability, conformability, and transferability. From the perspective of establishing credibility, researchers must ensure that those participating in research are identified and described accurately. Dependability refers to the stability of data over time and under different conditions. Conformability refers to the objectivity, that is, the potential for congruence between two or more independent people about the data's accuracy, relevance, or meaning. Transferability refers to the potential for extrapolation. It relies on the reasoning that findings can be generalized or transferred to other settings or groups.

The objective in content analysis is consistency and reliability of assessment through different coders to keep uniformity in the coding and analysis procedures. The contents to be analyzed were selected according to constantly applied rules comparing the data with the research findings and interpretations for dependability.

Consistency checks or checks of interpreter reliability are the widely known assessing tool that can be used for evaluating the trustworthiness of the data analysis. Consistency checks or checks of an interpreter are procedural that a variation of the check on the clarity of the categories is to give a second independent coder both the initial categories and some of the text assigned to these categories. The second coder is then given a new set of text that has not been coded and asked to assign sections of the new text into the initial categories. A check can then be made of the extent to which the second coder allocated the same text segments to the initial categories as the first coder (Lincoln and Guba, 1985). This researcher has implemented a checking on the consistency of coding which is a system used for checking the clarity of categories having another coder take the category descriptions and find the text that belongs in those categories. And researcher analyzed depending on research questions, objectives and methods of the study, which is among the methods suggested to advance the truthfulness of a qualitative research.

Chapter Four

Presentation and Analysis of Data

4. Introduction

This chapter deals with the presentation and analysis of the data obtained through qualitative study both results from content analysis and individual in-depth interview. Findings of Addis Television content analysis and in-depth interview were presented. The purpose is to evaluate Addis Television media coverage of football violence in Ethiopian premier league games.

4.1 News content analysis

❖ Source of news stories

As the content analysis of the study exposes that from 22 selected Ethiopia premier league football violence news stories, only fourteen were aired using a source. The remaining news stories are not including the exact source. This means reports does not include the views of any of the parties involved in the incident, including police, Ethiopian Football Federation officials, football supporters, players and victims of the violence. Most of the covering Ethiopian premier league football violence story only by journalist's observations. And the story was presented in one side or without balance. For this reason, some of Addis television football violence news has a visible weakness. In addition, thirteen of the 22 football games were played in regional stadiums, because of this no one providing detailed information on the real incident.

On the other hand journalists cache football violence information directly from informal sources such as from clubs' websites and social media to deliver the information to the sports family which is wrong because the credibility of the news is under question. In general, most of the news that the researcher analyzed were made without the involvement of football governing body and other direct stakeholders.

❖ **Composition of images and depth of the stories**

Depending on content Analysis of football violence news in Addis television more than half of football violence stories are lacking in depth. First, most of the time the news story is not addresses a solution. This means that the news stories have not specify what is expected from stakeholders. Contrary, some of the news have not been quantified or figurative how many football fans or ordinary people have been injured or arrested in the conflict. On the other hand, the researcher analyzed too much extent that there seems to be no other reason, the current political situation in the country is seen as the root cause of all Ethiopian premier league football violence.

The issue of Ethiopian Premier League football violence is constantly increasing, but the researcher has not seen the seriousness of the problem being covered by the media, and this problem is noticed on news reporting. In addition, even if a few reliable and concrete reports are produced, the problem is not being covered in terms of the damage.

Sometimes reporters use wrong image in the news, or the image they are using does not reflect the real incidents. This is often happen in regional stadium games, where there is a tendency to extract video from archive (video store) instead of using real video or image of the problem of the day. The fact that football violence

news stories supposed to be detailed, is often produced in short news, because of this viewer does not understand the situation in detail.

❖ **Framing on the issue**

The content analysis of the study reveals that, more than fifty percent of the selected news was produced with the uses of human interest frame, conflict frame and economic frame. News about football violence often focuses on damages of property in the stadiums, such as seats, windows, doors, and attacks on vehicles outside the stadium. In addition, the impacts of the destruction of property on the national economy and on individuals were presented detailed.

The researcher noted that, there were news outlets that did not include the verdict of the perpetrators directly. Almost all the news coverage focused on defining and explaining the problems. The news does not include the cause of the problems and solutions are not seen as part of all the stories. Therefore most football violence news stories focused on only the incident, not on the details of the occasion. On the other hand, journalists use Human interest frame on football fans injures to sensationalize the news story. And some of football violence news headline has been more exaggerated and disturbing and coined as conflict frame.

❖ **Presentation of the story**

The media and its sports journalists seem to have unbalanced coverage for different Ethiopian premier league games. Based on content Analysis, the researcher confirms similar football violence issue was covered on different presentation style. Reporters paying special attention to clubs with a lot of supporters and trying to take a closer look at the issue, while there is less attention to clubs with less supporters. In one way or another, the issue is one in which

journalists are exposed to a lack of professional ethics. Many of the news that goes beyond this do not reflect the historical background and the sequence of events, and do not have the same level of narrative for all the news.

The issue of football violence in Ethiopian premier league here in Addis television is only covered by three minutes news. No more in-depth analysis. This will keep viewers didn't get full information about the issue and lose media's trust. So the issues need to be covered beyond the news, otherwise, just completing a three-minute newscast will not be balanced and trusted. Reporters cannot use natural sounds for football violence news stories. And omitted principles of journalism. Reporters violate journalism ethic, for example many of the descriptions on media coverage can be offensive, or harsh criticisms, disrespectful, false, or propagandistic.

❖ **Theme or messages of the story**

As the content analysis of this study reveals that many of the Ethiopian premier league football violence news on Addis Television was not detail information about what happened during the game. The news was only concerned about football fans conflict and damaged of property, not about the real cause of the football violence. In addition to this, without enough evidence, reporters blaming or accusing supporters. It was also noted that the news had no historical background and obscured the situation. Most of the time football violence news story has concerned only results of the violence, in sated of addressing the main cause of the violence or give critical analysis for the incident. Most of the time reporters not include important issue on football violence reporting. Rather they are busy covering sensationalist story not investigate in-depth. And, not include what expect from clubs' officials' fans, just report the violence,

4.2 Analysis of interview Data

The researcher chosen not to state the names of Addis Television news room members including sport reporters, editors and managers because some of the interviewee are not interested for their name is included in the research paper. In order to validate the data gathered through content analysis the interview data has been held with sport journalists, editors and news room officials of Addis Television. The participants consisted of 17 reporters and editors, with at least three years' sport report experience and some of them are graduates on journalism and communication department. On the other side some reporters and editors are out of journalism background. And, the interviewee was fully intended during this study.

Addis Television football news or story selections principles, the challenges towards football violence story productions and the ways of framing football violence news were discussed. All most all sport reporters and editors were involved the interview.

The first idea that emerged from the data describes how Addis Television covers Ethiopian premier league football violence story. Interview data gathered from the interviewees revealed that Lacks of information is the first challenge to report football violence story. All media practitioners and respondents of the interview expressed that most of the time Ethiopian football federation was never gives information to the journalist on football related violence issue. On the other hand, personal relation matters rather than legal framework. For example, one senior journalist who is a best relation with Ethiopian football federation officials he can access the information simply unless very difficult. On the other hand Ethiopian

football federation has no respect to the media and the institution is close their door for new sport reporters or journalists who is no relation to the officials. For this reason, Ethiopian football federation officials' matters content on the news.

In order to strengthen this idea one editor his name is Andualm Tolosa responded *"the problem can be considered as one of the major challenges to the sector. Ethiopian football federation communication department is not well organized and officials are not expertise they are not aware of what football needs, for this reason we are facing information shortage."*

And also media practitioners noted the football governing body official website has not active to disseminate updated information. And public relation office has not willing to upload new information for their website to the media for this reason reporter forced to use other untrustworthy source.

As the interviewee respond the second challenge of reporting Ethiopia premier league football violence is current Ethiopian politics.

A senior reporter his name is shewanegizaw gerema noted that *right know Ethiopian premier league is totally out of Ethiopian football federation control. The complexity of football and politics is a serious challenge of sport media. Especially the last three and four years journalists have seen football supporters in the stadium they song nationalist and racist anthems without any frustration. Not only racist anthems but also, they show political banners in the stadiums. After all Sport media is not courage's to report or broadcast that incident.*

News editors also expressed racism conflict happens in every game a week here in Addis Ababa and regional stadiums. For example the game between woldia city and mekele city one football fan has killed a brutal clash between both clubs'

supporters. This shows how much football violence is series issue and needs to be solved. Because of security the media institutions cannot send reporters to report football game out of Addis Ababa. Football related violence happened outside Addis Ababa journalists simply give the information from someone or a friend use in phone, even if the source is not credible. For many reason sports reporting becoming increasingly difficult to work. In addition to this the political situation in the country seems to have influenced news reporting. When reporter give analysis on one issue the fans considered, or overlooked he/she is biased.

One editor-in-chief his name is not mentioned said

Since 2008 the cause of football violence is directly changed to politics, I give you one example, starting from last season Tigray football clubs and Amhara football clubs are playing each other out of their home. Similarly, south nations and nationality clubs are not playing peacefully, because of the questions of self-determination, for this reason journalists frighten to report the actual case of football violence. If journalists report the real incident, football club fans and officials may interpret in other ways.

All media practitioners responds on the interview gaining credible source is other challenge towards the reporters. Addis Ababa city administration police commission was also other closer institution work together to Ethiopia football. All premier league game had not started without the acknowledgement of city administration police. Further than stable or keep the security fear of supporters and sport family, police have responsible to give information. However the researcher reveals reporters repeatedly cannot uses police officials as a source. And also reporters state that the concerned body is not willing to give in-depth

information. Majority of the Ethiopian premier league football violence news are only delimited with or presentation of stadium incidents as a source of information.

On the contrary news department director there name was not mentioned noted that he don't believe there is a shortage of information about sport reporting in this country. The problem is with journalists, themselves sport journalists don't try to get enough information about what happened and they did not interview more than one or two people. In addition, to strengthen his idea he seen a lot of time only elite coaches who can comment on football violence issue. Because of this football fans have no room to express their feelings towards the situations. This is why sport family complain on the media institution and did insults on social media.

In the interview with reporters and editors the other major challenges of reporting football violence story are that omitted principles of journalism. As you know and everybody knows Media is a powerful weapon that can help a society to accomplish a tremendous result. Scholars named media as the fourth state to indicate the power it holds. The effectiveness of a media is attached to its responsibility. In case of Addis television sport journalist has sometimes miss ethical principles. Some of the interviewed journalists agree that to some extent football violence news is not ethically covered. Reporters regularly illustrate biases in news coverage. This results in a lack of trust towards the viewers. In the experience the organization news about football related violence is not fully ethical. Because the reporters and editors are not interested to report or seeking the truth due to different reason. The first reason is that reporters are under political pressure especially games takes place outside Addis Ababa. Some reporters are not ethical while reporting football violence news. Who work their jobs for only the

sec of covering air time and not analyzes football violence story in different perspectives. The other journalist reports a story simply without source.

The other reason reporters noted that some of sport journalists are not journalism and communication graduates. This makes reporters and editors lack professional skill in order to cover football violence issue. And they produce one side story or made bias. On the other hand journalists who are not graduated from the journalism department miss the principles of journalism ethics. For example, when a job vacancy is published, it invites all careers instead of hiring graduate in sports science or journalism education school which is wrong. This has negatively affected the quality of football violence reports in general sport report.

In addition, Journalists report football violence news on the angel of personal interest rather than give the truth or in-depth analysis. Moreover, there is tendency for the reporters to play up and dwell on stories that are sensational. For this reason, the public thinks journalists enjoy reporting on the personal failings and football violence. In addition to this sport family sees misleading headlines in their top news headline.

One senior editor his name is abeyutayebel state that

Serious problem is that there are no football journalists specialized in football in this country. Sports journalists work all kinds of sports, so their ability to analyse and present the issue in a simple way is very poor. Therefore, sport journalists may only make simple report as it is.

Concerning to the teaching issue, Addis Television has not willing to make other opportunity while the reporters and editors gain knowledge on covering football related violence. All media practitioners and respondents of the interview

expressed that their coverage of football violence issue was made through traditional means of data gathering method. The journalist has different opportunity to upgrade her/his self-knowledge on football in general and be aware of the issue. All most all sport journalists are a member of Ethiopian sport journalist association but no one is actively participating. In order to be aware of Ethiopian premier league football violence journalists have a daily morning brief. All sport department journalist participates actively and raise debatable idea on premier league football violence. Before reporters go to field work editors and editor-in-chief are given direction to the journalist. But all reporters and editors have not equal understanding towards football violence. Some journalists are in-depth knowledge and the other is not. Inexperience, inattention, carelessness, knowledge gap and other weakness are seen.

Issues which are related to how the journalists are gathering information and the relationship they have with the information sources are already answered by the journalists themselves in their interview with the researcher. There are many problems with sports reporting. The first sports journalist himself said that there is a lack of confidence in the issue created by the courage to report the problem. The second issue is to make news by taking information from unreliable sources for a variety of reasons. The third and most important issue is the fact that the journalist is not present at all the Premier League games. Most of the time reports on Ethiopian premier league football violence are poor content and do not invite the sports family to look at them well because of different reason. The first reason is that, by nature sport is an entertainment and many sports journalists think of this profession as something an easy task which is wrong. As a result, journalists do not notice their professional ethics as required.

The reporters and editors also expressed the influence of sport media is generally assumed that the presentation of football violence news may promotes violent behavior. Now a day problems in sport reporting, particularly in football was very complex. In addition to that lacks of training on how media covers football hooliganism is its own impact on the quality of content. All the interviewee reporters and editors expressed that they not take a single short training about productions of football violence reporting. It is rare to get truthful and balance information. Journalists act as a magnifier, instead of addressing knowledgeable story to minimize football violence reporters enlarge football violence and provoke fans aggression.

A senior reporter his name is shewanegizaw gerema stated that

Reporters have serious problem on journalists. There is no professional journalist who are produce only football story. And the knowledge gap on reporters and editors may aggravate football violence. Reputedly seen a knowledge gap on editors and sometimes reporters are better knowledge than editors.

He add news is not an exact representation of reality but rather a reconstruction from various angles of a small section of reality. This is not to say journalists necessarily lie or consciously distort the truth, but that journalists by covering stories, using sources from a news angle are constructing reality through a selective process. Once the news of a football match is made, it seems like their purpose is to exaggerate what happened. It is not intentional, of course. But sometimes a reporter didn't know the news angle he chooses. And also the media practitioners noted that there is visible knowledge gap on sport journalist because higher education institutions started journalism education in recent year. And higher education organization was not given sport journalism as a field. The education

does not have given in depth content rather it gives writing techniques and journalist's ethics only. Now a day media institution is not considering hiring journalists they are graduates from journalism.

In the interview with news department director reveals sports journalists start talking about football violence issue after the incident, which is a problem for editors and sports journalists themselves. As professionals, must pay attention to the issue before the games. And have a problems figuring out what can happen by exploring the game's background. This is why sport journalists face a shortage of information in the field.

Regarding with Addis Television editorial policy all reporters and editors reveal that the institutions editorial policy news selections have prioritized domestic story and the policy gives 70% domestic news and the remaining 30% to foreign news story. Regarding with the production of Ethiopian primer league stories Addis Television officials are given boundless freedom to the reporters and editors choosing their own style of story composition and presentation. Unlike political news, covering sport news is much better freedom. As city administration media journalists try to covers Ethiopian primer league news partially and have been responsible to have prioritized covering football violence news. Before two and three years most primer league games were played here in Addis Ababa stadium but after city administration clubs like, Ethiopian electric, Addis Ababa city and dedebit was relegated from the league, 70% of a game played in regional stadiums. And Addis Television gives media coverage on selected primer league games only hear in Addis, because the editorial policy often focuses on city issues and often does not provide the opportunity for regional games. In addition to that finance, human resource and security frustration are challenges while not cover regional

games. Sometimes senior journalists and editors produce a program on the negative impact of football hooliganism by hosting experts or former player recently retired from football. As a responsible media institution, including live talk sport reporters and editors try to hammer and aware viewers on football fair play. Therefore, the institutional editorial policy is not a hindrance to doing what the reporters want.

On the other hand there is a problem of in-depth reporting on Ethiopian premier league football violence news. Because of many reasons, the first one is allocations of camera for games, this mean that because the editorial policy focuses more on hard issues than on sports news, sports reports are often rejected due to lack of camera. Because Addis television editorial policy gives priority to hard issue rather than entertainment. While sports coverage increased its airtime in the last few years and, television viewers who search for quality news reports.

On the contrary media practioners noted that editorial policy of the institute does not give the opportunity to cover on the news related to football violence, because the institution follows principle of developmental journalism. This is what makes you report a lot of things in a positive way. Other than that, it doesn't encourage you to report the other side of story. Even if trying to do in-depth reporting, it is considered exaggerated. So, this is a serious challenge.

The reporters and editors also expressed in the interview additional Factors influence when reporting football violence newsisfirst, from club officials; they tolerate racism action of supporters or will not act against arrogant fans and hooligans who engaged in violence. When journalist exposes or produces news about hooligans, club officials accusing reporter and may influence distort the fact. Unfortunately, Sport Journalists have direct access to more football fans in the

stadium than other hard news reporters. At that time the looser or the wieners football fans aggressively harass journalists. For this reason, journalists may down under presser and have the most exposed and affected experts wherever he/she goes. Journalists should present the facts and preserve their true meaning; unbiased reporting does not mean that sport journalists should withdraw from expressing their personal opinions. People often think that journalists are wrong or should not be make personal statements about the issue. To some extent the media is in a protected situation to protect the well-being of its journalists. And the media set agenda based on the editorial policy news selection principles that prioritize domestic news including domestic football story. On the way there is an influence from different direction for example, influence from football fans, club officials and hooligans. In addition to this football fans want the journalists to aggravate or harass Ethiopian football federation and club officials including government officials. If not they defame or insult the journalist

4.3 Discussion of findings

According to (Coakley 2011), the media provides information about events and people, happenings in the world, and entertainment. The media has a large impact on the success of professional sports in part by the popularity it gains by the large attention mass media provides as well as the large amount of money the media puts into sports (Eitzen& Sage, 2009). One consequence of the media is its influence on perceptions. From the data describes how Addis Television covers Ethiopian premier league football violence stories.

From the very beginning on this paper, three questions were set to be answered by the end of its findings.

- ❖ What are the challenges associated with Addis Television Ethiopian premier league football violence report?
- ❖ What kind of framings does Addis Television use in its Ethiopian premier league football violence news report?
- ❖ To what extent do deterring factors orient Addis Television source of news ways of stories composition and presentation styles of football violence news coverage?

The first research question was, what are the challenges associated with Addis Television Ethiopian premier league football violence report. Based on the findings of in-depth interview of the study, there are challenges, while reporting football violence.

Lacks of information or source, influence the quality of content on football violence news. In addition the absences of legal outline between media institution and Ethiopian football federation have its impact on the news story. Football club officials are not willing to give information and the media face information shortage.

Study of the data discovered that some of journalist and editors in Addis Television working traditionally. It is evident from this study that some internal and external factors pushed journalists in to incompetently practice. For instant the external factor is listed the above, current political instability, reporters may under pressure while reporting football violence related to identity and racism. For this reason reporter add their personal opinion and view on news story. Current Ethiopian politics are the main challenge for reporting football violence news. Most football clubs in a country are government Ownership and control, and clubs management

or leaders are politician as the same time. And football games are beyond entertainment rather tools for politics.

Football games are politically affiliated. Now in global world, every perspective football and politics is interrelated. Football is an interesting game and has billion followers in the world. Most country in the world using football as conflict resolution and the other uses a tool for showing political superiority. Sport competition are always connected with political issue and being perfect influence of state soft power and creating the image of power international or domestic consumption. Moreover, such events can serve as a tool for peace building. In contrast here in Ethiopia, politics itself and political leaders highly influence the media. Above 80% of Ethiopian premier league clubs are administered by government. Including fiancé and budget all consumptions were from the government. The result is that almost all politicians are a direct influence on football game. Therefore journalists may biased or unbalance while reporting the real incident of football violence because politics influence.

The other research question is what kinds of framings Addis Television uses in its Ethiopian premier league football violence news report. Based on the findings of the content analysis of the study Addis Television uses some framing model, conflict framing, economical framing and human interest framing. Even if Addis Television concerned to cover football violence in every prim time, there is a number of weakens while reporting the story. Most of the news about football violence often focuses on damages of property inside and outside the stadium. And also the impacts of the destruction of property on the national economy were presented. The news does not include the real cause of the problems and solutions are not seen as part of all the stories. Therefore most football violence news stories

focused on only the incident, not on the details of the occasion. On the other hand, the media institution uses human interest frame on football fans injures to sensationalize the news story. Although Addis Television use human interest and conflict frame, the content analysis proved that the media institutions usually used economical framing style on the coverage of football violence news report.

Moreover the other responsibility of media is enforcing the viewer to change their attitude towards football violence. The findings on content analysis also revealed although few reliable and concrete reports are produced Addis Television depth of the stories is under questions, depth reporting is one of the obligations for journalists and reporters need to report critically. Most of the time Ethiopian premier league football violence story was produced only by journalist's observations. And the story was presented in one side or without balance. As the interview explained, despite there are very serious challenges on Ethiopian premier league football violence news report the seriousness of the violence have not being covered. And there are deep-seated problems in doing depth reporting. For this reason, some of Addis television football violence news has a visible weakness. The media lacks their obligation and reporters do not reputedly report issues like, principles of fair play and ethical conduct to insure stable environment in the stadiums for everyone, to enjoy the game of soccer rather than concerned on their race, national or ethnic origin.

The third research question is factors orient Addis Television source of news ways of stories composition and presentation styles of football violence news coverage. Social responsibility of mass media encourages total freedom to press and no censorship, but it should be regulated according to social responsibilities and external controls (siebert, Peterson, and schramm 1956). It is all about filtration

and the provision of selected information with a sense of responsibility and accountability to the society that enables the public to make sound. The finding revealed on content analysis the presentation of news story as regards with football violence is complex and the violence in the media may promote violence behavior. And sometimes reporters busy to magnify or sensationalize a story rather than addressing a real incident. The media and its sports journalists seem to have unbalanced coverage for different Ethiopian premier league games. And football violence does not follow the ethics of the profession. Similar football violence issue was covered on different presentation style. For examples reporters paying special attention to clubs with a lot of supporters and trying to take a closer look at the issue, while there is less attention to clubs with less supporters. In one way or another, the issue is one in which journalists are exposed to a lack of professional ethics.

Sometimes reporters use wrong image in the news, or the image they are using does not reflect the real incidents. It is unknown why the problems created in the stadium are not exactly pleasing to the viewer. And visible difference between the images that is interpreted and expressed in the narratives. There's also using an old video to the latest football violence news story. All most all interviewees explained Addis Television have been responsibility to have prioritized while covering football violence news and make an effort in covering football violence story. But most Ethiopian primer league football violence story have a visible weakness. Furthermore Addis Television coverage of football violence news and production as well presentation is to some extent biased. It lacks balance.

Data gathered with interviews from reporters and editors, the majority of football violence news are restricted on Ethiopian football federation and coach press

release. And lacks of information sources are the main obstacle for the journalists on reporting football violence news. Lack of knowledge within the media itself has also negatively contributed to media. The news become only concerned entertainment and informative rather than being educational or addressing serious issue which brings change in the mind and create awareness of the viewer to minimize violence in stadiums. On the other hand respondent's give a reason why journalists may biased. They said on the interview problems of in-depth reporting on Ethiopian premier league football violence news. Because of many reasons, the first and far most is selective coverage of Ethiopian premier league football games creates a bad influence on the media. The media and its sports journalists seem to have unbalanced coverage for different Ethiopian premier league games. While sports coverage especially football games increased its airtime in the last four and five years and, television viewers who search for quality news reports. For example all Ethiopian premier league games were not giving coverage. In fact there are a number of reasons why not the organization covers all games.

In addition Addis television editorial policy gives priority to cover Ethiopian premier league football violence news. Based on document review the editorial policy of Addis television has not only provided for the sports sector, but also provides freedom for all reports. It does not limit sports journalists to their reporting. As the city media, have always prioritized city issues in accordance with consistent editorial policy. The document also revealed on sports news coverage, the games here in Addis Ababa will be the first focus. Games outside of Addis Ababa will also be covered as needed. Beyond this there is no clear document on football violence reporting process. Perhaps the lack of clarity on Addis television editorial policy may have contrary effects on the issue.

On the other hand media practitioners revealed on the interview towards Addis Television editorial policy, Sports reporting are even having greater freedom than other areas because sport by itself has not a serious issue. Although there are many challenges to reporting a game going on in all parts of the country, the institution gives priority to report football violence. Although the institutional editorial policy does not give specific freedom to football violence news reporting, there is no hindrance to football violence reporting. Although the institution give freedom on the issue, based on interview finding practically Addis Television managers pays little attention to football games. Generally even if the institution editorial document is not clearly defined on specific football violence issue haven't obstacle to produce news. But they have a problem with journalists themselves not to investigate the other side of violence news.

Finding also revealed that missing journalist ethics are the other challenges of football violence reporting. The efficiency of a media is measured by its responsibility. Addis television sport department has not fully exercise journalism ethics. Almost all of the interviewed journalists agree that the football violence news is not balance because of multiple reasons. Interviewed reporters and editors explained quality of journalists is one of the major factors affecting violence news reporting. And the production and presentation of football violence news may promote violent behavior. Besides this lacks of training on how media covers football hooliganism and the media is weak to train or take course to their journalists for producing straightforward news.

Chapter Five

Summary, Conclusion and Recommendation

5.1 Summary

This study was conducted to assess media coverage of football violence in Ethiopian premier league; focus on Addis Television. Researchers repeatedly express football related violence or fans violence are worldwide. But certain key questions are insufficiently explored. Scholars from a range of academic disciplines have studied Coakley and Atyeo, (1979) the relationship between sport and violence in the social scientific debate, labels such as sport violence and football related violence are often used as umbrella terms to refer to various types of violence in sports context. Particularly football violence is a very broad term and its own cause. Football violence has become a complex issue on Ethiopian premier league for the last three and four years. Because of violence some premier league games has postponed due to football violence. A media can also have different role and the way medias reporting football violence has quite difference. Therefore researchers try to discover Addis Televisions football violence news report, challenges, framing style, and ways of presentations.

The main objectives of the study are evaluating Addis Television media coverage of football violence in Ethiopian premier league games. By find out the challenges that media practitioners are facing and framing styles which are mostly used Ethiopian premier league football violence news report.

The research conducted qualitative analysis of empirical field based on content analysis and interviewing approach for football violence reporting. The researcher has employed this approach for its advantage of providing thick description and

interpretation. Qualitative research allows the researcher to identify issues from the perspective of the participants and to understand the meanings and interpretations that the informants attach to behavior and events in the context of their experiences according to Hennik et al. (2011).

The design of this paper is evaluative. It selects some of Addis television football violence report. And it can be also evaluate the role how sources are disturbing media news contents, Furthermore, indicate how the selected media report and frame football violence news in Ethiopian premier league. For this particular study qualitative research method was employed and the data were collected through two different tools, in depth interview and content analysis. The sampling Strategies of this study was purposive sampling to reach a targeted sample. The researcher conducts an in-depth interview with the selected 21 data provider. Now in the institution 17 sports journalists are working. And the researcher used all sport journalists, 13 are male and the remaining 4 are females on the interview. In addition, 4 news room members including news department director are part of the interview.

The researcher analyses all the documented video files and news content by general inductive analysis approach. And interview data was made separately analyze to balance the information gathered by football violence news on video version. Depending on the approach the researcher categorized Source of the news stories, composition of images and depth of the stories, framings, theme or messages of the story and presentation of stories.

According to the finding, lacks of information is the first challenge to report football violence news story. And Ethiopian politics is the other challenges. Above 80% of Ethiopian premier league clubs are administered by government therefore

politics itself and political leaders highly influence the football violence news story.

The content Analysis of football violence news story reveals most of the time football violence stories are lacking depth or the news story is not address a solution and have not specify what is expected from stakeholders. On the other hand news was produced with the uses of human interest frame, conflict frame and economic frame. News about football violence often focuses on damages of property in the stadiums. Almost all the news coverage focused on defining and explaining the problems.

5.2 Conclusion

The purpose of this study was assessing how Addis Television covers Ethiopian primer league football violence. In order to validate this research paper, collecting relevant information through content analysis and in depth interview. From the data analysis major findings obtained are conclude as follows.

Based on the findings of the study, Addis Television editorial policy and other internal rules and regulations are considered. The news content analysis of this study revealed that similar football violence news story was covered on different presentation style. When some football violence news story took the dominance over the others and un-proportional coverage of various football news is seen on the media, this means the media is basically far from its principles. Journalists' ethics also its own impact for media coverage's of the issue. Addis Television has been its responsibility to have prioritized to cover football violence news and make an effort in covering football violence story. The data also reveals that the news stories are reflecting most of the time covering Ethiopian premier league football violence news story was conducted only by journalist's observations because of

news source problems. In relation to presentation of the stories, Addis Television football violence news story are observed unbalanced and one-sided reporting and also the news was story was presented in one side or lack balance. For this reason, some of Addis television football violence news have a visible weakness.

According to in depth interview and content analysis Addis Television coverage of football violence news and production as well presentation is to some extent biased. In addition to this, gaps on Addis Television reporters and editors knowledge on the subject of football violence are other obstacles to truthfully cover the issue. And media organization itself lack to guide or coach their journalists.

According to the finding, Addis Television sport department has various challenges for covering Ethiopian primer league football violence. All most all the interviewee explained. There is lacks of information to balance football violence news. In addition the institution has no respect to the media and closes their door for beginner sport journalists who are no relation to the officials. For this reason Ethiopian football federation and sport commission officials' may matters content on football violence story. So the researcher has found that this has led to the loss of quality of sports reports.

On the other hand current Ethiopian politics is other challenge on football violence related story. The complexity of football and politics is a serious challenge of sport media. Right know Ethiopian premier league is totally out of Ethiopian football federation and under political control for the last three and four year. Even with the problems, there are efforts to make football violence reports. And the researcher understands that the current political situation in the country needs to be resolved.

Generally, the researcher knows from the content analysis and in-depth interviews that the media coverage of football violence is found in the middle position.

5.3 Recommendations

Based on the findings obtained on content analysis and in depth interview possible solution and measurement should be implemented by different stake holders, such media institution, journalists, Ethiopian football federation and other concerned body. This study was conducted to evaluate the overall coverage of football violence news story of Addis Television. The study also attempted Addis Television news framings Composition of images and depth of the stories and Presentation of the story through content analysis and in-depth interviews. The researcher provided the following suggestions for media practitioners, owners of the media and other concerned body.

- ❖ The media should shift from its approach of unbalanced content and detail explanation of football violence news story to thematic approach and critical analysis. The media should move out from the traditional trends of football violence news story procedures to critical or depth focusing.
- ❖ The media should take responsibility for the creation of football fair play in all premier league games. By addressing serious football issues in their news and other programs to promote in-depth coverage of football violence news stories.
- ❖ Ethiopian football federation, Addis Ababa police commission and other concerned body should also change their media communication system and work together with media institutions to give real information for the public and sport family.
- ❖ Addis Television should be changed its approach on the presentation of the news stories and the news should focus on the real incident of football

violence. And the media should change its approach by avoiding impartial reporting of news stories.

- ❖ Addis Television should train or coach their reporters and editors continuously about how to report football violence news and analyzes its details to advance their competence. Training will also enable the practitioners to move out from one sided reporting system and reporters should design their own means and system to bring balanced coverage on the issues.
- ❖ The media institution should address tangible information to the viewer on the issue. And editors and reporters must keep journalism ethics and exercise it without any hesitation.
- ❖ Addis Television should know what sport family wants from it. Moreover Reporters must use credible source towards football related violence in order to feed credible information for the public.
- ❖ The media institution should address tangible information to the viewer on the importance of sport particularly football and is different from politics.
- ❖ The media institution must set agenda so as to create awareness of football violence toward the public and journalists too much extent concerns them with the objective of gathering and disseminating information which contribute to minimizing football violence in the stadiums.
- ❖ Sports journalists need to use the right source of information to make best report that is different from social media. They also have to constantly prepare themselves for new things. And should inform, interpret and illustrate, be fact, background and opinion oriented.
- ❖ Lastly the researcher suggests that more research should be carried out to on the problems of football violence issue.

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Appendix 1

Interview Guide for Addis Television football violence news story reporter's editors and managers

1. What is the main challenge associated with Addis Television while reporting Ethiopian premier league football violence?
2. What are the dominate source of football related violence story? And how balance it?
3. What ethical challenge do they face in reporting football violence?
4. How sport news reporters and editors conceptualize the violence?
5. How do you describe the capacity or knowledge of reporters and editors to investigate further information and critically analyse the issue?
6. How do you explain Ethiopia football federation, police commission and other concerned body approach in responding your requests for information?
7. How far Addis television editorial policy prioritized to cover Ethiopian premier league football violence news?

Appendix 2

Checklist for Addis Television football violence news stories

no	News list	Source of the news stories	Composition of images and depth of the stories	framings used in the news	Theme or messages of the story	Presentation of stories
1						

