Survey on ETV News Channel's Conflict Reporting: In the case of Tigray Conflict.

By

Metasebia Dereje

A Thesis Submitted to the School of Journalism & Communication of Addis Ababa University in Partial Fulfillment of the Requirement for the Degree of Master of Arts in Broadcast Journalism.

Advisor: Samson Mekonnen (PhD)

ADDIS ABABA, ETHIOPIA

April, 2024

Addis Ababa University School of Graduate Studies

This is to certify that, the thesis prepared by Metasebia Dereje, entitled; **Survey onETV News Channel's Conflict Reporting: In the case of Tigray Conflict,** and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in broadcast journalism comply the requirements of the university and meet the benchmarks for originality and quality.

Signed by Examining Committee

Examiner_____ Signature_____ Date_____

Examiner_____ Signature_____ Date_____

Advisor_____ _Signature _____ Date_____

ACKNOWLEDGMENT

In all my ups and downs, God you were with me thank you so much for your unlimited support and encouragement.

My advisor Samson Mekonnen (phd), you were so helpful in the long process of conducting this research I thank you so much.

All friends and families, who contributed to this research, receive my heart felt gratitude.

ABSTRACT

This research is conducted to assess the portrayal of Tigray conflict on ETV.The Tigray conflict which is also known as the north conflict has lasted two years. During this time, people usually watch news for further information about the situation and Medias, specially the public ones has given wide coverage day and night. ETV as a national media has committed itself in reporting the conflict from the studio and from the places where the conflict were active. The research questions have focused on how ETV portrayed the root cause of the conflict, how ETV covered the incident in regard to professional discipline and its psychological impact on reporters who engaged in the conflict reporting. Qualitative and quantitative research approaches are applied here to conduct the research. Among reporters in ETV, 20 respondents who reported the incident and 3 interviewees who are in a different position to give directions to reporters are included. In addition, some sample news productions are also analyzed. The research is guided by framing theory and social responsibility theory. For the findings identified by the research, conclusion and recommendations are also included.

Table of Contents

ABSTRACT i
LIST OF TABLES, CHARTS AND GRAPHS iv
ACRONYMS v
CHAPTER ONE 1
1 INTRODUCTION 1
1.1 BACKGROUND OF THE STUDY 1
1.2 STATEMENT OF THE PROBLEM 2
1.3 OBJECTIVES OF THE RESEARCH 3
1.3.1 GENERAL OBJECTIVE 3
1.3.2. SPECIFIC OBJECTIVES 3
1.4 RESEARCH QUESTIONS 3
1.5 SIGNIFICANCE OF THE RESEARCH 3
1.6 SCOPE OF THE STUDY 4
1.7 LIMITATION OF THE STUDY 4
1.8 ORGANIZATION OF THE STUDY 4
CHAPTER TWO 5
REVIEW OF RELATED LITERATURE 5
2.1 CONFLICT CONCEPTS 5
2.1.1 VIOLENT CONFLICTS 8
2.1.2 NON VIOLENT CONFLICT 8
2.2 CONFLICT ISSUES 9
2.2.1 TERRITORY AND BORDER-CONFLICTS 9
2.2.2 MINORITY, ETHNIC AND GOVERNMENT POWER CONFLICTS 10
2.2.3 CONFLICTS OVER RESOURCES 11
2.3 CONFLICT JOURNALISM 12
2.4 CONFLICT REPORTING 14
2.4.1 LATENT CONFLICT REPORTING 15
2.4.2 MANIFEST CONFLICT 15
2.5 CONFLICT IN ETHIOPIA 16
2.6 CONFLICT BETWEEN THE GOVERNMENT OF ETHIOPIA AND TPLF 16
2.7. OVERVIEW OF STUDIES RELATED TO CONFLICT REPORTING IN ETHIOPIAN MEDIA 18
2.8. FRAMING THEORY 19
2.8.1 FRAMING THEORY AND CONFLICT REPORTING 22

2.9 THE SOCIAL RESPONSIBILITY THEORY 23
CHAPTER THREE 26
3. INTRODUCTION 26
3.1 RESEARCH DESIGN 26
3.2 RESEARCH METHODOLOGY AND RESEARCH METHOD ..... **Error! Bookmark not defined.**
3.3 QUANTITATIVE AND QUALITATIVE RESEARCH 29
3.3.1 DATA SOURCES AND COLLECTION MECHANISMS 31
3.3.2. DATA COLLECTION MECHANISMS 32
3.4. SAMPLES AND SAMPLING TECHNIQUES 34
3.4.1 PURPOSIVE SAMPLING 34
3.5 METHODS OF DATA ANALYSIS 36
3.6. CODING 36
3.7 KEY INFORMANTS 35
3.8 ETHICAL CONSIDERATION 37
CHAPTER FOUR 38
PRESENTATION AND ANALYSIS OF DATA 38
4.1 DEMOGRAPHIC CHARACTERISTICS OF THE PARTICIPANTS 38
4.2 QUANTITATIVE ANALYSIS OF QUESTIONERS ..... **Error! Bookmark not defined.**
4.3 IN-DEPTH INTERVIEW ANALYSIS 49
4.3.1 CONTENT SELECTION 49
4.3.2 ASSIGNING REPORTERS TO CONFLICT AREAS 51
4.3.3 MEDIA INDEPENDENCE 52
4.4 NEWS CONTENT ANALYSIS 52
4.4.1 PORTRAYAL OF THE ROOT CAUSES OF THE CONFLICT 53
4.4.2 THEORETICAL FRAME WORK OF THE NEWS 57
CHAPTER FIVE 60
5.1 SUMMARY 60
5.2 CONCLUSION 61
5.3 RECOMMENDATIONS 62
REFERENCES 64
APPENDIX 1 69
APPENDIX 2 74
APPENDIX 3 75

LIST OF TABLES, CHARTS AND GRAPHS

Table 1 Demographic characteristic of respondents

Table 2 Conflict reporting engagement

Table 3 Digging out root cause of the conflict

Table 4 Prioritized contents

Table 5 Intentionally ignored contents

Table 6 Psychological impact of conflict reporting

Chart 1 Conflict reporting engagement

Chart 2 Physical existence in conflict areas

Graph 1 Type of conflict engagement

Graph 2 Reporting failure of ENDF

Graph 3 Psychological impact of conflict reporting

Graph 4 Current emotion towards the conflict

ACRONYMS

EBC- Ethiopian Broadcasting Corporation

ETV- Ethiopian Television

ENDF- Ethiopian National Defense Force

TPLF- Tigray People Liberation Front

TDF- Tigray Defense Force

CHAPTER ONE

1.0 INTRODUCTION

This study focuses on how the national media ETV NEWS has covered the north conflict of Ethiopia.

1.1 Background Of The Study

According to Dewantaro (2016:23) conflict is a situation which two or more people disagrees over issue of organizational substance and/or experiences some emotional antagonism with one another. He sees the conflict as any situation in which two or more parties perceive that they possess mutually incompatible goals.

Subsequent definitions typically build upon the efforts of defining conflict. Bonta (Bonta 1996, p.405) defined conflict as the result of incompatible wants, divergent demands, contradictory wishes, opposing opinions, or divergent interests that result in interpersonal hostility and, occasionally, aggressive interactions.

According to the Heidelberg Institute for International Conflict Research (HIIK 2005, p. 2), conflict arises when at least two parties (states, organized groups, groups of states, or organizations) have opposing interests and positions on national values and are determined to pursue their own agendas and win their disputes. Other interpretations focus more on violent disputes or armed confrontation.

Several international comparative journalism projects demonstrate that different countries have different, not universal; roles for journalists (see, for instance, Hanitzsch et al., 2011, 2019). They show how the normative and cognitive beliefs of journalists are entwined with the dynamics of the political, economic, and media institutions in which journalism is embedded. Given this, considering journalism to be a discursive construction can provide a conceptual framework for explaining different perspectives on the field (Hanitzsch and Vos, 2017, 2018). When journalistic roles are created, a "struggle over discursive authority in conversations about the meaning and role of journalism in society takes place," according to Hanitzsch and Vos (2017: 121).

There is a struggle over the identity and role of journalists, and different types of journalism, such citizen journalism or peace journalism, can occasionally challenge existing understandings of journalism (Hanitzsch and Vos, 2017, 2018). This can result in identity renegotiation.

Different concepts need to be considered while thinking about professional positions. These concepts are classified as role conceptions, perceptions, enactments, and performances in certain studies (Mellado et

al., 2017) and as normative, cognitive, practiced, and retold in other studies (Hanitzsch and Vos, 2017).This is being done in an effort to distinguish between "what journalists think or say they do, what they actually do, what they want to do, and what they ought to do" (Hanitzsch and Vos, 2017: 214). There could be differences between what journalists think they ought to do and what they really do. Hellmueller and Mellado (2015) and Mellado and Van Dalen (2014) assert that there may be discrepancies between journalists' opinions of their roles and their actual performance of them. That's because a range of issues, including political, economic, and cultural ones, have an effect on journalists during the news producing process rather than working alone. According to Reich and Hanitzsch (2013), some of these factors that affect journalists' job are actual or factual, while others are perceived.

1.2 Statement of the Problem

In nations that have seen armed conflict, journalism has a big impact on how the public perceives and learns about issues related to national identity, history, wars, and peace initiatives. In addition to sharing information about the conflict, journalists actively participate in conflict mediation by defining, framing, discussing, and advocating for the conflict. Consequently, during and after times of conflict, journalists are vital to the information-sharing process. Conflicts present a range of limitations and difficulties for journalists, but ending hostilities or moving toward more peaceful states present similar difficulties.

Political pressures and ethical and professional problems that arise during a crisis can still affect journalists. When the dynamics of a conflict change, journalists in cultures affected by it must renegotiate their status in society and re-establish their careers (Andresen et al., 2017; Voltmer, 2013). We must examine the perspectives that journalists hold about their work, their place in society, the factors influencing them, and the role that journalism plays in balancing conflicting facts on peace and war.

The practice of journalism is influenced by local political, economic, and cultural factors, while journalistic role assumptions follow global norms and regulations.

The national media ETV is expected to cover the Tigray conflict widely. The conflict is a recent incident and there are no sufficient research papers conducted on it so this research will fill the gap by giving overview of the conflict. In addition, the role of a media is vital in reporting a conflict because it needs to be neutral, balanced and accurate so this paper will answer these questions and help the media get a feedback.

This paper will also help other researchers to understand the situation and make additional researches for different purposes.

1.3 Objectives of the Research

1.3.1 General Objective

The general objective of this research is to assess the news coverage of north conflict of Ethiopia, focusing on the national media ETV News.

1.3.2. Specific Objectives

This research has the following specific objectives.

1. To find out how ETV portray the root causes of the conflict.

2. To examine how ETV has covered the news of the conflict in an ethical way

1.4 Research Questions

This research paper answers the following questions

1. How does ETV portray the conflict?
2. Was the news produced by ETV respect the ethics and discipline of journalism?

1.5 Significance of the Research

The finding of this research will provide important information about the coverage of the north conflict of Ethiopia. It gives primary information about the conflict for researchers, journalists and others.

The primary beneficiary of this study is ETV as it can get feedback of the overall coverage and paves a way to correct mistakes and improve the journalistic approach of the media. The finding will be an input to assess limitations and strength, and hence improve future works on similar issues. Besides, the research will be an important input for policy makers working in the field of media and conflict resolution. The research will have contribution for such policy makers to deliver research based data that can be used for proper policy development. Furthermore, this research is new and can be a master piece so that it's expected to play a pioneer role for other researchers who are interested to conduct researches in the area. Different researches can be carried out in the area and this research, thus, can be taken as in initiative for similar works.

1.6 Scope of the Study

This study focuses on assessing the national media coverage of the north Ethiopia conflict mainly focusing on ETV News during the first year of the conflict. The study focuses on how ETV covers the root causes, its role in disseminating information timely, respecting journalistic disciplines and psychological impact.

The conflict has taken place from November 2020 to November 2022 and the researcher has selected the first year of the conflict from November 2020 to November 2021 to conduct this research so the scope of the time depends on this.

1.7 Limitation of the Study

While conducting this research paper, the researcher has faced a challenge in finding accurate information about the incident. Some information lacks neutrality and are affected by personal interest. Because of the conflict, feeling of insecurity and lack of trust has hindered more information not to be told as intended. Lack of adequate time is also another challenge.

1.8 Organization of the Study

This study is organized by five chapters. The first chapter deals with the Introduction: background of the study, statement of the problem, objectives of the study, significance of the study, the delimitations and limitation of the study. The second chapter presents a review of relevant literatures as well as the appropriate theoretical framework. Chapter three presents research design and methodology including the sources of data, the sample size and sampling technique, procedures of data collection, data gathering tools, methodology of data analysis and ethical consideration. The fourth chapter dealt with data presentation, analysis and interpretation. The final chapter contains conclusions and recommendations of the study.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.0 INTRODUCTION

This chapter includes a review of literature from different books, articles and researches that are related with conflict and conflict reporting.

2.1 Conflict Concepts

According to Bou Karroum, conflict reporting is essential to giving precise and timely information about conflicts occurring globally (Bou Karroum et-al. 2020). Every academic field has a theoretical framework for comprehending disputes. While political scientists concentrate on domestic and international conflicts, psychologists study interpersonal conflicts, sociologists focus on status and class conflicts, and economics study game theory and decision-making. Nonetheless, given the starting point is the conflict in northern Ethiopia, this research paper's conflict review focuses on interstate conflict.

There are several definitions offered for the intricate phenomenon known as conflict. Scholars put different categorization and types of conflict in order to describe the possible development and level of conflict intensity, as well as its violent or non-violent manifestation. The review will also depict the objects of conflict as territory, borders, power, resources, etc. that predominantly constitute the bone of contention in the interstate and intra-state disputes.

Already, the word "conflict" has no good connotations related to nation in the realm of common language. It is typically linked to dysfunctional phenomena like conflict, fighting, and discord. Thus, it is not unexpected that the discussion of this subject becomes important in political science given the prevalence of disputes. Even if this topic is partially responsible for the name of the field of peace and conflict studies, debates about the precise meaning of the term "conflict" continue to this day. That being said, this is quite surprising since it deals with one of the most ambiguous and contentious terminology, which frequently leads to arguments. (Bonacker/Imbusch 2005: 69).

Conflicts are defined as violent disagreements in which at least one of the warring parties is a state and there are at least 100 battle casualties, according to Singer and Small's Correlates-of-War-Project (COW).

Only military personnel, including soldiers, are covered by this definition. However, civilian casualties are not taken into consideration. (Singer/Small 1972: 8).

The COW-Project was heavily criticized in the aftermath (Gantzel 1987). However, as the definition provided by the Stockholm International Peace Research Institute (SIPRI) demonstrates, both components of the empirical-quantitative analysis of conflicts continue to shape today. (Dwan/Holmqvist 2005)

The use of armed force between the armed forces of two or more governments, or of one government and at least one organized armed group, that results in at least 1000 battle-related deaths in a single calendar year and in which the incompatibility concerns control of government and/or territory is referred to as a "major armed conflict."

A contentious issue involving territory, government, or both that results in at least 25 battle-related deaths between the parties using armed force is called an armed conflict. The state government must be one of these two parties at the very least. (Wallensteen/Sollenberg 2005: 635):

Conversely, the breadth of alternative conflict definitions is wider. Conflicts, for instance, are described as "... the clashing of interests (positional differences) on national values of some duration and magnitude between at least two parties (organized groups, states, groups of states, organizations) that are determined to pursue their interests and win their cases" by the Heidelberg Institute for International Conflict Research (HIIK 2005: 2). This term bears witness to the fact that many conflicts occur in weak or already fallen states, unable to send in their own forces to intervene in the fight. This term also applies to conflicts in which the state power is not one of the parties involved. (Hippler 1999). Wasmuth (1992: 7) summarizes four points, which are necessary for a prepossessed approximation of the conflict as a term:

First and foremost, the conflict has to be viewed as a social phenomenon, which is distinct from its form.

Secondly, by definition, no limiting evaluation is permitted so as to avoid precluding the study of conflicts.

Thirdly, there is a need to be cautious about the needless elimination of contextual conflicts. Categories of conflict

Fourth, by characterizing conflicts, cause and effect shouldn't be combined or switched.

But the question of its usefulness emerges with this conflict formulation. Therefore, a separation is desperately needed. This should be taken into consideration in three ways: first, as a result of conflict issues; second, in light of various conflict categories and dynamics; and third, by outlining potential conflict forms.

From an ontological perspective, subjectivist and objectivist conflict approaches have typically been the focus of studies into the origins and types of conflict. The objectivist approach (Schmid 1968) holds that the objectives at stake can be completely compatible and searches for the source of conflict in society's social and political structures. The subjectivist viewpoint, on the other hand, is mainly concerned with the apparent incompatibility of differences and aims. In the words of Deutsch (1991: 30), "... conflict arises from incompatible differences."

The perceived incompatibility is more important than the objective incompatibility. The core of the analysis of political conflicts is also the incompatibility of goals and interests, or at least the parties' perception of such incompatibility. The most significant factor influencing the dynamic of conflict phases and the intensity of the disagreement is the degree of incompatibility. After conflict arises, it continues with a particular dynamic and intensity that alters its paths and phases. Understanding the various stages of conflict and how they are classified is therefore essential as it can give clues about potential future developments and help with conflict resolution. Diez, Stetter, and Albert (2004: 9ff.) use topic incompatibilities between conflict parties and the many methods in which these are represented as primary conflict types, building on Messmer's (2003) concept of process model conflicts.

The dynamic model of conflict, which includes five intensity levels and accounts for both violent and non-violent conflict phases, from latent conflict to war, is the foundation of the technique. This classification was based on the escalation dynamic, which served as Pfetsch's (1994: 216) fundamental criterion for classifying conflicts into five categories: latent, manifested, crisis, severe crisis, and war. The primary distinction between these conflicts is that the first two are characterized by a lack of violence, but the war, severe crisis, and crisis all involve the use of violence in the course of the conflict. As a result, there are two primary sorts of conflicts: violent and non-violent. The primary flaw in the conflict literature is the concentration of the majority of studies and data on violent conflicts. As a result, there is a dearth of knowledge and study on peaceful conflicts.

2.1.1 Violent Conflicts

When parties attempt to control, undermine, or destroy the other party's capacity to pursue their own objectives, a conflict is said to have entered a violent phase. According to Davies (1973: 251), the prerequisite for one nonviolent confrontation to turn violent is the presence of frustration of implemental wants (security, knowledge, and power) or substantive needs (physical, social-affectional, self-esteem, and self-actualization): "When some basic needs or demands are severely ignored, violence is the resultant reaction." According to political conflict analysis, violent conflicts are characterized by the use of force, property destruction, and human casualties. Violent conflict is sometimes defined by thresholds for human casualties associated to the battle, especially when it comes to war. An “aggressive manifest conflict process” is the term that Sandole (1998) uses to describe violent conflict, which, according to his definition represents: “a situation in which at least two parties, or their representatives, attempt to pursue their perceptions of mutually incompatible goals by physically damaging or destroying the property and high-value symbols of one another (e.g., religious shrines, national monuments); and/or psychologically or physically injuring, destroying, or otherwise forcibly eliminating one another.”

When discussing violent disputes, Smith (2005:3) uses the term "armed conflicts," which he defines as "open, armed clashes between two or more centrally organized parties, with continuity between the clashes, in disputes about power over government and territory" in the published Berghof Handbook for Conflict Transformation. Smith also analyzes trends and causes of violent conflicts. According to the COSIMO classification, a severe crisis is categorized as the second most violent conflict type and has a higher intensity of use of violence, which is now structured rather than incidental and irregular. When competing interests lead to conflict, using violence becomes a feature. The deadliest way to fight over a contentious issue or conflicting objectives is through war, which is the highest form of violent conflict.

2.1.2 Non Violent Conflict

Absence of violence does not automatically mean an absence of conflict. One can pursue competing objectives without resorting to force or violence. When a conflict already exists, this simply refers to the parties' refusal to use violent tactics to settle their irreconcilable disagreements over matters that are important to them as a country. Force is never used by parties against one another. However, the outside world needs to acknowledge the presence of non-violent dispute, or at least one of the parties involved needs to. Furthermore, it should be emphasized that every confrontation begins peacefully and eventually escalates into violence. According to Sandole (1998), non-violent conflict is characterized by at least two parties, or their representatives, attempting to undermine each other's ability to pursue their goals by weakening what they perceive to be mutually incompatible aims.

Latent and manifest conflicts are the two categories of non-violent conflicts. Without some outward indication of a particular stance difference or interest antagonism between two states over a certain item, a conflict cannot be identified. Conditions for conflict can occasionally arise when parties are not actively pursuing a clear course of action. Nonetheless, positional differences must be expressed by at least one party in the form of demands, and the other party must be made aware of these demands. By this reasoning, a stage in the emergence of a conflict where one or more parties, groups, or governments contest established goals, values, or issues with national significance is called a latent conflict.

2.2 Conflict Issues

It is clear that there are many issues on which two sides to a dispute may agree on objectives. People can argue about an absurd amount of different topics, such as politics, football, money, properties, and ideas. However, by grouping these concerns under the three primary sociological categories of wealth, power, and prestige, it is feasible to lessen this bewildering variety (Weber 1947). It is impossible to comprehend political conflict without first understanding its goal and central concern. Additionally, disagreement resolution is not possible without understanding the issue and the cause of the conflict.

Deutsch (1973), the prominent sociology scientist and conflict researcher, makes distinction between five basic issues over which a conflict could arise control over resources, preferences and nuisances, beliefs, values and nature of the relationship.

As Singer (1996) notes, "the usual suspects" can be found in territory, ideology, dynastic legitimacy, religion, language, ethnicity, self-determination, resources, markets, domination, equality, and, of course, retaliation when it comes to conflict causes and issues. Focusing on interstate conflicts, Pfetsch and Rohloff (2000: 3) have identified nine commodities territorial (border), autonomy, decolonization, autonomy, system (ideology), national power, regional predominance, international power, resources, and other that have historically proven to be the most contentious conflict issues between the states.

2.2.1 Territory and Border Conflicts

Political conflicts have always revolved around the conquest and secession of areas, which have been the main causes of innumerable disagreements, skirmishes, and wars. (Eline Kleppe The impacts of ethnic politics on conflicts in Ethiopia). According to the research stated above, in addition to gaining more territory, the objectives can also involve secession and the ensnaring of ethnic boundaries within the state.

Territorial objectives are inextricably linked to resources, as well as to minority of color in terms of race or religion. Burton (cited in Sandole 1998) refers to territorial disputes as "classical conflicts." Territory is a crucial factor in war, according to Vasquez (quoted in Sandole 1998), who thus states that: "... of all the possible issues that could end in war, issues involving territorial contiguity are indeed the most war prone."

However, Pfetsch and Rohloff (2000: 3) assert that interstate rivalries and wars over territorial conflict issues have dramatically decreased in frequency based on their empirical researches of international conflicts. This trend is said to be caused by a mismatch between the gains that could be anticipated from newly won territory and the significantly higher political, economic, and human costs of such violent conflicts.

Due to the traditional perception of boundaries as physical lines, disputes arising from the need to extend regulations beyond the current border were considered subordinate conflicts. According to Diez/Stetter/Albert (2004), border disputes that are geographically represented are especially "stable form of conflict because they provide a clear cut physical distinction between two easily identifiable sides." Boundaries have a "double function" in these kinds of conflicts, serving as a method of both territorial inclusion and exclusion as well as "functional" inclusion or exclusion in parallel.

2.2.2 Minority, Ethnic and Government Power Conflicts

Ethnic conflicts are not always connected to minority disputes. A social minority, for instance, could also be a minority in such a fight. However, minority conflicts based on ethnicity predominate. Such a conflict may arise between a state and a minority in another, or it may have domestic elements (minority – government).

Bakker (cited in Szarka 1998) argues that these disputes develop because the national government, which is in the majority, tries to provide the same conditions in areas where the majority population is a minority as it does in other regions of the state. He makes the assumption that minorities are capable of articulating their political demands and formulating their own cultural, educational, and self-governance requirements. Based on this, he characterizes a minority conflict as "... a type of active hostility between a state's government and representatives of a minority regarding the degree to which minorities can influence how the (sub-state) territories they live in are used and organized." However, this approach reduces minority disagreements to the level of political conflict over ethnic territories. It is still noticed that one of the primary sources of intrastate conflicts is disagreements between minorities and ethnic groups (Ellingsen 2000).

There are numerous definitions for ethnic conflicts, especially when it comes to what causes these kinds of conflicts. According to some theorists (Fearon 1994), ethnic conflicts arise primarily from minorities' fears that the state system, which is dominated by the majority, will not be abused to violate minorities' rights. This anxiety manifests itself in the form of separatist struggle. Ethnic conflicts and wars are caused by the sense of insecurity that arises when one ethnic group is unaware of the intentions of the other ethnic group and two are already mutually hostile, according to rationale-choice theorists (Hechter 1995; Lake/Rothchild 1996; Posen 1993).

Some theorists contend that ethnic conflicts are caused by the political elites' manipulation of ethnic identities in their pursuit for power, as well as by the struggle between the political class and the acts of "ethnic entrepreneurs" (Brass, 1997).

Ethnic conflict is generally defined as "...groups that define themselves using ethnic criteria to make claims on behalf of their collective interests against the state or against other political actors," according to Gurr (1994: 348). The main problem in an intrastate conflict may alternatively be government power. The fundamental source of conflict in these cases is the incompatibility between the two disputing parties, one of which is the government itself. This disagreement primarily relates to the political system, the makeup of the government, and the replacement of the central authority. This conflict has been referred to as "armed conflict with governmental incompatibilities" by certain conflict experts (Wallensteen/Sollenberg 2001).

The primary characteristic of these disputes, of course, is that the parties' primary objective is for one side to seize and hold onto power inside the government. In an armed confrontation over government authority, both parties want a resolution within the same state, in contrast to territorial conflicts when the parties battle for power in distinct political units.

2.2.3 Conflicts Over Resources

The unique characteristic of this conflict is the struggle for control and access to vital resources (such as gold, diamonds, oil, water, and fertile land, among others). While the idea that natural resources could become conflict points may seem obvious, the role that resources might play in certain situations within a conflict is less clear. Disparities in how resources are distributed, used, needed, desired, and resulting from these disparities have been the cause of conflict both internationally and inside states.

Some resource conflict researchers (Ehrlich/Gleick/Conca 2000) assert that the following four crucial factors affect the probability that resources will be the focus of military or political action: The degree of

scarcity, the degree to which two or more groups or states share the supply, the relative strength of those organizations, and the ease of access to other sources are the four factors to consider. The most prevalent theory in the literature on resource conflicts views "resource scarcity" as the primary cause of conflict. This method links resources and views environmental deterioration as a major source of conflict, in addition to resource scarcity (supply-induced, demand-induced, or absolute) (Homer-Dixon 1999). Homer-Dixon and Percival (1997) highlight the causal relationships between resource scarcity and conflict in some developing nations. They contend that in certain situations, the lack of renewable resources—such as water, forests, and cropland causes social effects like migration, poverty, and weak institutions—as well as tensions and conflict.

2.3 Conflict Journalism

Journalism is subject to several limitations and difficulties as a result of conflicts. These are dangerous times for journalists; they run the possibility of being killed, maimed, harassed, or even put in jail. They also present examples that refute the common belief in journalism, which is based on the objectivity of journalists. When opposing factions utilize the media as a vehicle for propaganda, journalists are expected to support their positions, so weakening their independence. Journalists may also find it difficult to strike a balance between their emotional and objective commitments, as well as the demands of ethical and professional dilemmas (Boudana, 2015; McLaughlin, 2016).

When covering a war, journalists who are also affiliated with one of the opposing sides confront additional moral and professional dilemmas. Whether individuals wish to or not, they are compelled to deal with values that are in conflict when there is conflict (Waisbord, 2002; Zandberg and Neiger, 2005). On the one hand, they have a professional obligation to maintain their independence and objectivity in the face of multiple demands from the public, military, and government. They are part of their communities, which makes it difficult for them to be objective about the fight, unlike foreign correspondents who cover other people's wars. (Nygren et al., 2018; Zandberg and Neiger, 2005). This means in an another way, journalists find themselves in a "crossfire" as they try to reconcile their professional autonomy with demands from the military and political leadership as well as audience expectations of patriotism (Nygren et al., 2018: 1059).

During national conflicts, journalists frequently side with their own ethnic or national community, and patriotic sentiments may take precedence over professional ones. You can better understand how journalists shift their allegiance from the professional to the national or ethnic group if you know that their identities are fluid rather than fixed. Journalists swap identities and negotiate which role to play depending on the situation. (Hallin, 2017; Zandberg & Neiger, 2005). This is the reason why "simple

patriotism emerges in situations where the "national community" is considered to be at risk, while remaining muted under "normal conditions" and the observance of professional rules" (Waisbord, 2002: 206). When patriotism is the prevailing public sentiment, it might be challenging for individual journalists to refrain from taking part in patriotic displays (Elliot, 2004; Neiger and Rimmer-Tsory, 2012; Waisbord, 2002; Zelizer and Allan, 2002).

In countries where there is war, journalists are forced to self-censor due to internal, overt, and covert pressures. These demands prohibit them from reporting on certain incidents or from documenting certain events in a way that wouldn't threaten others or themselves (Jungblut and Hoxha, 2017). It is difficult for journalists to implement their thoughts about their professional tasks because of these restrictions on their autonomy. Even in post-conflict environments, censorship or self-censorship is still practiced. Depending on how democratic the transition from violence to peace is, journalists may still be vulnerable to pressure from the government, media owners, or other actors and may even have to self-censor (Jungblut and Hoxha, 2017; Nygren et al., 2018).

In Ethiopian case, the northern conflict has started in Tikimt 24 2013 EC (November 2020 to November 2022) when the Prime Minister of the country Abiy Ahmed (phd) announced that the Ethiopian defense force northern command base has faced a deadly attack from the Tigray people liberation front (tplf) which is the ruling party of Tigray region.

The civil conflict has involved different parties from all over the country especially armed forces of regions (liyu hayil), federal police, Tigray forces (tdf) and external sources.

The two years' blood shedding conflict has addressed different areas of the country outside of northern parts like Afar and Amhara regions. This civil conflict has created a big damage in all aspects. Essential social services, especially the education sector, have suffered significant harm as a result of the two years of violent conflict in Ethiopia's Tigray area and its adjacent regions of Afar and Amhara. In Afar, Amhara, and Tigray in 2021, more than 2.8 million children are expected to have skipped school, according to UNICEF's estimation. Children in Tigray were denied an education as a result of the war, which is especially worrying given that many kids are still unable to attend school after the protracted disruption brought on by the COVID-19 pandemic. African nations were urged to "either ban the use of schools for military purposes, or, at a minimum, enact concrete measures," according to the African Committee of Experts on the Rights and Welfare of Children of the AU. On the other hand, according to Global conflict trackers report more than 5 million people has been displaced internally because of the conflict.

The situation has dragged the country's economy decades back according to a report by the government of Ethiopia.

By its very nature, the media has an obligation to promptly disseminate information, to speak up for the truth, and to represent the voiceless in society. It must uphold the interests of the country and advance stability and peace. According to Howard (2008), when covering conflict, the media should prioritize communicating, educating, fostering confidence, clearing up misunderstandings, humanizing the reporting, allowing emotions to flow, recognizing underlying interests, promoting a balance of power, coming to a consensus, and finding solutions.

It is necessary to perform numerous scientific studies on how the media has handled covering disputes in order to highlight its successes and shortcomings. The results of these studies can be used as a base to further elaborate how media should act in accordance with media ethics and professionalism. It also indicates how media exercise freedom during reporting internal conflicts.

2.4 Conflict Reporting

The components of newsworthiness are taught to journalism students in the first journalism course in any curriculum. Conflict, peculiarity, closeness, size, significance, and human interest are a few of them. The majority of these components are evident in conflicts. News about conflicts is viewed as a commodity that needs to be sold. Furthermore, manifest war reporting will continue to be the most alluring kind of journalism as long as peace journalism and conflict reporting are seen as commodities, particularly by the mainstream media. It will also be challenging to persuade journalists to focus on situations that have not yet reached the brink of explosion, given that this is the media's primary revenue-generating approach. Such gatherings would need to be extraordinary.

According to Lynch, "three conventions in particular for objective news predispose it to war journalism as the dominant form. They are: a bias in favor of event over process, a bias in favor of official sources and a bias in favor of dualism (Lynch 2008, p63). There is, of course, an economic dimension to consider. The economic interest of the media would dictate an emphasis on event over process. Process is obviously more time consuming to report on than event. Also, getting information from official sources is less complex than seeking out possible view points from all stakeholders in the conflict, just as dualism is easier to deal with than pursuing different groups' perspectives and interests involved in the conflict. As Lynch concludes, 'the media are thus constrained to confine reports of conflict to violent events and this can lead or leave violence to appear, by default, as the only colorable solution' (Lynch 2008, p63).

2.4.1 Latent Conflict Reporting

Latent conflict rarely as garners notice may happen almost always. However, those whose interests are being taken into account and reported on are the ones who can best handle conflict at this level.

The inferno that manifest conflict typically symbolizes can be prevented more successfully using latent conflict reporting. Other academics have in fact highlighted the possibility of such early action in interstate disputes. Because ongoing hostile attention in the mass media may tend to harden public opinion to the point where it eventually destroys the national government's freedom of choice, Karl Deutsch proposed "an early warning system" to track the amount of media attention given to a conflict area or an enemy country (Deutsch 1957, p202). The aim of his concept was to conduct a quantitative assessment of the proportion of attention given to specific interstate disputes and topics in the news, their retention or forgetfulness by decision-makers, and their cumulative impact (Deutsch 1957, p204).

In essence, latent conflict occurs when individuals, organizations, or nations exhibit disagreements about principles or concepts. Protagonists are most likely to listen to one another and communicate more successfully at this point. Additionally, there is a higher likelihood of success for negotiation and mediation at this level. It is even possible that one party is unaware of or refuses to accept the existence of an issue at the latent conflict level. This is comparable to human interaction at the interpersonal level (see Donahue & Kolt 1992). As a result, there is less of a desire to save face than there would be in a clear confrontation where there would already be "spectators." Latent conflict is the ideal setting for peace journalism because there is no risk of "losing face."

2.4.2 Manifest Conflict

The term "manifest conflict" refers to situations in which actions taken by one side clearly conflict with the interests of the other. Manifest conflict is specifically defined by Pondy's idea as the moment of conflict's culmination. "A conflict episode can be thought of as a gradual escalation to a state of disorder," according to Pondy (1967, p. 299), who then described this state as culminating in "open war or aggression."Pondy denes display conflictive behavior, which is defined as actions that intentionally obstruct others from achieving their goals and are interpreted as such by at least one of the persons involved. In inter organizational contexts; manifest conflict is characterized by overt behaviors that thwart relational partners from achieving their goals (Anderson and Narus 1990; Brown and Day 1981; Brown, Lusch, and Smith 1991; Pondy 1967; Thomas 1976)

2.5 Conflict in Ethiopia

Ethiopia has had innumerable intrastate and interstate conflicts, according to history. People are suffering as a result of the devastation and mayhem brought about by these conflicts and the wars they have sparked. The country continues to see periodic intrastate conflicts, primarily brought on by resource, border, and ethnic rivalry in structurally separated districts and regions (Mulatu, 2017). Prior to 1991, Ethiopia's interethnic conflict issues stemmed from unfair social, political, economic, cultural, and religious ties among ethnic groups that emerged from ethnic dominance under the pretext of forming a homogeneous state. But after 1991, The foundation of Ethiopian interethnic relations is the goal of redressing the past injustices that occurred amongst the various ethnic groups (Teferi, 2012).

Political violence and internal conflicts have increased in frequency across the nation, particularly since the current administration took office in 1991 (Mulatu, 2017). All of Ethiopia's regional states have been dealing with violent ethnic conflicts of some kind, despite regional differences in the causes, nature, intensity and complexity of the conflicts (IDMC, 2009). As a result of all of these events, Heidelberg Institute for International Conflict stated Ethiopia as one of the top five African nations in Research (HIIK)'s ranking of conflicts and substantial tensions, the majority of which persisted at a very violent level (HIIK, 2010). Even with Prime Minister Abiy's election to office, there has been no discernible change in the internal conflict. Even though Ethiopia's political liberalization since April 2018 offered many people hope that the nation was moving away from its dictatorial past, ethnic conflicts have rocked several sections of Ethiopia, according to the Institute for Security Studies (ISS) (2019). As to ISS (2019), over a thousand people have died, with close to three million displaced. Ethiopia had the highest number of internally displaced people in the world in 2018 (ISS, 2019). ISS argues that the recent upswing in ethnic violence is mainly due to a sharp rise in contending ethno-nationalisms in the context of perceived party and state fragility, i.e., incoherence and brittleness (ISS, 2019).

2.6 Conflict Between the Government of Ethiopia and Tplf

By late 2020, the interstate conflict started in Tigray region, which finally was expanded to Amhara and afar regions.

The declaration of an extension on national election in June 2020 drew indignation from the TPLF. The Tigray State Council’s choice to hold local elections in defiance of federal orders further inflamed tensions. The elections ultimately solidified the TPLF’s control of the region. (Center for preventive action, 2023). On November 4, 2020, Ethiopian prime minister Abiy Ahmed (phd) in a live stream of the

national media EBC announced that Tplf troops has attacked a federal military camp in the Tigray region and called Ethiopian National Defense Force (ENDF) troops from the northern duty. This began a military operation known as the Mekelle Offensive, which escalated quickly as the ENDF pushed further into Tigray, and the Tigray Defense Force, or tdf ramped up their response.

After a series of failed efforts to negotiate a settlement, the TPLF and the Ethiopian central government signed a cessation of hostilities agreement on November 2, 2022, in Pretoria, South Africa. Followed by implementation negotiations in Nairobi, the agreement promised to disarm Tigrayan troops, hand control of Tigray to the Ethiopian government, end the Mekelle Offensive, and permit full humanitarian access to Tigray.

In 2021 alone, 5.1 million Ethiopians became internally displaced, a record for the most people internally displaced. Thousands also fled to Sudan and other countries in the region. By the time the Pretoria agreement took effect, the Tigray War and its associated humanitarian disaster had killed approximately 600,000 people.

Humanitarian relief continues to reach northern Ethiopia, although assistance does not balance the scale of unmet needs of millions of people in the Tigray, Amhara and Afar regions due to limited funding and resources, among other operational challenges. The Amhara region carries the weight of the impact of the situation. Because of the conflict there is a large-scale humanitarian need in Amhara, including high malnutrition rates due to food insecurity, coupled with lack of access to supplementary feeding services due to shortage of supplies. The regional public health institute reported over 18,000 Moderate Acute Malnutrition (MAM) cases of children under five and more than 4,000 malnutrition cases in pregnant and lactating women (PLW) among IDPs in six zones.

Agricultural production for 2022 is below average because of the lack of a sustained provision of agricultural inputs, constrained access to farmlands following the re-escalation of conflict in late August 2022, and the subsequent suspension of aid convoys to the region (FEWSNET 05/08/2022; FAO 16/07/2022; OCHA 13/09/2022). In June, 7.4 million people across Afar, Amhara, and Tigray needed agricultural and livestock support, including animal health services and supplementary animal feeds, seed provision, and irrigation schemes (OCHA 17/06/2022).

13 million people need food assistance across all three regions (WFP17/06/2022 and 24/08/2022). About 5.4 million people are currently food-insecure in Tigray, nearly half of whom are experiencing a severe lack of food (WFP 21/10/2022 and 18/08/2022). This figure represents a sharp increase from the 400,000

people identified in October 2020 (WFP 28/01/2022). 7 million people in Amhara and 1.2 million in Afar are considered to be in need of food assistance (WFP 21/10/2022).

Malnutrition rates continue to increase in northern Ethiopia given high food insecurity rates, limited access to healthcare, and a lack of nutrition supplies (UNICEF 29/10/2022). Varying data collection methodologies and a lack of clarity in the number of people screened for malnutrition pose challenges in understanding the scale of the issue over time.

An estimated 3.9 million people in Tigray and 10 million in Amhara need access to healthcare (OCHA 17/06/2022; IMC 23/08/2022). People displaced in Afar require medical services, but this need remains inadequately addressed because of the lack of supplies in the region (UNICEF 29/10/2022). In Tigray, the provision of health services has been severely disrupted, with health facilities remaining dysfunctional and medical supplies being unavailable (DW 28/10/2022; TNH 26/04/2022; Devex 18/01/2022;). Wide-spread sexual and gender-based violence (SGBV) has been reported throughout the conflict with medical and psychological support needed for survivors in all three regions (EHRC 08/07/2022; OHCHR 22/09/2022). Given the scale of displacement, there is a need for family reunification for unaccompanied and separated children (OCHA 11/07/2022: Protection Cluster/UNHCR 29/09/2022).

Renewed displacement since August 2022 has increased the need for emergency shelter and food in the conflict affected areas of Tigray and border areas of Amhara and Afar.

Conflict and a lack of school rehabilitation prevented children from returning to school in September 2022, with some missing out on school for a third school year in a row (Education Cluster 04/08/2022). Conflict related school closures affect children across Afar, Amhara and Tigray.

Nationwide, the conflict has pulled the country's economy back to decades. According to a report by the government of Ethiopia, sectors like education, health, agriculture and tourism need to be supported strongly since they are seriously affected by the conflict and their infrastructure is damaged. This sectors need special plan because they are closely closed to the lives of the society and are significant in country's development.

2.7. Overview of Studies Related to Conflict Reporting in Ethiopian Media

The emergence of conflict studies as a new academic discipline is a reflection of the continuance of violent confrontations and disagreements within communities in the postmodern era. Over the last ten years or more, students from Ethiopia and the Horn of Africa have been forced to embrace the emerging field of war studies (Abbinik, 2016). The researcher has located a small number of studies in an attempt to evaluate some of the regional studies on conflict reporting. Under the heading Ethiopian journalism from

self-censorship to silence: an instance of reporting on internal strife, Mulatu (2017) undertook research. His study focused on how reporters handled covering the internal problems that transpired between 2005 and 2013. The results showed that reporters tended to steer clear of reporting on ethnic conflicts and that the selected publications carried comparatively few articles about internal strife.

Addisu (2019) also investigated the same topic under the heading "The Coverage of Internal Conflict between Oromia and Somali Regional States on Ethiopian Media: Comparative study of OBN and SRTV" (Somali Tv) This study showed that not only were internal conflicts rarely covered by the chosen media, particularly SRTV and OBN, but the appropriate sources for the stories were not used. But in terms of the fight itself and the media that was chosen, this research differs from the present research.

Similarly, Mulatu (2018) conducted a research on: Community Radio in Ethiopia: A Discourse of Peace and Conflict Reporting. This research focused on showing how community radio is a best platform in dealing with internal conflicts in particular and social issues in general in the marginalized societies that are vulnerable to various social and political problems.

Analysis of media framing of ethnic violence in Ethiopia (April 2-October 2, 2018): The Ethiopian Herald and the Reporter newspapers in focus by Getnet (2019) is the title of another master's thesis. Conflict frames identified in this study include annihilation, the assigning of blame, the incompetence of public servants, law and order, criminality, and justice. Researchers studying conflict reporting generally find that the media plays a critical role in reducing conflict initiating circumstances or assisting in the amicable settlement of internal disputes.

2.8. Framing Theory

One of the pioneers and fathers of framing, Entman (1993; 2004), defined the term as the act of selecting a few components of seen reality and putting together a story that emphasizes the relationships between them in order to support a specific interpretation. According to him, the process of framing entails selection and salience above all else. Accordingly, the definition of the verb "to frame" is: to highlight certain facets of a perceived reality in a communicative text. Accordingly, media framing refers to the methods by which topics are chosen and highlighted in and by the media. Entman (1993, 2004) expounded on the phrase further, stating that fully evolved frames generally carry out four tasks: problem definition, cause analysis, moral judgment, and remedy advocacy. By priming the audience, framing attempts to mold and change their perceptions and preferences. In other words, frames activate schemas that lead target audiences to feel, think, and act in a specific way by introducing or emphasizing the salience or apparent importance of specific concepts (Entman, 2007).

According to the framing and priming literatures, teaching individuals "what to think about" is the source of all outside control over "what people think." When the media shapes people's perceptions, it stands to

reason that they also affect people's attitudes, to put it simply. Elites monitor public opinions because they want people to behave in ways that support or obediently accept the decisions made by the elites, which makes their influence vital. Elites must choose what information to share with them and withhold from them, as well as incorporate hints about how this small story aligns with their preexisting views and values, in order to persuade the public to believe (and act) as they like.Exerting power to influence conduct in a democracy means framing "telling people what to think about" in order to influence the attitudes that form their behavior, as power is the ability to induce others to act as one wishes, presuming violence is not an option (Entman, 2010).

The term "content bias" and "decision making bias" have two important but frequently confused meanings. When mediated information is continuously framed in a way that favors a particular interest, political party, or ideology over others in contests for control of the government, this is known as content bias. We would need to show patterns of slant that consistently encourage support for particular interests or actors who seek power and criticism of their opponents in order to prove the presence of content biases. Scholars should only use the phrase "media bias" in accordance with the customary (albeit under-theorized) usage of the term when research indicates that a slant persists over time and permeates the most significant media channels. Under this definition, biased content assists such entities as political parties or interest groups in consistently persuading people to accept interpretations helpful to the favored actor for some significant period.

The term "bias" is also frequently used to discuss how journalists' belief systems affect the news they cover and how they make decisions. Critics assert that editors and reporters in the mainstream media let their personal beliefs influence the news they cover. Journalists typically contest any bias they may have. They believe that the only thing they can rely on in their work is journalistic ethics. However, all rational people and information-processing organizations need to use expedient decision rules. Individual journalists as well as news organizations process information based on the media's decision-making biases, which take the shape of unspoken conventions and practices (Entman, 2010).

De Vreese (2005) asserts that framing is divided into several stages: framing's effects on individuals and society as a whole, as well as its construction and setting de Vreese, 2005 The elements that affect the news frames' structural characteristics are the focus of frame-building. The way that journalists and news organizations frame topics is determined by internal journalistic factors. Outside variables, however, are just as significant. The process of creating a framework involves ongoing interactions between social movements, elites, and journalists. The frames that appear in the text are the results of the frame building process.

The relationship between media frames and people's preexisting knowledge and predispositions is known as "frame-setting." News frames can influence how people learn about, understand, and assess topics and

events. The most thorough research has been done on this aspect of the framing process, frequently aiming to determine how much and in what situations viewers mirror and reflect frames that are made available to them in, say, the news. One might think about the effects of framing both personally and socially.

An individual level consequence may be altered attitudes about an issue based on exposure to certain frames. On the societal level, frames may contribute to shaping social level processes such as political socialization, decision-making, and collective actions. Cappella and Jamieson as cited by de Vreese (2005) state that considering any production feature of verbal or visual texts as a candidate for news frames is a too broad view. They suggest four criteria that a frame must meet. First, a news frame must have identifiable conceptual and linguistic characteristics. Second, it should be commonly observed in journalistic practice. Third, it must be possible to distinguish the frame reliably from other frames. Fourth, a frame must have representational validity (i.e. be recognized by others) and not be merely a judgment of a researcher's imagination.

The most comprehensive empirical approach is offered by Tankard as cited by de Vreese, (2005) who suggests a list of 11 framing mechanism or focal points for identifying and measuring news frames are Headlines, Subheads, Photos, Photo captions, Leads, Source selection, Quotes selection, Pull quotes, Logos, Statistics and charts, and conclusions of statements and paragraphs.

Issue-specific news frames and generic frames are the two categories of frames that De Vreese (2005) distinguished. Some frames are only relevant to particular subjects or occasions. We might refer to these frames as issue-specific frames. Details regarding the current problem are provided by the issue-specific frame. The researcher can use a technique known as "frame mapping" to find the broader frames in an issue-specific frame by first emphasizing various frame terms (Miller, Andsager, and Riechert, 1998). According to Matthews (2009), there can be variations in issue-specific frames for each issue. Some frames can be recognized in relation to different topics and even over time and in different cultural contexts, surpassing the boundaries of a particular theme. One could refer to these frames as generic frames (deVreese, 2005). Semetko and Valkenburg (2000) measured five frames that have been common in literature: conflict, attribution of responsibility, economic, human interest, and morality. They did this by using generic framing themes. Generic frames provide a systematic framework for comparison across issues, frames, and topics, but issue-specific frames allow for "great specificity and detail" (Kozman, 2017).

This study's coverage of Ethiopia's north conflict is its main objective. Evaluating how television covered the conflict during news hours is another way that this research's theme delimitation is defined. Additionally, the conflict frame was applied in this study. Consequently, the issue-specific framing was

adopted in this study. Citing Semetko and Valkenburg (2000), De Vreese (2005) distinguished five news frames:

conflict, human interest, attribution of responsibility, morality and economic consequences. The conflict frame emphasizes conflict between individuals, groups, institutions or countries. The human interest frame brings a human face, an individual's story, or an emotional angle to the presentation of an event, issue or problem. The responsibility frame presents an issue or problem in such a way as to attribute responsibility for causing or solving to either the government or to an individual or group. The morality frame interprets an event or issue in the context of religious tenets or moral prescriptions. The economic consequences frame, finally, presents an event, problem or issue in terms of the economic consequences it will have on an individual, group, institution, region or country.

2.8.1 Framing Theory and Conflict Reporting

For a considerable amount of time, the media have been regarded as the main conduit via which people experience and comprehend society (Entman, 2004). The tenets of the theory of mediation serve as a solid foundation for the framing theory in the journalism industry. According to this view, "media" play the role of an intermediary between people and society, or between the audience and the outer world. Framing gives an event its own characteristics, qualities, and unique ways to become news, which enables the mediation process to function. Framing, then, answers the questions of how information material is created and how this mediation between the fact and the audience is achieved (Gavilan, 2016).

Reporting on conflicts clearly uses framing. Understanding how the media shapes public perception and how society constructs reality can be aided by the application of framing theory (Myant, 2019). Since the general public turns to the media to learn about conflicts, the media has the power to shape public opinion and the nature of the discourse around these conflicts, which in turn influences the peacebuilding process. It is crucial to make clear that media mediators play a more complex role than mere message carriers when it comes to their job as intermediaries between people and reality. News is produced, and this must be taken into account. Media genuinely influences the logics and format of the media over the contents, thus it's more than simply a basic connection in the communicative process.

According to Walter Lippmann (1950), media alters the facts of events in educational materials by putting them through several filters before they are seen by the public. The public's comprehension and assessment of issues, institutions, and political actors can be significantly impacted by the way issues are presented in the news. Additionally, Wolfsfeld (2001) contends that depending on the news framing they use while covering conflicts, the media can either contribute negatively or positively to peace efforts.

Different definitions of framing have been given in various situations. Nonetheless, Entman's (1993, pp. 52–53) formulation provides the clearest explanation of the connection between conflict reporting and framing.

In the communication process, frames can be found in four different places: the communicator, the text, the recipient, and the culture. When choosing what to say, communicators use frames—often referred to as schemata—that structure their belief systems to help them make conscious or unconscious framing decisions. The use of particular keywords, stock phrases, stereotyped imagery, information sources, and sentences that give thematically reinforcing clusters of facts or judgments are examples of the frames that are present in the text. The communicator's aim and the text's frames may or may not be reflected in the frames that direct the recipient's thoughts and conclusions.

The collection of frequently used frames is known as culture; in fact, culture may be defined as the set of widely used frames that can be objectively shown in the language and thought processes of the majority of members of a social group. Similar tasks are performed by framing in each of the four locations: choosing and emphasizing components, then using those pieces to build an argument regarding the nature, significance, and/or potential solutions of issues.

Since an event has no significance on its own, the journalist provides the meaning of the events through the news. It is only when an occurrence is placed inside a larger sequence of organized events that facts can be recognized and significance can be assigned (Tuchman 1978).

Discourses are organized, events are formed, and meanings are developed through framing.

Since conflict reporting analyzes conflicts and involves problem definitions, causal diagnoses, moral assessments, and recommendations for solutions, it employs a framework (Gavilan, 2011). One method for examining how conflict is covered is through frame analysis (D'Angelo, 2002; McCombs & Ghanem, 2001).

According to Entman's (1993) proposal, in situations where framing is employed, the narrative typically concentrates on the reporting of the problem, the identification of its sources, the moral assessment made, and the offered answers and remedies. The central query of this study is these significant ideas. Thus, the interpretation made to answer the basic questions focuses on finding out how framing has been used in portraying the conflict and the ethical conditions in reporting the conflict.

2.9 The Social Responsibility Theory

Research conducted in academic settings, as well as observations and experiences gleaned from the real world, provide evidence that media corporations are social institutions in addition to being commercial enterprises. The social responsibility theory, which is a subset of critical theory, provides the theoretical

underpinning for the interaction that exists between society and the media is the focus of this theoretical examination.

For a complete comprehension of the structural principles and media dynamics (in addition to other features), it is also necessary to take into account socio-cultural aspects in addition to economic, political aspects (McQuail's, 2005). According to him, the social responsibility theory is essentially a modified form of the free press idea, with a larger focus placed on keeping the media accountable in the community at large. He makes this argument in one of his articles. Even while media outlets are free to operate, they should be aware that they have a duty to serve the best interests of the general public.

The purpose of the media is to provide information to the general people and that in order to do so effectively, there should be no interference from the government. High standards should be maintained by the media in terms of their level of objectivity, level of professionalism, the truth, and level of accuracy. The diversity of the peoples and cultures that are represented by the media should be accurately reflected in those sources.

The audience has a duty and a right to anticipate that the performers will deliver work that is of a professional standard. (Those who advocated for this idea placed a lot of faith in the general population's ability to tell the difference between right and wrong and to behave in a way that was beneficial to the general populace whenever it was essential to safeguard the general welfare.)

It is not gainsaid that conflict and crisis would always be factors in human existence which cannot be wished away. So long as man continues to live in a social relationship with another, conflict is bound to occur. This is why Anyadike (2009, p.321) says "Conflict is a recurring natural phenomenon which is inherent in every socio-cultural, economic and political settings characteristic of group interactions. However, depending on how it is handled, it could either be constructive, or it could be destructive". Interestingly, anywhere conflict occurs, the media are magneted to it because it is the ethical responsibility of the media to report events in society and as Adesina (2009) has argued, "there is no particular time the public is more in need of information from the media than when the safety or even the survival of the public is threatened". Nwosu (2004, p.103) observes that conflict like other events or occurrences provide the media with new materials for their news presentation. But what should be of scholarly interest in all of this considered from the angle of mediation of social reality is how the media report conflicts do? In other words, are the media acting responsibly in conflict reporting by not escalating them or they are goaded by economic, sectarian, racial, tribal, nationalistic and such other sentimental considerations rather than ethical responsibility.

Social responsibility is, therefore, public-spirit driven. However, Enwefah (2010) is quick to reiterate the observation of Wiio (1983) that press fulfilment of the social responsibility role is dependent on a variety of internal and external contingencies, among which is the dilemma of balancing journalistic objectivity with the organizational imperatives of the media organizations. The journalist is caught in a web (a sort of tension of opposites) in which case he is faced with reporting issues as he deems fit professionally and reporting to meet up with the expectations of his organization and in the case of a conflict, the perception of the reporter's government of the issue at stake.

For instance, Alemoh (2005) has noted that organizational imperatives have more influence on the ethical conduct of a journalist than the training the journalist obtained at school. In line with this thought, it is the submission of Pate (2004, p.7) that in dealing with the issue of professionalism in journalism, one should be able to understand the contextual or operational environment in which the journalist practices because according to him, some of the journalists, even where they appear competent are often subdued by the attitudes and policies of their individual media houses to the detriment of their professional honor. But Enwefah (2010, p.96) is quick to assert that under the social responsibility theory, the media first and foremost owe their allegiance to the public before any other interest and that the major task of the media in this setting is to raise conflict to the level of discussion.

This study, therefore, analyzed how journalists in etv news room, who were reporting the incident from war areas and main studio reported regarding social responsibility.

CHAPTER THREE
RESEARCH METHODOLOGY

3.0. Introduction

This chapter explains the researcher's approach, which includes, among other things, the data collection methods, analytical tools used, sampling strategies and processes, data processing and analysis procedures, and data storage and retrieval procedures. This will help the reader understand the study's methodological development. The specific aim of this study is to examine how ETV covered the northern conflict in its news. Therefore, the design, data sources, data collection instruments, sample strategies, data presentation, and data analysis will be the exclusive topics of this chapter.

3.1 Research Methodology and Design

Research Methods and Research Methodology are different. One of the primary differences between them is that research methods are the methods by which you conduct research into a subject or a topic. On the other hand, research methodology explains the methods by which you may proceed with your research. It involves conduct of experiments, tests, surveys and the like. But research methodology involves the learning of the various techniques that can be used in the conduct of research and in the conduct of tests, experiments, surveys and critical studies. This is the technical difference between the two terms, namely, research methods and research methodology.

Research methodology is a systematic way to solvea problem. It is a science of studying how research isto be carried out. Essentially, the procedures by which researchers go about their work of describing, explainingand predicting phenomena are called research methodology.It is also defined as the study of methods by which knowledge is gained. Its aim is to give the work plan ofresearch.

Research methods are the various procedures,schemes, algorithms, etc. used in research. All the methods used by a researcher during a research studyare termed as research methods.

One may say that the goal of research methodologies is to solve research problems. Research methodology, on the other hand, seeks to use the right techniques to identify answers. Therefore, it's interesting to highlight those proper research techniques conduct is made possible by research methodology. Any research, whether scientific or not, starts with research technique and ends with research methods.

If the subject of the research is a scientific subject, then the research methods used in that case would involve tests, experiments, and the analysis of other previous experimental results pertaining to the same subject or subjects. Conversely, research methodology related to a scientific subject includes advanced procedures that can be applied in the performance of experiments, research instruments, and methods for doing research itself.

The term "research methods" refers to all approaches or strategies utilized in the process of conducting research. Thus, research techniques or procedures refer to the approaches that researchers take when carrying out their research activities. Stated differently, research methods encompass any approach that a researcher employs when examining a research problem.

Given that the goal of research, especially applied research, is to find a solution for a particular issue, a solution can only be achieved through a relationship between the problem's unknown elements and the data that is already available.

An organized approach to addressing the research problem is through research methodology. One way to conceptualize it would be as a science that studies scientific methodology. This study examines the many approaches commonly used by researchers to investigate research problems and the reasoning behind them. It's imperative that the researcher understands methodology in addition to research methods and procedures. Not only must researchers be proficient in developing specific indices or tests, calculating mean, mode, median, and standard deviation, and applying specific research techniques, but they also must be able to distinguish between relevant and irrelevant methods and techniques, as well as what they would mean, reflect, and explain.

Additionally, researchers must comprehend the underlying presumptions of different methodologies and be aware of the standards by which they can determine which methods and processes are appropriate for a given topic and which ones are not. All of this indicates that, as technique requirements can vary depending on the issue, it is imperative that the researcher develop the appropriate approach for the given topic.

The research approach's evaluation component is descriptive. A comprehensive investigation is initiated to ascertain the manner in which the ETV news station reported on the conflict of the north. The proper conduct of the media in accordance with professional values is also covered. The researcher will try to assess the media's role in disseminating information about the incident in this study by considering relevant ideas and concepts.

For this matter, choosing a suitable research design is essential to achieving the study's goals. It is crucial to weigh the trade-offs between time, money, favorable conditions, and confidence in the anticipated outcomes while selecting a research design or methodology. Another thing that researchers should remember is that the design of their study is determined by the nature of the research topic they are trying to solve. There is no one-size-fits-all solution when it comes to solving a research challenge. This study used a range of data gathering techniques, including both qualitative and quantitative components, in an effort to improve the study's overall reliability and validity.

(Cresswell, J. W.: Vicki L Plano Clark, 2011) believes that in the vast majority of circumstances, a combined approach to research is superior than either qualitative method alone. Because they have a deeper understanding of the subject, the researcher's judgments are therefore less likely to be influenced by personal biases when evaluating the data acquired. In general, behavioral features that are subjective and impossible to determine scientifically are well suited for analysis through the use of the qualitative research approach. Analyzing and assessing specific behavioral change domains and aspects that are brought about by or reinforced by certain activities is more appropriate.

Critical and interpretivist perspectives primarily concentrate on how individuals interact with and understand media by referencing various groups to which they belong or which they use as a point of reference for their standards and values. Since it can be difficult to quantify these ideas, qualitative methods might help us comprehend them better (Gunter, 2000). Moreover, the outcome may work well in conjunction with quantitative methods that require some explanations of measurable variables. In certain cases, combining audience research methods makes sense to get a more nuanced knowledge of a phenomenon (Stokes, 2003).

This is justified by the idea that examining a phenomenon that is difficult to put into numerical form will help one gain a deeper grasp of the circumstances and non-numerical data. This information will be gathered through in-depth interviews (Berg, 2007).

To try to fill in any possible gaps, this study will use a quantitative approach to data collection. The results have more credibility because both of these strategies were considered in the study's design choice. In the end, the two methodological strategies mentioned above enable an accurate evaluation of ETV’s conflict reporting. This is indicated as a common practice to employ both quantitative and qualitative approaches to mitigate the drawbacks of a single strategy (Gray, 2004). Using a variety of research methods rather than relying solely on one kind of method enhances the probability of dependable results.

3.2. Quantitative and Qualitative Research

Both quantitative and qualitative questions might be included in the introduction and applied inquiry. Quantitative exploration is based on the volume or quantum dimension. Next, one or more amounts are used to express or explain a process. Qualitative miracles involving quality are the focus of qualitative research. It is descriptive, non-numerical, logical, and verbal. Its goal is to convey the situation's meaning, emotion, and circumstances. In the study of substance or structure, we quantify and evaluate impacts. However, we need to collide a configuration of connections in order to examine patterns. In other words, while patterns include rates, structures involve amounts. Qualitative research is also appropriate if one wants to investigate why some data are arbitrary.

If the goal is to determine how arbitrary the data is, then the mean, friction, and distribution function also become quantitative. When examining the differences between qualitative and quantitative modes of inquiry, one must take into account many ontological and epistemological issues, as well as critical perspectives, interpretivism, and positivism. "An approach of empirical, methodological controlled analysis of textbooks within their environment of communication, following content logical rules and step by step models, without rash quantification" is how Zhang and Wildemuth (n.d.), citing Mayring, further defined qualitative content analysis (Zhang& Wildemuth,n.d 25). Exploration techniques have historically been divided into qualitative and quantitative categories, which has led to a great deal of controversy among experimenters, particularly in social lore (Onwuegbuzie and Leech, 2005).

Numerous studies on exploration techniques have highlighted the key distinctions between these two styles (Howe, 1988; Neuman, 1997). For example, Myers (2009, p. 8) makes the distinction that, while quantitative research looks at overall trends throughout the population and focuses on figures, qualitative exploration is an in-depth study of social and artistic marvels and is textbook focused. Similarly, Harrison (2001) contends that quantitative design offers a comprehensive grasp of the problems under discussion, whereas Miles and Huberman (1994) assert that qualitative investigation concentrates on in-depth examination of exploratory issues.

You can assess whether your theory is significant—that is, whether you can provide answers to the questions by using quantitative exploration techniques. In quantitative inquiry methods, which are systematic, figures are usually used. However, qualitative approach is the type that is reliant on your compliances and descriptions. It is subjective, descriptive, and devoid of statistics. This kind of system is used to assess people's beliefs, behaviors, and positions in relation to the topics you are investigating. This type of technology allows researchers to use their own ideas and gestures, which are absolutely prohibited in quantitative systems.

Sticklers argue that because of this distinction, exploratory questions tend to lean more toward a quantitative or qualitative approach, and as a result, these two approaches shouldn't be used in tandem (Howe, 1988; Smith and Heshusius, 1986). Thus, in his latest work on Qualitative exploration in Business and operation, Myers (2009) cites examples of exploration methods under the two primary orders, supporting the sticklers position of distinguishing the two exploration doctrines. As a result, while quantitative exploration styles include checks, simulation, fine modeling, laboratory trials, statistical analysis, econometric, and structured equations modeling, qualitative exploration styles include action exploration, case study, ethnography, predicated exploration, semiotics, converse analysis, hermeneutics, and narrative (Myers, 2009, p. 8).

According to Tashakori and Teddlie (1998), sticklers argue that the distinction between the qualitative and quantitative paradigms arises from the fact that the axiological, ontological, and epistemological presuppositions of inquiry concerns are often either qualitative or quantitative in origin. However, realistic experimenters disprove Stickler's claim that qualitative and quantitative methodologies are incompatible, instead presenting evidence of their similarities and encouraging triangulation (Onwuegbuzie and Leech, 2005; Tashakkori and Teddlie, 1998; Newman and Benz, 1998).

In this way, combining qualitative and quantitative research methods offers the chance to more rigorously confirm findings from several research approaches on a particular miracle (Neuman, 1997). The choice of exploration styles must take into account the exploration questions being addressed, according to realistic experimenters, even though they contend that mono-system exploration poses a threat to the development of social lore and question how stakeholders may grow confident in findings from singular styles (Onwuegbuzie and Leech, 2005; Sechrest and Sadani, 1995).

It may be difficult for experimenters, especially the less experienced bones, to choose the best approaches amid the haze of this controversy for a particular investigation. Both quantitative and qualitative questions might be included in the introduction and applied inquiry.

Quantitative exploration is based on the volume or quantum dimension. Next, one or more amounts are used to express or explain a process. Qualitative miracles involving quality are the focus of qualitative research. It is descriptive, non-numerical, logical, and verbal. Its goal is to convey the situation's meaning, emotion, and circumstances. In the study of substance or structure, we quantify and evaluate impacts. Are patterns measurable or weighed? We are unable to weigh or measure patterns. However, we need to collide a configuration of connections in order to examine patterns. In other words, while patterns include rates, structures involve amounts.

Qualitative research is also appropriate if one wants to investigate why some data are arbitrary. If the goal is to determine how arbitrary the data is, then the mean, friction, and distribution function also become

quantitative. It provides a distinct, more deliberate approach to inquiry that can help accomplish the goals of the study and address the research problems it raises.

There are no numbers, facts, or sums involved. Calculating the precise amount of a specific emulsion contained within a volume is essentially a quantitative study. Thus, both a qualitative and a quantitative content analysis system were used in this investigation. ETV's news pieces about the crisis in the north have been dissected in both directions.

Prior to this, interpretations were developed based on the explanations and rationales provided by respondents regarding the issues they brought up in the interviews.

3.3. Data Sources And Collection Mechanisms

A scientific research requires information that need to be collected and analyzed, which is called datum. The data is collected from primary or secondary sources, which have their own importance to conduct a valid and reliable research according to the nature of the study.

3.3.1. Primary Sources

Primary data sources are those from which firsthand information is obtained straight from the sources of the informants. Since primary sources provide accurate information straight from the source, facts acquired from them are crucial. Primary data is information obtained from key informant interviews, focus groups, news articles, and questioners. As to this research, the news stories of ETV during the conflict time and reporters who were reporting the incident from war areas and studio are used as primary sources of data.

3.3.2 Secondary Sources

Information obtained by the researcher from sources other than informants directly is referred to as secondary data. A variety of publications, including books, journals, scientific papers given at conferences and symposiums, directives, policies, plans, and strategies, can be used to obtain the information. The literary works that have already been published about the topic were evaluated and used as secondary data in this study. The evaluation is utilized to provide corroborating evidence in response to the fundamental research questions posed. Especially research questions related to the etv’s role while covering the conflict regarding ethics, discipline, neutrality and balance. In this case the researcher has assessed news stories collected from the media and from primary sources to analyze.

3.3.3. Data Collection Mechanisms

- **Content Analysis**

Content analysis is used as data collection mechanism for this research. Since the focus of the research is assessing ETV news coverage of the north conflict.

The news stories selected for this research are produced during the first year of the conflict that means from Nov 2020 to November 2021 (the time when the researcher started to conduct the case). Fortunately, the researcher is a news editor in the selected medium and had the chance to watch all the news closely. This has helped a lot in easily gathering and selecting news. Besides to this, most of the news produced in this time frame is available on different social media platforms. Thus, some news stories have been downloaded for the purpose of analysis and some of the links are attached

ETV news channel has three main news times. The first is early in the morning starting from 7 am to 9am, the second is at mid-day starting from 12pm to 2pm and the third one is from 7pm to 9pm. During the first year of the conflict, all the news packages were full of news that focus on the conflict.

During this time around 3700 news stories were produced 15 reporters were assigned to report from the spot to the conflict areas of Tigray, Amhara and Afar regions.

Though the number of reporters sent to the conflict area is 15, all journalists including content editors have been producing news from different sources focusing on the conflict. Since the study applies both qualitative and quantitative approach, 100 sample news pieces have been taken in to consideration and 20 journalists working in the news room are addressed by questioner and three decision makers in the news room have been interviewed to systematically analyze the case.

- **In Depth Interview**

One of the main techniques used in this study is individual in-depth interview, which proved to be one of the most effective. In-depth interviews can so convey the public's perspective on how well media outlets fulfill their public-service obligation to disseminate political information. Likewise, given the growing importance of media literacy in contemporary education, research of this kind can provide new insights into the processes of communication and reception, which are essential for curriculum development (Janckowsky, 2002).

To allow participants the opportunity to talk more freely about their thoughts and viewpoints, a less formal setting was chosen. Semi-structured questions are more adaptable in real-world situations since the researcher can change them depending on the interviewee's responses. Interviews with those involved in the evaluation of media material are required to address pertinent concerns such as the effects of social and environmental factors on media content and presentation style (Stokes, 2003).

Information can be acquired through conversations, which is frequently a very effective tactic. Due to the nature of the interview, participants could feel more comfortable sharing information verbally even when responding to written questions. The goal of in-depth interviews is to get to the bottom of the matter and identify the cause of the current situation. With this kind of query, you can discover more about the experiences, feelings, and opinions of the respondents. A comprehensive interview can be a highly useful tool in the early stages of a large-scale research project to assist narrows the emphasis and breadth of the study's design.

For instance, by assisting you in understanding the context of an issue and evaluating alternative solutions, in-depth interviews can be quite beneficial when overseeing the research process and performing extra data analysis. During an interview, you can discover everything there is to know about a person's attitudes and behavior. For example, in the case of Roger D. Wimmer and Joseph R. Dominick (2006), "Deeply detailed interview transcripts can be quite beneficial in comprehending the rationale behind the responses that respondents provided throughout the interview.

Specifically applied in this study, qualitative techniques like in-depth interviews enable the researcher to sift through data and get a sense of respondents' ideas. This method of interviewing makes it possible to quickly get a comprehensive picture of the respondents' occupations, goals, and difficulties. An in-depth interview can yield a significant amount of crucial information if done properly (Roger D. Wimmer, Joseph R. Dominick, 2006). In this study three interviewees have been selected as part of getting valid information about the situation. The selected interviewees are editor in chief of ETV news, team leader and news shift leader. They are selected because they are close to the issue we raised.

- **Questionnaires**

A set of pre-planned questions designed to extract certain information from responders is called a questionnaire. It is the tool used in surveys to collect data. A methodical questionnaire methodology is employed to gather information from media professionals. For this reason, the format of the questionnaire should be simple, straightforward, and unambiguous in order to facilitate respondents' ability to answer the questions. Participants in the poll are asked to submit basic personal information, such as their age, work experience, and educational background.

This information is being gathered in order to evaluate how the selected covered conflict that took place in the northern part of the country. To get an accurate picture, it's critical to closely monitor what media are saying about it. According to Fisher (2007), for a phenomenon to be considered valid, it needs to be fully described and quantified in some way.

Thus, among 43 active reporters who work in ETV NEWS, twenty are selected to answer questionnaires as part of the study process. It is expected that the gaps that might not be filled by an in-depth interview will be filled in by the questionnaire responses.

3.4. Samples and Sampling Techniques

Roger D. Wimmer and Joseph R. Dominick (2006) defined a sample as "a subset of the population that is representative of the entire population." Sample size matters if the lack of representation in the sample prevents the results from being applied to the entire population from which the sample was selected. A significant portion of the original data used in this study came from surveys and interviews conducted on selected ETV news channel workers.

3.4.1 Purposive Sampling

Purposive sampling, sometimes referred to as judgment, selective, or subjective sampling, is a sampling approach where the researcher uses his or her own discretion and judgment to pick study participants from the community. One of the non-probability sampling techniques is called "purposeful sampling," which happens when the researcher uses their judgment to select sample items.

Purposeful sampling is a frequently used technique in qualitative research that makes it easier to find and choose examples that have a lot of information, making the most use of the limited resources available (Patton, 2002). Finding and selecting individuals or groups of individuals with specific knowledge or experience about a topic of interest is required for this (Cresswell & Plano Clark, 2011). In addition to knowledge and experience, Bernard (2002) and Spradley (1979) stress the importance of being available and wanting to participate, as well as having the ability to share experiences and opinions in an articulate, expressive, and reflective manner.

No matter the methodology qualitative or quantitative sampling strategies seek to maximize validity and efficiency, as stated by Morse and Niehaus (2009). Sampling, however, must be consistent with the goals and suppositions associated with employing either strategy. Broadly speaking, quantitative approaches aim to attain breadth of understanding, while qualitative methods seek to gain depth of understanding (Patton, 2002). The primary goal of quantitative techniques is generalizability, or ensuring that the data obtained is representative of the community from which the sample was taken. Conversely, different approaches have different standards and requirements for determining the minimum number of participants required to achieve their objectives.

Personal judgment must be employed in purposive sampling to select cases that contribute to addressing research questions or achieving study goals. The samples are selected to provide answers to research problems or support theories that have been put forth.

In this case, ETV news is purposely selected. It's a national media that's considered as a national representation and in addition, during the conflict, ETV was privileged to report from conflict active areas (ordered and selected by the government) and disseminate information even for other medias.

3.4.2. Key Informants

Key informants are distinguished from "regular" informants in that they have more information to share and are more conspicuous.

According to (Payne, G., & Payne, J, 2004), "key informants are those whose social positions in a research setting provide them with specialist knowledge about other people, processes, or happenings that is more extensive, detailed, or privileged than ordinary people, and who are thus particularly valuable sources of information to a researcher, not least in the early stages of a project."

The term "key" evokes ideas about the informant's critical role and their capacity to open doors or grant access to phenomena that was previously inaccessible. Morse (1991) argues that the word "informant" refers to the researcher's lack of awareness of the participants' embedded knowledge or first-hand familiarity with the subject matter. It also suggests that the research topic is sufficiently intricate or challenging for an informed in-group member to interpret. Compared to research employing persons who are not identified as key informants, the knowledge and insight gained from key informant interviews is often described as "more objective" or given greater weight when evaluating results (Lokot, 2021).

High-level perspectives and comparative analyses of issues or research questions are provided by key informants. This is in contrast to the depth of knowledge attributed to other types of qualitative interview participants, who are usually selected to share details about their personal experiences or opinions. This contradiction can be observed in certain studies where the key informant may offer information on organizational dynamics, history, and policies, while the participant sharing lived experience talks about how they were affected by the policy or entangled in that historical event.

The researcher then conducted in-depth interviews with significant players in the media sector. Editor in chief, team leader and news shift leader are selected for the interview for the intended goal of the study.

3.5 Methods of Data Analysis

The statistical package for the social sciences, or SPSS, is used to evaluate the questionnaires in this study, and the researcher reports the final assessment in line with the findings. Conversely, the central idea was explicated by means of the transcription of the information obtained from the interviews. Following that, data are realized by considering how themes relate to the research questions, objectives, and literature review.

The researcher matches the pre-reviewed literature and the objectives with the responses from several respondents. In addition, the way the analyses are presented takes into account the goals and concerns of the study. The results were then arranged in accordance with the objectives of the study.

3.5.1. Coding

In qualitative research, coding, according to Saldana (1988), is the application of a term or short phrase that designates symbolically an essence-capturing, summative, prominent, emotive, or language-based part of the data (Saldana 1988: 3). This study produced a construct that the researchers built to help with pattern detection and classification, among other analytical methods. This construct interprets or symbolizes data and lends meaning to each individual datum.

3.5.2.Content Analysis

Because this study used conventional content analysis, a qualitative content analysis technique that allows categorization based on the contents of raw data, the researcher coded the categories based on the contents of the news items. Then, data are read word by word to derive codes, first by underlining the exact phrases from the text that appear to encapsulate key ideas or concepts. The researcher then approaches the text, taking notes on initial thoughts, perceptions, and analyses. As this process proceeds, labels for codes that represent multiple central ideas start to appear. These are frequently taken straight out of the text and used as the first coding scheme. Then, codes are grouped into groups according to the connections and relationships between them.

The researcher used multiple content classification processes to achieve effective coding for this assessment. The coding units that will be used in this process have been determined in the end. The coding units that must be used are theme, news story events, and news story sources.

3.6. Ethical Consideration

The highest ethical standards are being verified at every stage of the research process to guarantee that the study's conclusions are applicable and that no one is hurt in the process. Individuals take part freely and independently.

The researcher complies with the right to privacy and respect for oneself. In particular, since the researcher for this study is an employee of the case organization, it is imperative that the respondent's confidentiality and privacy be carefully considered. The researcher also thinks that by putting aside his own interests and concerns about benefits, job security, and other matters, is devoted to produce an accurate, fair, and insightful study product.

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF DATA

4.0. Introduction

This chapter analyses and evaluates the data that has been gathered. ETV's news coverage on the first year of the northern conflict is the subject of this presentation and analysis of data, focusing on specific pieces of information. In-depth interviews and questionnaires are used to collect data from participants in the study. During the research process, the researcher interviewed three informants who have prior experience and are in charge of supervising and deploying reporters and production crew. In addition, survey questionnaires were delivered to 20 respondents who had the experience of reporting the conflicts in the news room. All of the questionnaires were completed and returned on time.

Mixed research method was deliberately preferred to show results in detail and thereby, increases the reliability and validity of the findings.

4.1 Demographic Characteristics of the Participants

Demographic information

In conducting this research, the researcher has selected 20 ETV news room journalists who were reporting the northern conflict. Among the 20 selected journalists, 5are women (25%) and the rest 15are male (75%). Most of them (80%) are between the age 26-35 and the rest 20% are between 36-45.

Regarding their experience, 80% of them worked from 6-15 years, 15% worked for 1-5 year and 5% has 16-25 years of experience.

As an employee to EBC, which is a name of a company holding TV channels including ETV news, radio channels and new media platforms, journalists selected for this research has different job titles according to their experience. 45% are senior reporters, 25% are editors, 25% are senior editors and 5% are reporters.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	26-35	16	80.0	80.0	80.0
	36-45	4	20.0	20.0	100.0
	Total	20	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	15	75.0	75.0	75.0
	Female	5	25.0	25.0	100.0
	Total	20	100.0	100.0	

Years of Service In News Room

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5 Years	3	15.0	15.0	15.0
	6-15 Years	16	80.0	80.0	95.0
	16-25 Years	1	5.0	5.0	100.0
	Total	20	100.0	100.0	

Current Title

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Reporter	1	5.0	5.0	5.0
	Senior Reporter	9	45.0	45.0	50.0
	Editor	5	25.0	25.0	75.0
	Senior Editor	5	25.0	25.0	100.0
	Total	20	100.0	100.0	

(Table 1 demographic information of respondents)

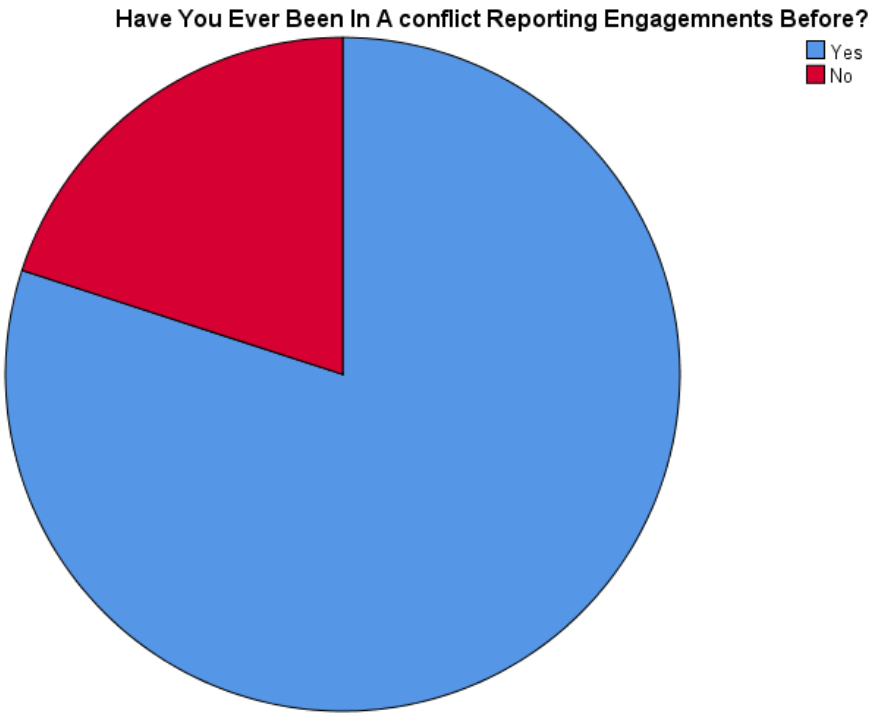
The selected respondents have worked in different areas of journalistic pieces according to their work profile the researcher reviewed per their permission from the media houses assignment desk. In this case 80% percent of them have the experience of reporting conflict and the rest 20% has no experience before.

75% of respondents who has experiences in reporting conflict said they have reported domestic conflict, 20% did not answer the question and 5% said another type of conflict.

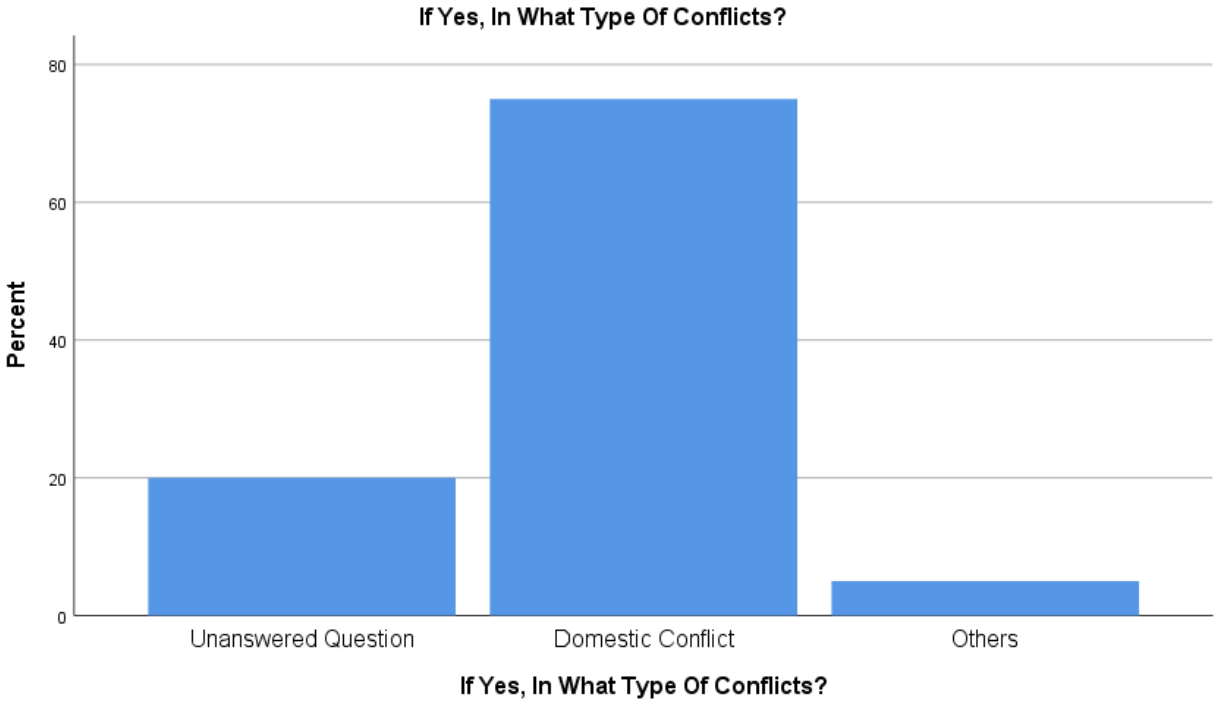
Conflict Reporting Engagements Before

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	80.0	80.0	80.0
	No	4	20.0	20.0	100.0
	Total	20	100.0	100.0	

(Table 2 conflict reporting engagement)



(Chart 1 Conflict reporting engagement)



(Graph 1 type of conflict engagement)

The northern conflict has covered Tigray, Amhara and afar regions. In order to report the incident 70% of respondents have reported from those conflict affected areas and the rest 30% were producing news from different sources based in the branch, head office and around studio.

(Chart 2 Physical existences in conflict areas)

4.2 Data from the Questionnaire

ETV news is a public media according to its establishment Proclamation for Founding Ethiopian Broadcasting Corporation: Proclamation No. 858/2006 states. Ethiopian Broadcasting Corporation is the largest government owned, public service broadcaster outlet that encompass TV, radio and online media. It has wide coverage of news that is aired daily. The main or prime time news coverage is divided in three sessions. The early morning show runs from 7:00am-9:00am, the mid-day news starts at 12:00pm and ends at 2:00pm. The last one which is the night news package starts at 7:00pm and ends at 9:00pm.

The morning news package usually entertains soft issue and health tips. But during the conflict, all news hours and packages were changed and gave priority for the northern conflict. The researcher of this paper is one of news content editors and is part of the work environment. This has given the researcher a chance to closely observe and monitor the responses given by respondents.

According to responses given by respondents, during the conflict, 60% of them have never tried to dig deep to unveil the real causes of the conflict. 35% of them said they had tried their best to dig out the root causes of the conflict and 5% said they simply stand beside the fact that they favor.

Among the respondents 35% of them said they were afraid to dig out the cause, 25% said the media house didn't allow them to do so and 5% deprived from digging out the root cause because of their emotion and perception regarding the incident. The rest 35% restrained from giving answers.

(Attached below are the answers given by respondents in table)

Have You Ever Tried To Dig Deep To Unveil The Real Causes Of The Conflict In Its Pre Conflict Stages?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I did	7	35.0	35.0	35.0
	No, I didn't	12	60.0	60.0	95.0
	I believed a side I favor for it	1	5.0	5.0	100.0
	Total	20	100.0	100.0	

If No, Why Or What Deprived You From Doing So?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unanswered	7	35.0	35.0	35.0
	The media house	5	25.0	25.0	60.0
	The government	7	35.0	35.0	95.0
	My emotions and perceptions	1	5.0	5.0	100.0
	Total	20	100.0	100.0	

(Table 3 Digging out root cause of the conflict)

During the conflict, reporters have covered the incident both in live and production format. 60% of the content of the news produced by respondents focuses on the victories of ENDF. 30% focus on the casualties happened to civilians and 10% focus on the causalities happened to properties. In this case,

most of the reports were one sided stories. 85% respondents have never reported casualties on the side of ENDF. 10% said they seldom reported casualties on ENDF and 5% have reported casualties of ENDF.

Data found out and analyzed from the above table have a very strong implication of overriding one of the professional principles of neutrality and impartiality that a journalist must comply with. The flaw derailed to the extent even the human causalities that need to be covered regardless of their category or where they belong to.

Researchers have shown that when a conflict arises between two parties, nations, civilizations, or specific groups, politicians make every effort to sway public opinion in their side.

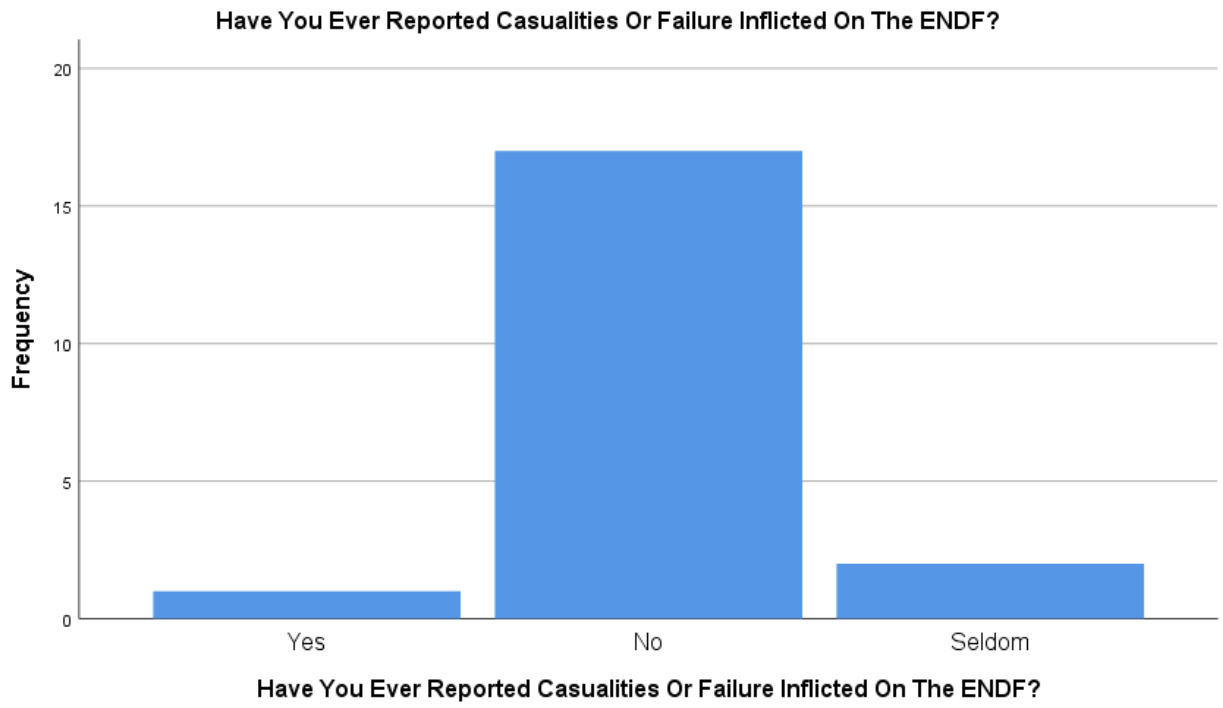
No government in history has desired for its media to discuss the murky aspects of war when the guns start to fire. Government leaders believe that now is the moment to choose a side, and they constantly and plainly highlight the good against evil duality of the two sides—of which, by government terminology, there are only two—at war. (Willis, 2007)

(Attached below are the answers given by respondents in table)

What Contents You Majorly Prioritized During The Conflict?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The victories of the ENDF	12	60.0	60.0	60.0
	The Casualties' on civilians	6	30.0	30.0	90.0
	The casualties on properties	2	10.0	10.0	100.0
	Total	20	100.0	100.0	

(Table 4 Prioritized contents)



(Graph 2 Reporting failure of ENDF)

According to interviewees which the researcher will refer later in the analysis, chief editor working in the news room said most of the news contents are selected by higher bodies of the ENDF (Ethiopian Defense Force) so when reporters are assigned to conflict areas, they are guided majorly by ENDF. In such a case it's not common to travel alone and select issues independently. So 60% respondents said they never intentionally hide any news content from editors or news room authorities even if they believed that might cause bad consequences. 40% have hide some news contents from the editors not to be included in the news they produced in order to minimize what they fear 'may bear' bad outcomes.

Was There Any Content That You Intentionally Ignored Or Hide From Your Editors/The News Room Authorities Judging Conscientiously To Have Bad Consequences?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	40.0	40.0	40.0
	No	12	60.0	60.0	100.0
	Total	20	100.0	100.0	

(Table 5intentionally ignored contents)

According to UNs report on the northern conflict, around 12.1 million people in Tigray, Amhara and Afar regions were in need of humanitarian assistance. (UN – July 2022). The conflict which lasts for two years has affected the overall activity of the country.

ETVs reporters who are selected to answer questions for this research are believed to be psychologically affected since most of them have experienced reporting from areas that were under active conflict. 65% feel frustrating, 20% feel mild negative impact, 10% feel it was damaging and 1% has felt no impact.

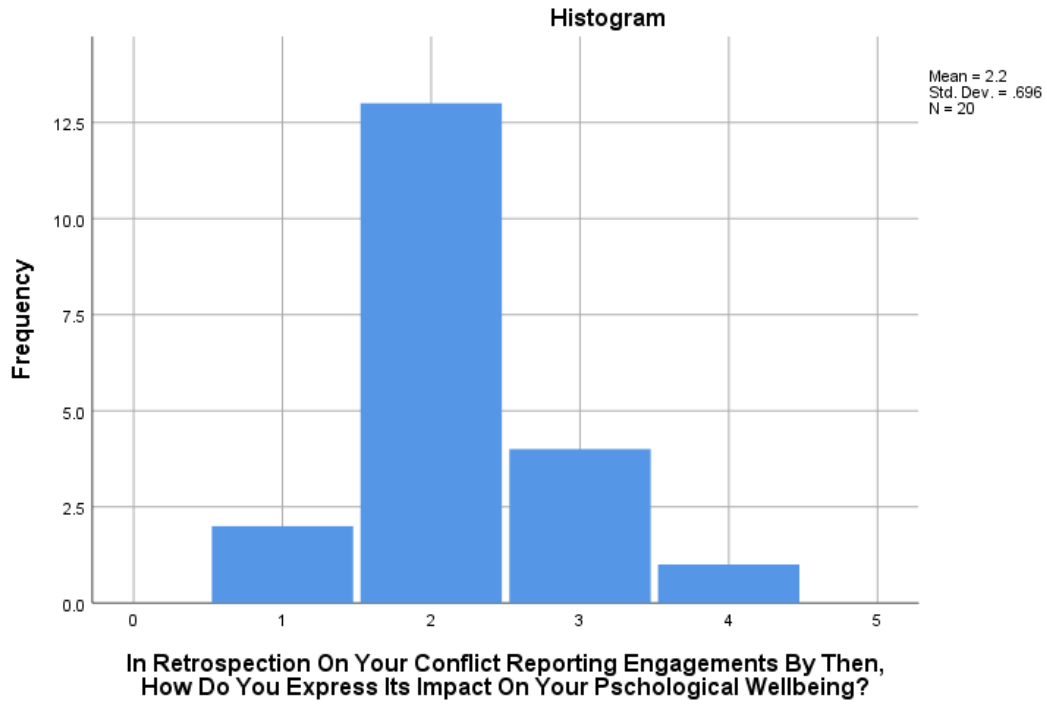
After the Pretoria agreement between the government of Ethiopia and TPLF (Tigray People Liberation Front) the two years' bloody conflict has ended. Both sides agreed to 'cease hostilities and avoid active engagements' and focus on rebuild destroyed infrastructures and relocating internally displaced people.

Following this reality, among the respondents, 45% regret about the happening of the conflict, 35% are still in confusion about the conflict and 20% have no different emotions.

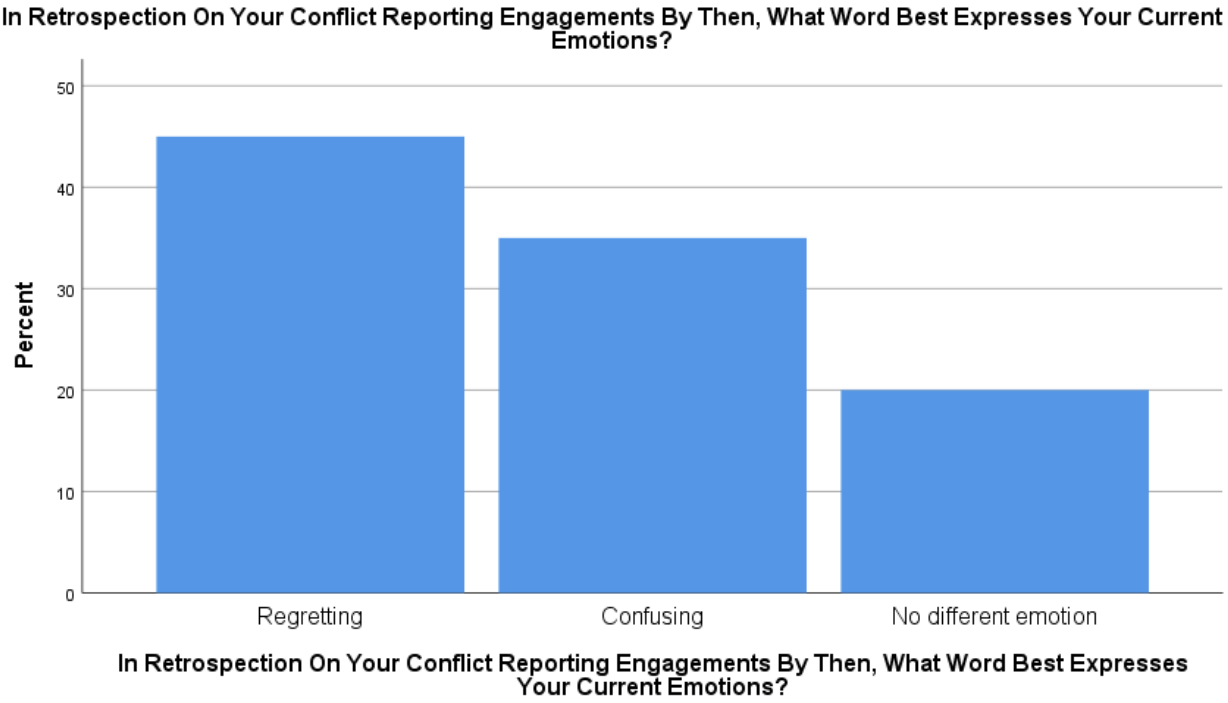
In Retrospection On Your Conflict Reporting Engagements by Then, How Do You Express Its Impact On Your Psychological Wellbeing?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Damaging	2	10.0	10.0	10.0
	Frustrating	13	65.0	65.0	75.0
	Mild negative impact	4	20.0	20.0	95.0
	No impact	1	5.0	5.0	100.0
	Total	20	100.0	100.0	

(Table 6 Psychological impact of conflict reporting)



(Graph 3 Psychological impact of conflict reporting)



(Graph 4 Current emotion towards the conflict)

4.3. Data from In-depth Interview

In conducting this research, the researcher selected three interviewees from ETV news room to get further information about war time undertakings and its multifaceted results. Interviewees are selected on the basis of their closeness to the issue. They work as a chief editor, shift leader and team leader.

4.3.1 Content Selection

The northern conflict is a national incident that happened with in the territory of a state and the engagements between peoples of the same citizens. During the course of the conflict most of ETVs news contents were selected by officials as of an anonymous editor in chief of ETV. In our interview session, the editor in chief said they had meetings every week with government communication service (which was assigned to monitor medias that time) officials and receive directions from them. But in some cases

reporters who were in the conflict areas add some news stories what they believe is valuable and in line with the general directions and editorial recommendations of the time.

> The news contents should focus on the direction of the government. It was very sensitive so we all were contented and aware of every single news stories. We were even careful of pictures that might show unwanted information like the national defense forces direction. Even it was forbidden to show title of commanders and war leaders that time so we check and cross check news before putting it on air. It would have cost as a lot if we were not very careful.

Another anonymous news shift leader said news contents were not controlled by shift editors rather they came from news room authorities. In news package and rundown preparation time the shift leaders or on duty editors (shift leaders are responsible to prepare news hour package) were expected to show news orders and what the package contains before getting on air.

> We collect news from different news editors and put orderly according to protocol and content sensitivity. We don't have a mandate to decide news contents by ourselves. Sometimes approved events by our bosses like rallies; support for the national defense force or food preparation (sinq zigijit) may be produced and edited by on duty shift. Our duty was managing news according to time limit .

During the interview, the researcher has understood that most of the news contents were directed by the government. Over all the news framing was in accordance with the directions and the regulations of the authorities who are directly in charge to follow up the newsroom very importantly.

One interviewee, who was a team leader in the news room said news contents, which are discussed by higher authorities were directly given to reporters to be produced. The interviewee said news room leaders has a discussion time with government officials on what and how to report the conflict.

> If we have questions or complaints, we inform to our bosses and they put it as a discussion point with government officials. Though we sometimes raise questions on our news, we don't confront them to change or add some news stories because the incident was series and we didn't want to make mistakes. What we did was trying to cover the

> conflict from all affected areas. We were prioritizing covering the incident widely. Most of us have accepted what the government called '*hig yemaskeber zemecha'* and it was our priority as a mission to disseminate the information and aware audiences.

4.3.2 Assigning Reporters To Conflict Areas

ETV, as it is a public media in its establishment, was privileged to cover the conflict even from areas under active engagements. In addition, the media was responsible to share recorded materials to other media in some cases. Regarding assigning reporters to conflict areas, editor in chief of the news room said areas that should be covered by news were selected by the government.

> We select reporters who were good in news production and were physically strong enough to face challenges. But areas were selected by the decision of government officials. They share information with defense force leaders to make sure the safety of assigned reporters and select relatively suitable conditions to do the report.

During the first day prime minister of Ethiopia Abiy Ahmed (phd) announced the operation entitled 'enforcing the rule of law and restoring the national territorial integrity' *'hig yemaskeber zemecha'* the researcher was working as a news editor in the news room and witnessed how news room authorities has assigned reporters. There was a call to stay stand by for a duty. That duty was to be deployed to conflict areas to report the incident though those areas were not known until the assigned government bodies for media monitoring (government communication service) revealed which areas to be covered.

Same idea is raised by a team leader. Reporters are selected by news room leaders but the areas are selected by the government.

> We know the capacity of our reporters so we select them for this duty accordingly. But selection of areas, it's far from us. You know in those areas safety of reporters might not be secured unless you discuss first with officials. Reporters should be under the protection of the Ethiopian defense force. They know which place or what time is appropriate and better. We faced a problem once when a reporter and his crew who was assigned to report from Dessie moved to Woldia without announcing. It was a loss. The crew suffered a lot and lost their car and camera on the way. So it was advantageous to accept the direction of the government.

4.3.3 Media Independence

The definition of media independence is a controversial topic that changes based on the circumstances. Independence is a normative ideal that can be debated on many different fronts and is often employed contradictorily by regulators, journalists, academics, and media organizations. Independence is one of the main normative tenets of journalism. Although there is debate and contextual limitations on what constitutes independence (Karppinen and Moe, 2016), the idea is nevertheless important since it provides regulators, researchers, journalists, and media outlets with useful concepts. (Benett, 2015). As noted by Karppinen and Moe (2016), media independence is an issue that is currently being discussed, and there is a renewed exchange of ideas regarding its definition. Given this, research has repeatedly shown how independence—or lack thereof—affects a number of characteristics of media performance, such as diversity, empathy, the medium's position as a public forum, and its role as a watchdog. (Fawzi and Mothes, 2020).

Since they foster independent journalism and serve as a watchdog on the influential minority, politically independent media sources are viewed as crucial elements of a strong democracy.

The northern conflict has happened inside a sovereign state between people that share culture, religion, habit and custom. Different studies show that internal conflicts may arise from ethnic, religious and political diversity and so on. The reason of the Ethiopian northern conflict tends to be political diversity. In this case the main players were the Ethiopian government and Tigray people liberation Front/ TPLF. In such internal conflicts national media's are expected to serve all bodies equally in a balanced basis.

In such situations, it's expected that Medias under the supervision of government are not independent especially in such political issues. From the interviewees' point of view and from the news produced during the conflict, it's clear that ETV was dependent on the direction of the government. Media balance was not applied as an element of news. No stories are found that include the side of TPLF. No reporter was dare to interview leaders of TPLF. In other case, the media has hindered the right of the audiences by not telling the other side of the story.

4.4 News Content Analysis

During the first year of the conflict ETV has produced more than 3700 news. The researcher has reviewed 100 sample news produced from Nov, 2020 to Nov 2021 and selected 10 news samples to analyze their content regarding framing and social responsibility.

After analyzing the results of earlier studies in this area, Mulatu and Terje (2020) found that the majority of reports regarding conflicts in Ethiopia came from a single, small number of sources. They found that 133 stories in their study, The Ethnification of the Ethiopian Media, used quotes from 145 different sources. Different points of view were not given much space (Mulatu & Tereje, 2020).

According to the study, media organizations' frustration at having to conduct observations and interviews that might produce a different account of events has a role in their reliance on specific and limited sources.

The results of Mulatu (2017) lend weight to the conclusion that reporters tended to avoid reporting ethnic conflicts and that few stories about internal issues were published or reported in medium of choice because of journalists fear to report by their own selection. (Mulatu, 2017).

Thus, the rights of residents of some areas like Tigray and audiences were restricted by the media's exclusive reliance on specific sources. From the perspective of the residents, they were denied their right to get an equal and balanced representation and their voice to be included as they are one of the federal regional states of the Federal Democratic Republic of Ethiopia. In a similar vein, audiences were unable to obtain a comprehensive picture of the conflict, which could have been ensured by providing a balanced entertainment of the opposing factions' perspectives.

Assessing the news contents, all were against TPLF and the damage it caused on civilian people and infrastructure. In all the news the words 'junta, terrorist, barbaric' were used to call the TPLF. Words used by reporters were without limitations and in disrespect of the profession. Informal words, even insulting words like '*hafrete bisu, chefchafiw'*…were used in reporting. The news elements, balance, neutrality, fairness were ignored in most of the news. Reporters have used words that imply they themselves were engaged in the conflict. They have sided to the ENDF and considered TPLF as enemy and they worked to show that in their works. Sources of the media were mainly the ENDF leaders, victims of TPLF, captives and government officials.

4.4.1 Portrayal Of The Root Causes Of The Conflict

In conflict reporting, one of the important things that should be taken carefully is reporting the root cause of the conflict. As Pani (2017) stated:

> …if journalists want to play a role in helping parties to find solutions to conflicts, then they need to understand how the conflict may have started.

He further underlines that it's important to acknowledge that a conflict may have more than one cause and journalists need to remain alert to the fact that they may well be missing something. As a journalistic

work, the root cause the media stated should cite credible sources as well. Additionally, it is expected of the media to confirm the veracity of the causes that the informant provided. It is also necessary to balance the information provided by the two opposing parties.

Willis J., (2007) presented the need journalists need to seriously abide by during conflicts in the extent of paying a serious sacrifice for truth.

> …in the media's side, the issue has always been access to the real stories of the war, and that usually means access to the battlefields and the front lines of action. It means being allowed to report in an unfettered fashion, the way they are used to doing other stories as well. History has shown that journalists can be credited with knowing when a story is too revealing and would pose security risks on the battlefield.

It is expected media organizations do in-depth analyses and interviews with various groups, community members, indigenous people, documents, and others in order to determine the true source of the dispute.

And for this reason, in order to pinpoint the precise underlying reasons of disputes, the media must go through several levels of verification and cross-checking. Cross-referencing the veracity of the claimed causes, weighing the facts provided by the opposing parties, and hearing from locals who live in the opposing parties are some of the phases of verification that are included in this process. These actions necessitate conducting organized, thorough investigations.

The sources selected for this research indicate that ETV has failed to include the opinions of the opposing sides and present inclusive story.

The government of Ethiopia announced that TPLF is the root cause of the northern conflict and most media houses has transmitted the press release that accused TPLF. ETV has portrayed TPLF as a root cause of the conflict. All the news contents blame TPLF and urge citizens to join the conflict and fight TPLF. Reporters used the national defense force and officials as a source for their news. Here is some sample news produced during the conflict.

(link of the news is attached here and in the appendix)

https://www.youtube.com/watch?v=RA1d8D12jXQ&pp=ygUX4Yuo4YyL4Yi44YqTIOGIneGIveGMjSA%3D

"6 ኪ.ሜ የሚረዝመው የጁንታው የታሸና ምሽግ በኢቢሲው ዘጋቢ ዐይን"

When directly translated to English by the researcher, the title says *the six km long gashena's war cave of the junta in the eyes of ebc's reporter.*

This news is reported from *Gashena* a place found in Amhara region where there was active conflict between TPLF and ENDF. The reporter is showing how ENDF broke the cave of TPLF and succeeded.

As it is clearly seen, the reporters started the news sitting on moving tank with soldiers which is unethical and raises question of neutrality. The reporter is speaking emotionally as if he is part of the operation.

Words like "*jegnaw/brave, juntaw*" are used repeatedly in the news. Even the reporter shakes hands with the soldiers saying 'congratulation'. Here it directs audiences to feel ETV is part of the conflict. (it is seen in the video at 2:10 minute).

https://youtu.be/5R5g_6gi4Rw?si=XvJTnl2eKny0spm8

የሕወሃት ቡድን በትግራይ ክልል በንፁሀን ዜጎች ላይ መድፍ በመተኮስ ጥቃት እየፈፀመ መሆኑን የመከላከያ ሠራዊት የደቡብ ዕዝ አስታወቀ።

*TPLF is attacking civilians in Tigray region using heavy weapons/ cannons said south regime defense force. (*Translation)

With 1:44 duration the news tells how TPLF looted infrastructure and attacked civilians in Tigray region. Though the report is done in Tigray region Mekelle about civilian attack, no resident is interviewed and this opens door for a question of credibility. The source of the news is defense force but it should have been victims that the news described. It should have been more descriptive if the news included victims, residents or witnesses.

https://youtu.be/9f4mrkpXdfY?si=BS0b4abbn6KjNOfg

"□□□□□ □□□ □□□□ □□□ □□□□ □□ □□□ □□□□ □□□□ *4* □□□ *7* "□□□□ □□□ □□□ □□□□ □□□□ □□□□□ □□□□ □□□ □□□*::*"

More than 4.7 million liters of fuel depots that the Junta group had buried in Mekelle Adi Daero for the purpose of destruction were discovered by the army. (Translation)

The ethical conduct expected from a media professional is to focus on media discipline. The ideals of media ethics are things like reliability, decency, accountability, equity, truthfulness, and self-control that media professionals should willingly uphold in order to protect and advance public trust, uphold their own credibility, and not violate the public's faith and confidence.

The above news has duration of 4:01 minute and it has used phrases that are not ethical. The source of the news is national defense force of Ethiopia but the main issue is about how TPLF has mocked residents. For this report in order to be credible at least some residents should be included as a source.

https://youtu.be/KEmDs2RrX68?si=BvsUNs_Y15GFLeUj

“የፅንፈኛው የትህነግ ታጣቂ ቡድን በሰሜን ዕዝ ላይ የፈፀመው ጥቃት የጨካኔውን ጥግ ያሳየ መሆኑን ሴት የመከላከያ ሠራዊት አባላት ገለፁ።”

Female members of the Defense Forces said that the attack by the extremist TPLF militant group on the Northern Command showed the corner of cruelty. (Translation)

This news is about female defense force members who were in exile and freed by the help of ENDF. The pictures used in the news shows the females crying loud holding their kids speaking how it was a harsh environment in exile because of TPLF. It’s terrible to see and hear what they are talking about. The phrases like ‘they (TPLF) had planned to cut our breast and take our eyes’ out are devastating for audiences and lacks social responsibility. The reporter narrates the situation in order to direct the audience to a specific direction.

https://youtu.be/KV1rVcsTEsA?si=LusGswmkNaltHsVY

“□□□□□ □□□ □□ □□□□□□□ □□□□□□□ □□ □□ □□□ □□□□□□ □□□□□ □□□□□ □□□□□ □□ □□□□□”

A tunnel made of concrete was found in the office compound of the leader of the HH junta, Debreserion Gebremichael. (Translation)

One of the main principles of journalism is said to be neutrality. As early as 1695, linguist Kaspar von Stieler was really promoting journalistic neutrality, stating that it could be attained by keeping news and opinion apart (Schwiesau 2016: 2; Geuß 2018: 23). The media should be an impartial third party that offers context and unbiased information in a conflict situation. People who live in areas without independent media are forced to rely on misinformation or contentious stories. The media has the power to inflame tensions between opposing sides and other conflict stakeholders by disseminating information or rumors. Thus, journalists should be conscious of and committed to professional and ethical journalistic standards.

In the above news, the reporter stated Dr Debretsion who used to be the leader of TPLF as 'the blood sucker' dehumanizing him in all statements. The news lacks neutrality. The reporter is literally insulting the leader using words. *'sidenefu, teshuleklikew, afinchachew sir'* are some words used in the news.

4.4.2 Theoretical Frame Work Of The News

Frames select certain aspects of a perceived reality to make them more noticeable message to mobilize people and garner support. Based on this fact the news that are produced during the conflict magnified the cruelty of TPLF to gain public support. They frame TPLF as the only cause to the conflict. In most cases, the people interviewed for the news such as children and farmers, were used to show and convince the cruel side of the group. This also had the ability to motivate majority of the society to join the conflict and aggravate the conflict.

The theory of social responsibility for journalists is defined as **the ethical and professional obligation of media organizations and journalists to serve the public interest and common welfare**. And it also emphasizes the importance of adhering to principles of social responsibility, ethics, and professionalism in journalism. From this point of view, when evaluating the news, though they seem to prioritize the needs of the people, from their script and general content; they emphasized and gave priority to the government's ideas in the war process. Therefore, in principle, they did not prioritize the needs of the people.

In these reports, the news that the media was making ignored the principle of social responsibility. Most of the news did not maintain a commitment to objective reporting by providing balanced coverage of the conflict. It did not ensure that multiple perspectives and voices were included to offer viewers a comprehensive understanding of the complex situation.

4.4.2.1 Responsiveness To Humanitarian Need

Most of the news actively promotes humanitarian aid and initiatives to support individuals affected by the conflict in the northern part of the country. They highlighted the importance of solidarity and assistance for vulnerable populations in the conflict affected areas. But in some cases such news is produced for the purpose of propaganda.

4.4.2.2 Promoting Peace Building Narratives

Intentionally or not, the media often contributes significantly to the onset of conflicts by promoting, stifling, and influencing information in ways that could influence the course of the conflicts. Because of disputes between people, groups, governments, and institutions, they acquire complicated features. They imply a wide gap in objectives, points of view, and disagreements between opposing groups, theories, or ideologies. The dynamic phenomena of conflict are constantly changed by ongoing human contact.

In reaction to acts of direct hostility, the media can help society identify "cultures of peace whereby peace is cherished as a value and recognize and support direct efforts meant to settle disagreements. While there is disagreement on the role the media should play in promoting peace, there is consensus that media plays a cultural role in promoting peace, managing conflicts, and preventing violence. Certain research suggests that the media has a crucial role in changing disputes and fostering peace, although it may be difficult to put into practice and research.

A story is the only way to present a series of events that makes sense and is coherent. Through storytelling, the "present" can be "symbolized" through the employment of a frame and "situated" within time. The terms "content" and "expansion" refer to a series of occurrences that could have their meaning changed by inversions or omissions.

Narrative mediates the uncertainty of change and permanence through an implementation strategy that puts life's uncertainties into a logical totality. It's one of the main ways that journalists try to make sense of events, including conflicts, in relation to a bigger picture. Media narratives serve as systems of representation. People read these narratives and use them to build their understandings of inhabited locations.

ETVs news content did not focus on promoting messages of peace, reconciliation, and unity rather, they promote the evil doing of northern force. The media should have worked on peace building mission. The news framing was to awake audiences join the conflict and fight TPLF till death. No stories were framed to pursue peace and reconciliation during the selected time.

4.4.2.3 Information Dissemination

ETV has given accurate and timely information to the public about the situation in the conflict areas. The news aimed to keep viewers informed about the situation and also direct audiences according to the government’s agenda.

4.4.2.4 Political Instability And Power Struggles

Some of the news framing highlights the political dynamics and power struggles driving the conflict, portraying it as a conflict rooted in governance issues, (by blaming TPLF), historical grievances, and competing interests.

All the news put TPLF as a source for the conflict and responsible for the damage happened to the country and citizens.

CHAPTER FIVE
SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Summary

The major purpose of the study was to assess how ETV has covered the tigray conflict. The national media ETV has covered the Tigray conflict widely. The conflict is a recent incident and there is no sufficient research paper conducted on it so this research will fill the gap by giving overview of the conflict and also help other researchers to understand the situation and make additional researches for different purposes.

The researcher selected the northern Ethiopia conflict and how it is reported in the national media ETV news as a focus of the research.

This research has included media persons in different levels to assess how ETV reported the conflict and sample news has been taken as a reference. It includes selected theories which the researcher believes are most related and appropriate for the findings. The commonly used theories, also used for this research are framing theory and social responsibility theory. In news framing, it is clear that what message is needed to tell and direct the audience. In some cases, when there is imbalanced information specially when there are more than two actors in a specific issue, the framing bends to one side either positively or negatively. So framing theory is selected to critically assess ETV news channel's reporting. Social responsibility expects journalists to be careful of their audiences' wellbeing in all aspects like psychologically, emotionally and physically. They have to produce accurate, on time, relevant and balanced news for their audiences.

Since conflict is a sensitive case that puts grievance in a society, the media is expected to be fair and protect audiences' emotion. Regarding this, the research has answered how ETV was reporting the case. In this frame work, questioner, in depth interview and content analysis are done to specifically answer the question how ETV reported the northern Ethiopia Conflict. While selecting respondents, the researcher has used purposive sampling and selected 20 respondents. Since the issue is specific respondents should be very close to it by making a report whether from conflict areas or from main studio.

Three interviewees are selected in accordance to their proximity to the issue. Directly or indirectly they were giving order how to make a report on the issue for journalists.

Sample news are selected randomly according to their production date since the research's time frame is specific. The content is evaluated according to the selected news theories.

The researcher has faced information gap since evidences about the damage happened by the conflict varies from sector to sector and there is no compiled information. Writers like Martin Plaut, international organizations and some defense force members have written books about the conflict. But they only put estimations and personal views. So what the researcher did is over viewing news that were produced during the given conflict time.

The major findings of the study show Etv news has covered the conflict widely and give audiences timely information. Etv used limited source of information and most of the news were pro government. In some cases they luck balance and ethical values where journalists themselves play a role of Ethiopian army by directly participating in the conflict.

5.2 Conclusion

During the analysis of the news reports that were aired on ETV news, both quantitative and qualitative research methodologies were applied. Those in-depth interviews and news content analysis were conducted in order to support the interpretations that were formed in light of the facts. Three people in total were interviewed for this assessment. These are working as editor in chief, team leader and news shift leader. Additionally, a total of twenty questionnaires were supplied to reporters; these were then dispersed in a purposive selection manner.

The media is one of the major factors driving modern society. They have the ability to educate the community, which is vital, particularly when it comes to sensitive incidents like conflict, in addition to providing the general public with information. Regardless of our identities, knowledge empowers us since it allows us to make a greater impact on both our personal lives and the wider world. The media, whose mission is to inform and empower the public, is one way we acquire knowledge.

It is the duty of the journalist to uphold these objectives by seeking the truth and providing a precise and in-depth report of incidents and circumstances. Journalists with integrity across all platforms and disciplines strive to offer the public a comprehensive and truthful service. Because of this, they have to be extremely careful on what to speak, what word to use and what to include in their news production.

During the conflict Medias on both sides were reporting on the side of their preference. Since our focus point is ETV we have to put the findings here. The study indicates that ETV has covered the northern

Ethiopia conflict widely. But most of the reports were one sided that backs the government. They lack balance since all news sources are national defense force members, government officials and in some cases residents that were in conflict against TPLF.

The northern conflict is one of the bloodiest incident happened in Ethiopia the damage happened on human lives and infrastructure has drawn back the country to years. The national media ETV, while reporting the incident didn't try to figure out the root cause of the conflict. It just disseminated the information given by the government. No further investigations were made. To report from conflict areas, reporters were assigned by the government's direction so that journalist freedom to report different cases of the conflict was limited.

Most of the news reporting uses informal words. One of the principles of ethics is to use appropriate word in order to show respect to audiences' culture, belief, and custom. But against the purpose of media, ETV was using informal words like junta and yeken jib as a formal and normal media word in its coverage.

Some reporters were emotional while reporting the incident. Though neutrality is expected in journalism discipline, some news reports show the engagement of a reporter as part of the Ethiopian National Defense Force. Most contents use word of appreciation to the ENDF by the reporter.

The news frames used by ETV were against TPLF. News were framed to make the audience stand with Ethiopian government and consider TPLF as enemy of the nation.

In reporting conflict, one of the tasks expected from journalists is to be responsible to the society not to disseminate information that will affect the societal wellbeing. Audience has a right to know all sided information but ETVs reporting has not approached that way. Its limited in being one sided.

This conflict has brought different emotions towards journalists. Most reporters engaged in this incident have faced psychological pressure since they have seen the damage of the conflict physically and witnessed how devastating it is. They are a witness for the casualties happened to people's lives, infrastructure and natural resources.

5.3 Recommendations

This research has unveiled the gap that ETV news has while covering the northern conflict. In order to fill the gap and respect the profession the researcher has the following recommendations.

1. News story variety: Stories produced during the conflict should be inclusive. They should speak the voice of all actors in the conflict. ETV should be voice of all and serves all equally according to its

editorial policy. All side should get equal coverage and also the audience should get diverse news content. In this case not only the audiences are able to get accurate and balanced information, but the media itself will get credibility and acceptance.

2. Ethicality: In addition to being a national medium, ETV is the oldest tv channel in Ethiopia. It is considered as educational institute in which many journalists came out of it. So it's expected to be professionally ethical. While reporting sensitive issues like conflict, choosing appropriate words, impartiality and controlling emotion is necessary and that is how it should be. The emotions seen on some reporters while reporting the northern conflict has led the reporting to be bend to one side which is against professionalism. So regardless of their ethnicity and personal interest journalists should report the truth by respecting the professions ethics.

3. Balance: News should be balanced. All actors should be addressed in a report. Being one sided or listening one side story and ignoring the other will create story imbalance. And also it respects the audience while protecting the value of balance. The audience will get a chance to know every direction of information regardless of personal interest and emotion. Making a balanced story helps in giving credible information to the audience and support the media organization function in accordance to responsibility and equal serving. Balanced stories don't rely on government or any other body as a source of information. Rather it unlocks different sources and widens the scoop of the information. This increases credibility, promotes new insights and broaden audiences source of information.

4. Free the media: Medias should be free from any external interventions and directions. While reporting the northern conflict, the government has restricted the freedom of the media by giving directions and not letting them do reports by their own. In this case, medias should be ruled by secular professionals. Most of the leaders are appointed to rule the media by their political stand and activity. Unless this trend is changed, media freedom will never happen. They act as a gate keeper and their duty is also protecting the government. They direct the media to propagate what the government wants so different ideas will not be entertained. This is seen during the northern conflict of Ethiopia.

5. Training and Psychological treatment: The media is responsible to protect journalists. Most of the reporters participated in the northern conflict are selected according to their previous achievement but are not trained to report conflict. So there should be a training on how to report conflict. They

have to know what to do before, during and after the conflict. They should be ready for what they are going to face. The other thing is most reporters are psychologically developed feeling of frustration. So they should have get psychological treatment by professional on order to protect their future wellbeing.

REFERENCES

(Anderson and Narus 1990; Brown and Day 1981; Brown, Lusch, and Smith 1991; Pondy 1967; Thomas 1976)

(OCHA 17/06/2022; IMC 23/08/2022).

Abbink, J. (2011). Ethnic-based federalism and ethnicity in Ethiopia: reassessing the

Adésínà, J. O. (2009). Social policy in sub-Saharan Africa: a glance in the rear-view mirror. *International Journal of Social Welfare, 18,* S37-S51.

Ahmad, C. M., & Samsudin, S. (2008). Constructing war accounts in Malaysia. *Journal of Media and Information Warfare (JMIW)*, *1*, 57-72.

Allan, S., & Sreedharan, C. (2016). Visualising war: Photojournalism under fire. In *Routledge Handbook of Media, Conflict and Security* (pp. 113-125). Routledge.

Allan, S., & Zelizer, B. (Eds.). (2002). *Journalism after September 11* (p. 119). London: Routledge.

Allan, S., & Zelizer, B. (Eds.). (2004). *Reporting war: Journalism in wartime*. Routledge.

Axt, H. J. Jean Monnet Group.

Baker, S. and Michael, P. (2003). Ethics in Media, Overview, in Johnston, D (ed.)

Bekalu A. T. (nd). "Ethnic federalism and conflict in Ethiopia."

Belay, G.E (2019). Analysis on Media Framing of Ethnic Conflict in Ethiopia (from April 2-October 2, 2018): The Ethiopian Herald and The Reporter Newspapers in

Bernard, O. & Ashimi, R. A. (2014). "Organizational Conflicts: Causes, Effects and Remedies." International Journal of Academic Research in Economics and Management Sciences Nov 2014, Vol. 3, No. 6 ISSN: 2226-3624

Bourdon, J., & Boudana, S. (2016). Controversial cartoons in the Israeli-Palestinian conflict: Cries of outrage and dialogue of the deaf. *The International Journal of Press/Politics*, *21*(2), 188-208.

Clark, V. L. P., & Creswell, J. W. (2008). *The mixed methods reader*. Sage.

Claudia Mellado, Journal of Communication, Volume 67, Issue 6, 1 December 2017, Pages 944–967,

Dagnachew, A. (2018). "Transitive Approach: Explaining Dynamics of Ethnicity and Inter Ethnic Conflicts in Post 1991 Ethiopia." International Journal of Education, Culture and Society. Vol. 3, No. 4, 2018, pp. 68-77.

De Vreese, C. H. (2005). "News framing: Theory and typology." Information design journal+ document design, 13(1), 51-62.

De Vreese, C. H. (2005). News framing: Theory and typology. *Information design journal+ document design*, *13*(1), 51-62.

Diez, T., Stetter, S., & Albert, M. (2006). The European Union and border conflicts: the transformative power of integration. *International organization*, *60*(3), 563-593.

Donsbach, W. (2004). Psychology of news decisions: Factors behind journalists' professional behavior. *Journalism*, *5*(2), 131-157.

Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of communication*, *43*(4), 51-58.

Entman, R. M., Matthes, J., & Pellicano, L. (2009). Nature, sources, and effects of news framing. In *The handbook of journalism studies* (pp. 195-210). Routledge.

Fawzi and Mothes, (2020). "Perceptions of media performance: Expectation-Evaluation Discrepancies and their relationship with media related populist attitudes"

Galtung, J. (2007). Introduction: Peace by peaceful conflict transformation-the TRANSCEND approach. In *Handbook of peace and conflict studies* (pp. 14-32). Routledge.

Hallin, D. C., & Mancini, P. (2017). Ten years after comparing media systems: What have we learned. *Political communication*, *34*(2), 155-171.

Hanitzsch, T. (2007). Deconstructing journalism culture: Toward a universal theory. *Communication theory*, *17*(4), 367-385.

Howard, R. (2004). "Conflict sensitive journalism, a hand book." International Media Support. Copenhagen K Denmark

Howe, K. R. (1988). Against the quantitative-qualitative incompatibility thesis or dogmas die hard. *Educational researcher*, *17*(8), 10-16.

Hsieh, H. F., & Shannon, S. E. (2005). "Three approaches to qualitative content analysis." Qualitative health research, 15(9), 1277-1288.

https://www.academia.edu/44739665/Terje_Skjerdal_and_Mulatu_Alemayehu_Moges_The_ethnification_of_the_Ethiopian_media

https://www.academia.edu/44739665/Terje_Skjerdal_and_Mulatu_Alemayehu_Moges_The_ethnification_of_the_Ethiopian_media

https://www.researchgate.net/publication/321715128_Conflict_Barometer_2005

Hussain, S. (2017). Analyzing the war–media nexus in the conflict-ridden, semi-democratic milieu of Pakistan. *Media, War & Conflict*, *10*(3), 273-292. https://doi.org/10.1177/1750635216682179

Hussain, S. (2020). Peace journalism for conflict reporting: Insights from Pakistan. *Journalism Practice*, *14*(1), 1-16.

Jungblut, M., & Hoxha, A. (2017). Conceptualizing journalistic self-censorship in post-conflict societies: A qualitative perspective on the journalistic perception of news production in Serbia, Kosovo and Macedonia. *Media, War & Conflict*, *10*(2), 222-238.

Kari karppinen and Hallvard Moe (2016) "What we talk about when we talk about 'media independence'" Vol. 23, No. 2, 105-119, http://dx.doi.org/10.1080/13183222.2016.1162986

Kari karppinen and Hallvard Moe (2016) "What we talk about when we talk about 'media independence'" Vol. 23, No. 2, 105-119, http://dx.doi.org/10.1080/13183222.2016.1162986

Klassen, A. C., Creswell, J., Plano Clark, V. L., Smith, K. C., & Meissner, H. I. (2012). Best practices in mixed methods for quality of life research. *Quality of life Research*, *21*, 377-380.

Kozman, C. (2017). Measuring issue-specific and generic frames in the media's coverage of the steroids issue in baseball. *Journalism Practice*, *11*(6), 777-797.

Kriesberg, Louis. *The Sociology of Social Conflicts / Louis Kriesberg.* Englewood Cliffs, N.J: Prentice-Hall, 1973. Print.

London:British Library Cataloguing in Publication Data.

Lynch, J. (2013). *A global standard for reporting conflict*. Routledge.

Lynch, J., & McGoldrick, A. (2010). A global standard for reporting conflict and peace. *Peace journalism, war and conflict resolution*, 87-104.

MacGraw-Hill Inc: New York.

Mark, W. (2015). "Reporting conflict in Ukraine: a practical guide for journalists."

Matthes, J. (2019). What,,s in a frame? A content analysis of media framing studies in the world's leading communication journals, 1990-2005. Journalism & Mass Communication Quarterly · June 2009 DOI: 10.1177/107769900908600206

McQuail, D., Golding, P., & De Bens, E. (Eds.). (2005). *Communication theory and research*. Sage.

Miller, M. Mark, Julie L. Andsager, and Bonnie P. Riechert. 1998. "Framing the Candidates in Presidential Primaries: Issues and Images in Press Releases and News Coverage." Journalism & Mass Communication Quarterly 75 (2): 312–324.

Mogekwu, M. (2011) "Conflict reporting and peace journalism: in search of a new model: lessons from the Nigerian Niger- Delta crisis."

Morrison, K. C. (1999). John Paul Lederach. Building Peace: Sustainable Reconciliation in Divided Societies. Washington, DC: United States Institute of Peace, 1997. 224 pp. Illustrations. Notes. Bibliography. 14.95. Paper. -Karl Magyar and Earl Conteh-Morgan, eds. Peacekeeping in Africa: ECO-MOG in Liberia. New York: St. Martin's Press, 1998. xii+ 191 pp. Notes. Index. $59.95. Cloth. *African Studies Review*, *42*(2), 174-176.

Myers, H. F. (2009). Ethnicity-and socio-economic status-related stresses in context: an integrative review and conceptual model. *Journal of behavioral medicine*, *32*, 9-19.

Nicolas, M. T (2016). "Framing the news: from political conflict to peace. How the "framing theory" and the political context model" can enhance the peace journalism model." Universidad Panamericana

Öhlen, J. (2011). Janice M. Morse & Linda Niehaus (2009). mixed method design: Principles and procedures. In *Forum Qualitative Sozialforschung/Forum: Qualitative Social Research* (Vol. 12, No. 1).

Onwuegbuzie, A. J., & Leech, N. L. (2005). On becoming a pragmatic researcher: The importance of combining quantitative and qualitative research methodologies. *International journal of social research methodology*, *8*(5), 375-387.

Palinkas, L. A., Horwitz, S. M., Green, C. A., Wisdom, J. P., Duan, N., & Hoagwood, K. (2015).

Pani, P. (2017). "Introduction to conflict sensitive reporting." Friedrich Naumann Foundation for Freedom.

Pfetsch, F. R., & Rohloff, C. (2013). *National and international conflicts, 1945-1995: New empirical and theoretical approaches*. Routledge.

Proclamation for Founding Ethiopian Broadcasting Corporation: Proclamation No. 858/2006 states.

Purposeful sampling for qualitative data collection and analysis in mixed method implementation research. *Administration and policy in mental health and mental health services research*, *42*, 533-544.

Research (HIIK 2005, p2)

Sandole, D. J. (1998). A comprehensive mapping of conflict and conflict resolution: A three pillar approach. *Peace and Conflict Studies*, *5*(2), 4.

Schmid, H. (1968). Peace research and politics. *Journal of peace research*, *5*(3), 217-232.

Semetko, H. A., & Valkenburg, P. M. (2000). Framing European politics: A content analysis of press and television news. *Journal of communication*, *50*(2), 93-109.

Singer, J. D. (1972). The "Correlates of War" project: Interim report and rationale. *World Politics*, *24*(2), 243-270.

Spradley, J. P. (1979). Ethnography and culture. *The ethnographic interview*, 3-16.

T **Hanitzsch**, H Örnebring - The handbook of journalism studies, **2019**

Tashakkori, A., & Teddlie, C. (1998). *Mixed methodology: Combining qualitative and quantitative approaches* (Vol. 46). sage.

Terje Skjerdal and Mulatu Alemayehu (2020) "The ethnification of the Ethiopian media"

Terje Skjerdal and Mulatu Alemayehu (2020) "The ethnification of the Ethiopian media"

Tongco, M. D. C. (2007). Purposive sampling as a tool for informant selection.

Uribe, R., & Gunter, B. (2007). AreSensational'News Stories More Likely to Trigger Viewers' Emotions than Non-Sensational News Stories? A Content Analysis of British TV News. *European journal of communication*, *22*(2), 207-228.

Valéry, P. (2002). Silvio Waisbord. *Journalism After September 11*, 201.

Waisbord, S. (2002). Antipress violence and the crisis of the state. *Harvard International Journal of Press/Politics*, *7*(3), 90-109.

West, R. and Turner, L. (2010). *Introducing Communication Theory: Analysis and Application.*

Willis J. (2007). *The media effect：How the news influences politics and government.*

Wimmer, R. D., & Dominick, J. R. (2011). *Mass media research* (pp. 119-122). Boston: Wadsworth.

Zandberg, E., & Neiger, M. (2005). Between the nation and the profession: Journalists as members of contradicting communities. *Media, Culture & Society*, *27*(1), 131-141.

Zhang, Y., & Wildemuth, B. M. (2016). "Qualitative Analysis of Content." Applications of Social Research Methods to Questions in Information and Library Science, 318.

APPENDIX 1

This survey is designed to assess how ETV News covered the conflict that was engaged in the northern part of Ethiopia. It will be administered to 20 reporters, editors and editor in chief of the newsroom participated in reporting the conflict.

Your answer will help us to examine how the newsroom portrayed the root causes of the conflict and the psychological impact it brought on you in times of courses of your engagements.

So that, expressing my warm gratitude for your cooperation, I would like to request you to present your sincere answers for all the questions.

I also note you that your name and other identity data will remain known only to the researcher and your responses shall be executed solely for this research purpose.

Personal Information

1/ Age

A. 21-25

B. 26-35
C. 36-45
D. Above 45

2/ Gender

A. Male
B. Female

3/ how many years you served in the news room?

A. 1 – 5 years
B. 6 – 15 years
C. 16 – 25 years
D. More than 25 years

4/ what is your current title?

A. Reporter
B. Senior reporter
C. Editor
D. Senior editor
E. Other (please mention…)

Professional Questions

5/ have you ever been in conflict reporting engagements before?

A. Yes
B. No

6/ if yes, in what type of conflicts?

A. Cross-border conflict
B. Domestic conflicts
C. Tribal conflicts
D. Others (please mention…)

7/ how do you describe your position during northern Ethiopia conflict reporting?

A. in favor of ENDF

B. in favor of TDF

C. Neutral

8/ have you ever tried to dig deep to unveil the real causes of the conflict in its pre-conflict stages?

A. Yes, I did
B. No, I didn't
C. I believed a side I favor for it

9/ if no, why or what deprived you from doing so?

A. The media house
B. The government
C. My emotions and perceptions
D. My negligence

10/ have you ever been in to areas that are affected by engagements?

A. Yes
B. No

11/ if yes, which word best expresses the human and property casualties unfolded to you?

A. horrific

B. severe

C. mild

D. insignificant

12/ which word best expresses your emotions after facing the aftermaths of the engagements?

A. irritated

B. remorse

C. patriotic

D. no different emotions

13/ what contents you majorly prioritized during the conflict?

A. The victories of the ENDF

B. The victories of TDF

C. the casualties on civilians

D. the causalities on properties

E. Others (please mention….)

14/ have you ever reported casualties or failure inflicted on the ENDF?

A. Yes
B. No
C. Seldom

15/ these days, how do you evaluate the nature of effects of your conflict reporting?

A. De-escalating

B. Escalating

C. Both de-escalating and escalating sometimes

D. No effect

16/ was there any content that you intentionally ignored or hid from your editors/ the newsroom authorities judging conscientiously to have bad consequences

A. Yes

B. No

17/ if yes, what consequences you were afraid of?

A. escalates the conflict

B. human causalities

C. property damages

D. psychological damage on the public

E. Others (please mention…)

18/ was there any content that you are compelled to cover by your superordinate (editors, chief editors...) even though you were concerned with inflicts of damage on the public?

A. Yes
B. No
C. None

19/ in retrospection on your conflict reporting engagements by then, how do you express its impact on your psychological wellbeing

A. Damaging

B. Frustrating

C. Mild negative impact

D. No impact

19/ in retrospection on your conflict reporting engagements by then, what word best expresses your current emotions?

A. regretting

B. proud

C. confusing

D. no different emotion

APPENDIX 2

1. How did you select news contents during the northern conflict?
2. Was it possible for reporters to cover issues by their own choice?
3. How did you assign reporters to conflict areas?
4. How do you describe media independence assuming ETV during the conflict?

APPENDIX 3

Sample ETV news links that are analyzed in chapter four

https://youtu.be/KEmDs2RrX68?si=BvsUNs_Y15GFLeUj

https://youtu.be/5R5g_6gi4Rw?si=XvJTnl2eKny0spm8

https://youtu.be/9f4mrkpXdfY?si=BS0b4abbn6KjNOfg

https://youtu.be/KV1rVcsTEsA?si=LusGswmkNaltHsVY

https://youtu.be/R480_ssFg1U?si=x-vQ2T7rOwA8GTQm

https://www.youtube.com/watch?v=RA1d8D12jXQ&pp=ygUX4Yuo4YyL4Yi44YqTIOGIneGIveGMjSA%3D

https://youtu.be/yA0LIMr6wYI?si=c9Gx61QHbK8QNc9a

https://youtu.be/-I5AdsDg2Ks?si=6W2SZWB9Uwcz2xtI

https://youtu.be/ZdoMUaM54JQ?si=NZRw2t0vh_Mmptte

https://youtu.be/FvdF50LCIf8?si=xbSgyV01kCVUE-9u