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**A COMPARATIVE CONTENT ANALYSIS OF ETHIOPIAN
NEWSPAPERS' COVERAGE OF INTERNALLY DISPLACED PERSONS
(IDPs): THE CASE OF THE ETHIOPIAN HERALD AND THE
REPORTER NEWSPAPERS**

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**A Comparative Content Analysis of Ethiopian Newspapers' Coverage of
Internally Displaced Persons (IDPs): The Case of the Ethiopian Herald and
the Reporter Newspapers**

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This is to certify that the thesis prepared by Girma Mirgisa, entitled '*A Comparative Content Analysis of Ethiopian Newspaper Coverage of Internally Displaced Persons (IDPs) : The Case of Ethiopian Herald and Reporter Newspapers*' and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and notes the accepted standards with respect to originality and quality.

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Abstract

Generally, the media especially print have the potential of providing information on current happenings in society. It is also responsible of the media in the country to cover crisis in the society such as the internal displacement of the people in Ethiopia. Hence, this study was conducted with the aim of comparatively coverage of Internally Displaced Persons (IDPs) in the two Ethiopian newspapers – the Ethiopian Herald and the Reporter newspapers. A quantitative content analysis was employed to analysis news stories published on IDPs in the two newspapers. The in-depth interview was also used with the targeted newspaper's journalists and editors. The content analyzed newspapers cover a period of one year from January to December, 2018. In one-year period of the study, it was found only 52 stories on IDPs-related issues in two selected newspapers. Out of these, 17 articles are published in the Ethiopian Herald and 35 articles are produced in the Reporter newspaper. The analysis was further made based on level of the story, type, theme, source, placement, by-lines of story and type of frame used in the stories. News stories, feature articles and editorials were considered as the units of analysis. Moreover, Agenda Setting Theory, Framing Theory and Responsibility Theory of Media were used as the theoretical frameworks. The findings revealed that the Reporter newspaper gave more coverage to the IDPs issues as compared to the Ethiopian Herald. It was also found that the IDPs issue during the period of study was presented mostly as news format in the targeted newspapers. Response indicated that government officials were highly quoted in the selected newspapers. However, displaced peoples were quoted to a limited extent. It was recommended that the media in Ethiopia should pay more attention to IDPs issues. The print media, most particularly newspaper houses, should set more agenda for public discussion regarding to IDPs issues by giving more prominence to the issues.

Key Words: Newspaper, Internally Displaced Persons, Content Analysis,

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Acronym

EU	European Commission
ENTRI	Europe’s New Training Initiative for Civilian Crisis Management
EBA	Ethiopian Broadcast Authority
EPA	Ethiopian Press Agency
GIRD	Global Report on Internal Displacement
IDMC	Internal Displacement Monitoring Centre
IDP	Internally Displaced Persons
IOM	International Organization for Migration
NRC	Norwegian Refugee Council
UNHCR	United Nations High Commissioner for Refugees

CHAPTER ONE

1. Introduction of the Study

This chapter aims at comparatively examining the coverage of internally displaced persons (IDPs) by the Ethiopian print media, particularly, the *Ethiopian Herald* and the *Reporter* newspapers. In this chapter, the study presents background of the study, statement of the problem, objectives of the research, research questions, scope, significance, limitation as well as the organization of the study.

1.1 Background of the Study

Currently, worldwide an alarming number of Internally Displaced Persons (IDPs) have fled their homes and livelihoods. Accordingly, internal displacements can be caused by different reasons including natural disaster (famine, flood, and drought) conflict related displacements (war and ethnic conflict and violence), violation of human rights as well as development induced displacement (Lwabukuna, 2011; Robinson, 2003). Although not a new phenomenon, what has changed is the number and severity of the plight of IDPs and the corresponding increase in the presence and coverage given to forced migration and internal displacement by the various actors, mainly the media and international community (Bennet, 1998).

The end of the Cold War that caused growing number of regional conflicts, as well as international migration, which became much stricter, played a major role in the increase of the number of internally displaced persons (IDPs) globally (Brun, 2005, cited in Shenshina, 2012). IDPs are people that have been forced from their homes and livelihoods, but have not crossed an international border. Guiding Principles on Internal Displacement defines IDPs as;

"Persons or groups of persons who have been forced or obliged to flee or to leave their homes or places of habitual residence, in particular as a result of or in order to avoid the effects of armed conflict, situations of generalized violence, violations of human rights or natural or human-made disasters, and who have not crossed an internationally recognized state border," (UNHCR, 1998, p.1).

According to (IDMC, 2016) in terms of total headcount, there were 40.8 million IDPs worldwide as a result of conflict and violence at the end of 2015 an increase of 2.8 million on 2014, and the highest figure ever recorded which is twice the number of refugees in the world.

The recent figures from (IDMC, 2018), found that there were about 5.2 million new internal displacements associated with conflict and violence in the first half of 2018, based on the analysis of data from the 10 worst-affected countries. Sub-Saharan Africa was disproportionately affected by displacement associated with conflict and violence, accounting for six of the 10 countries with the highest figures, which Ethiopia is among affected countries (Ibid).

Considering the trends at the global, recently, internally displaced persons in the Ethiopia are increasing from time to time. People are displaced due to ethnic conflict and other threats that took place in different part of the country. Accordingly, internal displacements can be caused by different reasons including natural disaster such as famine, flood, and drought. Moreover, human conflict related displacements such as, ethnic violence, violation of human rights as well as widespread resource shortage in the chronically food insecure are also major reasons for internal displacement.

Even if the country has been experiencing in IDPs for many years, currently a number of IDPs has increased dramatically in Ethiopia following the escalation of inter-communal conflict along the disputed borders between the different ethnics in the country. Currently, there are over 2.8 million internally displaced persons (IDPs) in Ethiopia, compared with an estimated 291,000 in July 2012, with conflict accounting for 70 percent of cases of displacement (IOM, 2018).

According to IDMC report 2018, in Ethiopia more than 1.4 million internal displacements have been recorded due conflicts, surpassing both Syria and the Democratic Republic of the Congo in mid- half of 2018.

This huge and alarming IDPs issues have attracted the special attention of prominent international media, including Ethiopian media that are reporting the issue continuously. Thus, identifying the decisive role of the broadcasting media and print media in the context of reporting about IDPs is critical. The media are a major player during periods of conflict that causes internally displaced persons in reporting about their situations. Through their surveillance

function, the media are responsible for surveying the society, gathering and disseminating information that are significance to the public.

Impact of internal displacement is often severe, both at individual level and for the societies. It often entails in the loss of homes, land, belongings and livelihoods, the disruption of family and community life and the loss of human capital as well as community resilience (EU, 2016). In this regard, the situation of internally displaced persons is particular consideration in the media for its news value. After IDPs have fled their home they depend on humanitarian assistance for survival from the government, donors and hosting communities and others.

Weiss and Korn emphasize that media attention and advocacy are necessary for IDPs to ensure their equal rights. They noticed very little appreciation for the topics and the extremely limited public understanding of the issue (Weiss and Korn, 2006). They call for better public debate through better print and electronic media coverage, not only nationally, but also internationally, because the governments that produce IDPs are unlikely to tolerate much critical local media coverage.

On other hand, the way the media frame the humanitarian crises contribute to difference in level of response the problem such as IDPs. Hence, media studies should also pay attention to the way the media frame a given problem (Bullock et al., 2001). Media framing explains the media's treatment of an issue. Specifically, media frames are principles of selection, emphasis and presentation composed of little tacit theories about what exists, what happens, and what matters (Schudson, 1989 cited in Bethlehem, 2006).

Moreover, in order to get support, protect their rights and know their conditions should be reported to the general public. This information is vital to the rescue of internally displaced persons. Thus, this study set out to examine comparatively the *Ethiopian Herald* and the *Reporter* newspapers coverage on IDPs issues in Ethiopia, particularly those affected by ethnic conflict and violence.

1.2 Statement of the Problem

Increasing numbers of internal displacements have become a global problem among various nations. Ethiopia is one of the countries in sub-Saharan Africa experiencing conditions of people forced to flee their home and livelihood due to conflict and other threats. Currently, the country has witnessed that high numbers of internal displacements in its history. Internally displaced persons may face physical threats and lack basic necessities. Moreover, IDPs often find themselves in dire situations; more frequently deprived of food, shelter and basic health services than other parts of the population and are more exposed to various human rights abuses (Mooney, 2005).

Regarding to this, the press can decisive role, especially through its agenda setting role in reporting about the situation of the IDPs in general. According to Norwegian Refugee Council (NRC, 2017), the level of media attention is not necessarily proportional to the size of a displacement crisis. Also, even when media reports about a conflict, the situation for civilians and those displaced may be overshadowed by coverage of war strategies, political alliances and fighting between armed groups.

Hooper (2014) contended that the specific approach regarding how issues should be covered in media and journalism results in the reinforcement and reproduction of frames. Thus, the issues of internally displaced persons are regarded as exceptional events that are able to interrupt journalistic routines and create opportunities for the promotion of newly emerging interpretations of an issue (Horsti, 2008).

Hence, it need to examine how local media both government and private frame the IDPs issues. Media framing of the drought and famine remain important because through frames media define the problems, suggest solutions and attributes responsibilities for solving the problem (Entman, 1993). Thus, media framing provides essential situations for studying which aspects of IDPs are selected and emphasized through the media.

The actual stories of internally displaced per-sons, as they are not adequately covered and disseminated and are usually lost amid statistics and reports of humanitarian response (Jacobetal, 2016). It could also be said that the media, particularly the government media, might decide not

to cover the issues of the internally displaced persons objectively in order not to implicate those in power (Apuke and Tune 2018).

In terms of research it seems that there is a need to focus more extensively on the national media, especially print media as they are expected to set agenda for the public and the government to resolve the crisis. In Ethiopia, there is some research conducted on internally displaced persons (IDPs) issues in other social science fields. However, based on my reading and knowledge it is observed, that there has been no documented research on the media coverage, particularly on IDPs issues in the country. It is in the light of this that this study investigated a comparatively newspaper coverage of IDPs issues which covered a period of one year from (January-December 2018).

It is known that the circulation of newspapers in the country is very low (Sileshi, 2010). In addition, the newspapers only reach to a very few numbers of literate readers. Despite these challenges, the press in general is powerful in setting national agenda and raising the public's awareness on various issues including political, economical and social in the country. Considering the diversity of those who are displaced, as well as their changing circumstances, it is important that the media report about their situations frequently for general public.

The main function media, particularly newspaper is to tell its readers what is happening in the world, including the country, the state, the town or city and the locality (Okunna, 1999). This research, thus, attempts to analysis the comparatively content of IDPs coverage by Ethiopian newspapers, with a particular focus of the *Ethiopian Herald* and the *Reporter* newspapers.

1.3 Objective of the Study

This study has the following general and specific objectives respectively.

1.3.1 General Objective of the Study

The main objective of the study is to comparatively examine the coverage of internally displaced persons by the Ethiopian print media, the *Ethiopian Herald* and the *Reporter* newspapers, in particular.

1.3.2 Specific Objective of the Study

- Compare the extent coverage of the *Ethiopian Herald* and the *Reporter* newspapers given to IDPs issue
- To identify the main themes given to IDPs issues by the selected newspapers
- To find out the sources used for stories of IDPs in the selected newspapers
- To examine type of stories on IDPs issues reported by the selected Newspapers
- To find out how these newspapers framed stories published on IDPs issues

1.4 Research Questions

- To what extent the selected newspapers gave attention to the issues of IDPs?
- What are themes dominantly used to present IDPs issues by the selected newspapers?
- Who are sources used for stories of IDPs in the Ethiopian Herald and the Reporter newspapers?
- What are the types of the stories on IDPs issues reported by the selected newspapers?
- How did the selected newspapers frame IDPs issues?

1.5 Scope of the Study

This study will be limited to the assessment of only the two selected newspapers the *Ethiopian Herald* (published in English language) and the *Reporter newspaper* (English version) because of their long existence in the market and better profile in circulation comparing to others English newspapers in Ethiopia. Therefore, the study does not include any assessment on the coverage of broadcast media (radio, television), and other print media. It also deals with only on the coverage of the IDPs situations in Ethiopia from January-December, 2018, which was a period that internally displaced persons have increased due to ethnic conflicts in Ethiopia.

1.6 Significance of the Study

The result of this study may help to highlight the general trend and intension of print media in its coverage of the internally displaced persons, especially in Ethiopian perspective. In this regarding, the results of this study is hoped to significance in examining on how selected print media content analysis issues regarding to IDPs. The findings of this study may also help

journalists gain knowledge how to cover IDPs issues. The research would also benefit the two newspapers under analysis point out both their strong sides and limitations in the coverage and portrayal IDPs. It may offer some insight on what is covered and how to improve such coverage in the future. Finally, it would also serve as a reference for other researchers who interest to conduct their study on similar areas and might serve as stepping stone for future studies.

1.7 Limitations of the Study

This research will primarily focus on comparative content analysis coverage of Ethiopian Herald and Reporter newspapers on IDPs issues, in the period from January-December, 2018. The findings of this research might be generalized to other newspapers. The findings might not be generalized to other periods of coverage of the selected newspapers.

There is such limitation that content analysis lacks depth especially in terms of revealing the impact of the media outlets on its audiences. Gunter (2000) argues that quantitative content analyses tend to be purely descriptive accounts of the characteristics of media output and often make few inferences in advance about the potential significance of their findings in the context of what they reveal about the impact of media content on audiences.

Due to the limitation of time and resource, the study might not use additional newspapers from the private as well as from the government part for content analysis. Despite its limitations, however, the findings of this study would have a paramount importance for media researchers and other concerning bodies.

1.8 Organization of the Study

This paper had five chapters, including introduction. Introduction, statement of the problem, objective of the study, significance of the study, scope and limitations of the study are the components of the first chapter. The second chapter was explored the review of related literatures, important scholarly insights into the study and theoretical frameworks and writings and articles the media coverage on IDPs. The third chapter deals with the research design. The fourth chapter presents and analyzes the data that obtained, followed by findings and discussions of the results. Finally, the fifth chapter presents, conclusions and recommendations on the basis of the findings of the study.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This part deals with reviewing of various issues that are related to the basics of internally displaced persons (IDPs). In addition, in this section, the underlying theoretical frameworks of this study are discussed.

2.1 Media and Society

Today, media play a very constructive role in creating and shaping of public opinion on certain issues as well as acting as a voice for the voiceless in the society. Media are the important element of society and every part of the specific society rely on media for information seeking (Sadaf, 2011). The principal function of the mass media is to inform the public about what is going on in society. The media have the capability to fulfill this objective by reporting events in society to the mass. Media is able to set its schema to produce desired effects within the society or for the people living in that specific society. Whatever media present, what it intend to promote and making some issues as the important of all (ibid).

In this decade of knowledge and awareness there is a huge and grand role of media, it is all around us when we watch on Television, listen to on the radio, read to the books, magazines, and newspapers, everywhere we want to collect some knowledge and information and a part of this media have to present a very responsible role for the society (Dwivedi and Pandey, 2015). They state that without the media, people in societies would be isolated, not only from the rest of the world, but also for the total formation of creditable world.

On a daily basis, we are surrounded by messages pushed from one or several mediums that shape our opinions and knowledge about public affairs and the world we live in (Martinsson, 2009). It is a very integral part the life society in generating popular interest and debate about any social problems. According to O'Shaughnessy (1999), the media act as a mirror of society or a 'window' on the world which can be used a resource to understand the society. According to Croteau and Hoynes (2013) because of media such integral part of our lives, they generate great deal popular interest and debate, especially regarding to the controversial topics.

More importantly, during times of crisis, conflict and natural disaster, the media are critical in contributing objectively to the discussion over how to respond, and ensuring local communities

have access to life-saving information. According to Ghassabi and Zare-Farashbandi (2015), the media can calm the public and encourage them to do positive actions, and vice versa, terrorized the public and create chaos. Because of their resources and unique access to government agencies and officials, people rely on the media to collect information and guide public response (Perse, 2001). By informing general public, media have to play a vital function not only to inform but also to make consensus amongst public on certain issues. According to Akpan et al (2013) the media must present itself as the direct mirror- image of the society, particularly during the conflicts and crisis especially violent conflicts and crimes are prevalent. Thus, media help society to evaluate important burning issues and spreads awareness of current events as the society they live in is saturated with media.

According to Perse (2001), one approach to analyzing the relationship of mass media to society is structural functionalism. Wright (1986 cited in Perse, 2001) summarized much of the writing about the functions of mass communication and notes that mass media serve both latent (hidden) and manifest (obvious) functions for society, individual, subgroups, and culture. Lasswell (1948 cited in Wright) points out that mass communication serves four major functions for society: surveillance, correlation, socialization, and entertainment. He also notes that these activities of the media may not only be functional, or positive, but they may also be dysfunctional and have negative consequences.

According to Onabajo (2002), communication is a potent weapon, which makes the society tick. He added that whatever is the nature of society, be it local or international, the society depends on communication for its survival. Meanwhile, globally, it is believed that the mass media are amplifying factors in the society, which inform the people about what is happening in the country and around them. The society is equally aware that the mass media are to raise the level of people's consciousness in matters relating to national development (ibid). Thus, he affirmed that media are crucial to society's life because they are not only indispensable but unavoidable necessity.

Today, new media, newspapers, radio, internet among others are help the society to estimate the realities of live and focused on every social matters as well as they have chance to explore the certain issues of society (Dwivedi and Pandey, 2013). They stated that it is the best tool to

spread awareness in the modern society whether it is in political, social or economic and giving the latest sight about what is happening in the world, making people aware about their rights, exposing corrupt politicians and hardcore criminals by sting operations as well as creating awareness against evils in the society.

Specially, in the making of public opinion, print media has always played a vigorous role, and more significantly in those times when electronic media was nowhere. Since, the media and the society are intrinsically inextricably inter-linked with each other, a healthy balance between the two pillars of society is imperative, lest the one should dictate the other for very untenable reasons (Nasir, 2013). Media have a strong social and cultural impact upon society as well as it can play an effective role to bring positive change in the society. Because of its inherent ability to reach larger number of public, it is widely used to convey message to build public opinion and awareness (*Ibid*).

Moreover, at times, the media also hurt the sentiments of the people. There is also lively debate as to the effects the media may actually have on members of society. Some argue that media have a negative effect on the public; others state that media have a positive effect, and still others argue media have a limited effect. And, it is noted that politicians, public interest groups, industry lobbying groups, and other social factors influence media at least as much as media influence the different realms of society (Wimmer and Dominick, 2000).

Hence, media are especially relevant to society because without the media, people would never know what is happening in the world around and be without the moral compass and ethical conscience needed to hold society together. Society is influenced by media in so many ways. It is the media for the masses that helps them to get information about a lot of things and also to form opinions and make judgments regarding various issues, it is the mass media which keeps the people updated and informed about what is happening around them and the world (Annabel, 2016).

Moreover, mass media may be instrumental in bringing communities together during times of crisis. At the height of a recession or during war, for example, viewers can remain abreast of public programs and volunteer efforts. In a crisis like a natural disaster, television, radio and the

media can help in organizing relief efforts. It is conveniently bridges communication gaps from state to state or country to country (ibid).

2.2 The Role of Media and Responsibility in covering issue of IDPs

The press as a vital organ of the society is supposed to perform its traditional function of informing, educating and sensitizing the citizens. It is continue to be a primary source that the public turns to for insight into vital issues affecting their lives. However, communication researchers increasingly stress that the established media are not only providing information but shaping the way people perceive the certain issues and, it is apparent that, the media have the potential power to influence how people act in regards to issues (Savrum and Miller, 2015).

In post-violent situations, the role of the media can be extended to include issues such as refugees and IDP's, landmine awareness, war trauma, the Geneva Conventions on the treatments of prisoners, the wounded and civilians, tracing missing persons, demobilization processes, as well as reconciliation and culture of peace (ENTRi, 2011).

During crisis situations, the press through newspapers, for example, is supposed to act as a catalyst for conflict resolution and peace building in society (Olugbenga, 2017). Journalists are the watchdog of society hence, they played decisive role in reporting about issues of society. They act as the eyes, ears and voices of the public, drawing attention to abuses of power and human rights, often at considerable personal risk (UNICEF, 2005). Media have the power to interpret the existing reality in society and choose perspectives as well as play a key role in channeling discussion and presenting different points of views in society.

Moreover, the mass media play an important role in shaping the public perception of problems associated with issue such as internal displacement. The role of media is one among four pillar of the government helping the government to elaborate policies, programmes and national agenda, enhancing people to understand economic, political and social issues in and outside the country just as a globalized media is reducing the world to a global village. National media are increasingly assuming an important role in society. As Martinsson (2009) notes media assumes the role of educating, informing, and entertaining the public. It has crucial role in today's

environment where multiplicity of interaction persist media should be a paramount in all human life aspects.

The task of media in society is basically to keep people well informed about local, national and international events and affairs so that they can think intelligently and form their own opinion about social, economic and political matters (Savula, 2017). In addition to performing different kinds of roles, media promote or highlight some issues and put some issues in background which again depends on importance, sensitivity and agenda (Sadaf, 2011). Media act according to the circumstances and situations, it like to support specific point of view on some issues and this is all done because media is the vigilant pillar to provide basic and instant news coverage on all aspects (ibid). Hence, the media have responsibility in reporting about the problems that face the society such as internal displacement crisis in the country.

The media can also server the society through investigative journalism report on issues that are not given attention by inspiring interest on them and make them policy issues and public agenda. Mentioning the role of media in conflict and crisis areas including broadcast and print media are changing Hieber (2001) states that no longer satisfied to remain independent outside observers, many media professionals are now developing programmes which strive to be part of the solution.

Accordingly, as the United Nations High Commissioner for Refugees (UNHCR) and other international relief organizations scrambled to provide emergency shelter, health care and food distribution, little thought was given to communicating with the hundreds of thousands of displaced people. Yet, information was particularly vital for these displaced persons. For instance, Hieber (2001) elaborated that without adequate knowledge about the international relief effort has undertaken in Albania and Macedonia, there was little opportunity for the refugees to make considered decisions about their futures. Hence, the mass media have been quite instrumental in covering crises such as displacements, information which has yielded an outpouring of humanitarian support from audiences depending on the need (Moeller, 1999).

On other words, the importance of media in times of crisis in society, it is especially important because of the need for update information and awareness of the entire society on the issues. Moreover, it is observable today that the media play a key role, in positive or negative in the

world's affairs such as conflict, policy making and humanitarian response (Mamriam, 2010). That is to mean, the media's power can put forth a critical pressure whether destructive or constructive in any given situation.

According to Veil and Ojeda (2010) the media can assist in providing adjusting information and reputation management messages by collating the public around movements that can reduce the likelihood of future crises. The media can be used to convey instructions to the public, stimulate donations, reinforce efforts to gain broad public support for mitigating actions, engender confidence in community leadership, greatly reduce the number of enquiries from the public, and provide useful coverage that may facilitate future funding campaigns (Moreira, 2007 cited in Veil and Ojeda 2010).

Media, while playing its role as the agent of information shares information at broader level that actually raises the level of awareness on issues which impact the livelihoods of individuals and their role in society (Munir, 2010 as cited in Seble, 2011). Not only this, the Media have a constructive role in today's society in increasing public awareness, and collects the views and information, and attitudes towards certain issues; media is the most powerful tool of communication in emerging world and increase the awareness in the real stage of society (Monika, 2013).

Despite its importance the media have responsible for the dissemination of information to the public on national issues like the internally displaced persons (IDPs). Journalists and media outlets can turn attention on the problem, highlight new ideas and approaches, and report on the efforts of governments to deal with displaced populations. They can make a national forum or dialogue more successful by bringing it into news stories, television and radio programs and mobilizing public support for dealing with the problem. Ibrahim and Gujbawu (2017) stated that part of the press responsibility in the society is to effectively inform the citizens about what is happening in their locality and the country as a whole. Daily reporting various issues help to bring in to light different social problems or issues to public eye. The media is responsible for seeking out truth and reporting it in an accurate and responsible manner; and guiding readers and audience towards the benevolent way (Monika, 2013).

The normative view of the press argues that the conduct of the media has to take into account public interests. The main public interest criteria that the media need to consider include freedom of publication, plurality in media ownership, diversity in information, culture and opinion and support for the democratic political system. It also includes support for public order and security of the state, universal reach, quality of information and culture disseminated to the public, respect for human rights and avoiding harm to individuals and the society (McQuil, 2005).

The media have also responsibility for seeking out truth and reporting it in an accurate and responsible manner; and guiding readers and audience towards the benevolent way (Monika, 2013). According to Hadesian (2006) media have an immense responsibility in providing factual coverage that does not perpetuate myths, stereotypes or encourage generalizations or spread misinformation about refugees, asylum seekers, migrants and internal displacement. People watch television, listen to radio, read books, magazines and the newspapers and everywhere we collect information and knowledge. Apart from these the media have to present their very responsible role in the society (Ibid).

As Ibrahim and Gujdawe (2017) note that the media can play a pivotal role in mobilizing the government, individuals and organizations to take the challenge of making life worth living for Internally Displaced Persons (IDPs). Accordingly, the media should have responsibility to serve the society through reporting about challenges they face.

2.3 Media Representation of IDPs Crisis

Graber (1993 cited in Perse, 2001) explains that crises have several stages; the first stage is the discovery of the crisis or threat of disaster. At this phase, uncertainty is the highest and the threat least understood. The crises and disaster attract media coverage, and that consequent attention as well as the real need for help may create leverage to budge not only the new disaster-related problems but preexisting issues (Norris, 2009). Media have a vital role in shaping the opinions of people through the way they present issues. Thus, how issues are presented tend to have an impact on how people process the information they receive from the media (Aziz, 2015).

Mass media organizations react by sending resources to the scene and contacting officials, agencies, and experts who can explain what is happening. The broadcast and print media react rapidly and interrupt or suspend regular programming to cover the crisis. The media gain prominence in the tasks of involving the different actors, boosting the actions of relief and support to the victims and generating trust among those affected people (Reis et al, 2017). This perspective is based on the perception of a series of previous works according to which, the media is the most important mitigation tool available to the authorities because its action creates the public perception about the risks of the event (Miles; Morse, 2007; Pérez-Lugo, 2001 as cited in Reis et al, 2017). Thus, the media representation of society during internal displacement crisis is a critical.

Hussain (2016) notes that the literature published on the internally displacement of people has not found as expected. This is because the humanitarian community focuses more on the delivery of aid. Beside, this, it is relevant for media to raise the voices of internally displaced persons in order to get humanitarian assistance for survival, since they have lost their primary means of support (Ibid). When there is a growing literature on the Internally Displaced Persons, at the same time, there is very little theoretical work on the settlement of the internally displaced persons (Muggah, 2003 cited in Hussain). Internally Displaced People (IDPs) are often portrayed as the forgotten majority in the discussion on forced displacement (EU, 2016).

Internally displaced persons (IDPs) need critical support from their government as they remain inside the borders of their own country. For IDPs to receive assistance, their situations need to be presented to the world through local and international media in order for the general public to provide the aid they require (Anuke and Tunca, 2018). The more media pay more attention to the incidents surrounding such as crisis and conflict areas the better the knowledge of people regarding the incident and could encourage a lot of people to offer humanitarian aids to the victims (Ghassabi and Zare-Farashbandi, 2015).

The issue of media representation and reportage on IDPs now has considerable importance. For instance, Anuke and Tunca (2018) indicated that it has been observed that some sections of Nigerian society perceive that the mainstream media are biased when framing and covering the factual state of affairs surrounding internally displaced individuals, because they perceive that

the stories are misrepresented and have significant bias. The factual and balanced representation of the internally displaced persons could enable people to understand their living conditions, such as their clashes with the authorities, cases of death in the camps, the humanitarian responses, the hardships, the rape cases as well as other events (ibid).

The news media are meant to demonstrate an important role (agenda-setting and framing of issues) so as to solicit aid for the internally displaced persons through continually and objectively covering the actual situation that is occurring (Ibrahim and Gujbawu, 2017). However, for instance, the mass media in Nigeria have not been timely in their reportage and have not effectively played a surveillance role, nor have they displayed a high level of objectivity in their reporting (Hamid and Baba, 2014), and this can partly be attributed to the fact that most media organizations in the country are owned by state (sub-national) governments and individuals, and as such, they are primarily used to promote the interests of their owners.

The ignorance of the international community towards internal displacement is underscored by the Norwegian Refugee Council (NRC, 2017) in its yearly report “*the World’s Most Neglected Displacement Crises,*” noting these crises are neglected due to a lack of political will, media coverage and economic support. Also, even when media reports about a conflict, the situation for civilians and those displaced may be overshadowed by coverage of war strategies, political alliances and fighting between armed groups (Ibid).

Although, a growing body of documented studies has examined the internally displaced person coverage in developing countries, the majority of these studies have mainly focused on the print media representation, as well as their general information (Apuke and Tunca, 2018).

2.4 Assessment of International Media Coverage of IDPs

In recent years, cross-border migration has been extensively discussed amongst politicians and international stakeholders, while little attention has been paid to the millions of people internally displaced due to conflict, violence and (natural) disasters (IDMC,2017). For, instance, more than 900,000 were forced to flee their homes in Democratic Republic of Congo (DRC) in their country during 2016. Despite, the high numbers of killed and displaced people; the crisis in DRC receives little attention in international media as (NRC, 2017). Accordingly, the international

media serve international awareness, telling audiences across the world what has happened and what the impact has been on the local population issues such as internal displacement.

Moreover, of those the Syrian conflict has uprooted, around 6.6 million people have been displaced internally, away from the media glare and out of reach of humanitarian agencies, many struggles to survive in subhuman conditions (IDMC, 2016). On other hand, state restrictions on international media coverage and public assistance in places like Syria and Iraq, with journalists facing dire predicaments many have been killed or kidnapped and even a few executed. Internally displaced persons are cursed with invisibility and their stories aren't told and recorded (Lam, 2015).

According to Global Security Organization (2012) media have crucial role in bringing value to internally displaced persons (IDPs) or refugee operations by bringing the issue to the world's attention. Moreover, the studies on the media coverage of internally displaced persons in developing countries are still at an embryonic stage (Apuke and Tunka, 2018).

Despite these challenges, some researchers from Nigeria and Pakistan have conducted studies on the issues of internally displaced persons using a comparative content analysis and media treatment of IDPs issues. Noting, as emphasized in the present study, only a limited number of studies have analyzed the issues of internally displaced persons in developing countries using comparative content analysis (Apuke and Tune 2018).

For instance, Hussain (2016) conducted the study on the media's treatment of internally displaced persons in Pakistan in three daily newspapers; namely Daily the Nation, Daily the News and Daily Dawn newspapers. His study explored the media coverage of the Internally Displaced Persons (IDPs) from Swat because of an armed conflict. The research found that the topic of government support for IDPs got the largest coverage, while the topic on opinion of leaders got the minimum coverage in the three newspapers. The study also revealed that the Pakistani media gave due importance and salience to the issue of the IDPs.

Other researchers (Ibrahim and Gujbawu, 2017) examined the coverage and reporting of internally displaced persons in Nigeria in the Daily Trust and Nation newspapers in 2016. The study found that internally displaced persons were portrayed in the newspapers as those who

need assistance. In terms of coverage, the study revealed that Daily Trust gave more coverage on IDPs than The Nation newspaper. This outcome is an indication to the fact that, media organization differs in philosophy of operations and interest. This corresponds with a study by (Okioya and Adedowole, 2011 as cited in Ibrahim and Gujbawu, 2017) that, various news media houses have their own area of interests when covering a particular news event.

The study also found that Daily Trust and The Nation newspapers are of the view that, empowerment, education, provision of social amenities like water, shelter and health facilities are measures that can assist in resolving the challenges faced by IDPs. The study also noted that the two newspapers under study have created awareness about the condition of people living in IDPs as well as set agenda for the need to rehabilitate and assist them to alleviate their suffering.

On other hand, Apuke and Tune (2018) analyzed the coverage of two TV stations and one blog, namely the Nigerian Television Authority (government owned), African Independent Television (private) and Naija.com blog of internally displaced persons in Nigeria from October 2016 to October 2017. The study found that specifically, African Independent Television and Naija.com gave more attention to the coverage of internally displaced persons than the Nigerian Television Authority.

The study also identified that both African Independent Television and Naija.com placed more internally displaced persons stories in their headlines than the Nigerian Television Authority, and most of the stories appeared in the first two headlines, unlike the Nigerian Television Authority.

Other researcher Khisa (2010) conducted study on the Agenda setting role of the print media in reporting on Internally Displaced peoples (IDPs) in Kenya: a content analysis of the standard newspaper. In study the publications analyzed revealed that the standard newspaper did not lay adequate emphasis on the weighty issue of Internally Displaced Persons. As a result, the government's attention was shifted elsewhere leaving the salient matter unattended and people living in camps up to date.

2.5 Overview Concept of Internally Displaced Persons

The term Internally Displaced Persons (IDPs) has been a recent development despite the fact of long existence of the situations giving rise to internal displacement in international community. Its notion was not explicitly articulated in the broad standard setting campaign which set in

motion following the atrocities of World War II. The first official use of the word internally displaced persons (IDPs) were made in the UN General Assembly resolution concerning refugees and displaced persons in Sudan in 1972 (Phuong, 2004). It has been the focus of particular attention on the part of the international community since the beginning of the 1990s (Melfald, 2003).

However, even if it needs critical attention at worldwide no efforts were made to clarify what these concepts meant and when they happened. IDPs issue emerged in international agenda only at the late 1980s and became clearly visible in the 1990s (Brun, 2005). Since, 1998 the Norwegian Refugee Council's Internal Displacement Monitoring Centre has monitored internal displacement resulting from conflict and violence. According to UNHCR, the number of forcibly displaced people both within countries and across borders as a result of persecution, conflict, or generalized violence has grown by over 50 percent in the last 10 years; in 2007 there were 42.7 million forcibly displaced people, and by the end of 2017 the figure was 68.5 million (UNHCR, 2018).

As Brun writes, the growing number of conflicts causing internal displacement after the end of the Cold War and an increasingly strict international migration regime were the main reasons of such a late appearance. The United Nations High Commissioner for Refugees (UNHCR) started its work for the prevention and protection of internally displaced persons from disastrous circumstances in early 1990s and therefore, a lot of attention has been devoted for protection and assistance of IDPs during the conflicts time (Hussain, 2016).

In all their configurations, internally displaced persons live under conditions of severe deprivation, hardship and discrimination. And again, women and children are the worst affected. Many displaced women become victims of sexual violence, intimidation, and discrimination. Children are often forced to serve as soldiers, porters, or human shields (Deng, 2000). It is important to emphasize that in many of these countries the crisis of national identity is both a cause in generating conflict and a factor in the response to its humanitarian consequences (Ibid).

In response to the situations of mass displacement described at the worldwide, only in 1992 UN officially Human Rights Commission appointed a special Representative to the UN Secretary-General on IDPs and established the UN Guiding Principles on Internal Displacement (Ferris,

2008). These guiding principles among a series 40 of guidelines and standards of protection also include the definition of IDPs that is used as the main one by UN and other agencies. The Principles cover all phases of displacement, providing protection from arbitrary displacement, protection and assistance during displacement, and solutions through safe return, resettlement, and reintegration (Deng, 2000).

The United Nations, Guiding Principles defines Internal Displaced Persons as;

"Persons or groups of persons who have been forced or obliged to flee or to leave their homes or places of habitual residence, in particular as a result of or in order to avoid the effects of armed conflict, situations of generalized violence, violations of human rights or natural or human-made disasters, and who have not crossed an internationally recognized State border" (UNHCR, 1998, p. 1).

The various causes of internal displacement identified in the 1992 working definition all were retained. However, in recognition that internal displacement was not necessarily limited to these causes alone, the definition in the Principles prefaces the list of causes with the qualifier "in particular" so as not to exclude the possibility of other situations that meet the key core criteria of involuntary movement within one's country (Mooney, 2005). In the deliberations leading to this definition, there were those who would have preferred to limit the IDP definition to persons subject to persecution or conflict, that is, to persons who would be considered refugees if they crossed a border (*Ibid*). Today, it is widely accepted that the Guiding Principles remain the major international legal protection regime for IDPs at the global level (Beyani, 2006).

As Hampton (2014) notes that the welfare of internally displaced peoples has become the subject of international attention because the governments legally accountable for their care and protection are often unwilling (or unable) to act. It needs to be underscored that the impact of internal displacement extends beyond those displaced to disrupt whole communities and societies (Cohen, 2000).

2.6 Causes of Internally Displaced Persons

Internal displacement can be the result of a variety of complex causes, making IDPs extremely vulnerable to a number of threats. There are a number of literatures in classifying the basic causes of internal displacement in the context of incidents that force people to flee. As

Terminiski (2013 cited in Muhdin, 2016) distinguishes four root causes, which he calls the dominant classification of internal displacement including conflict induced, environmentally induced, disaster induced and development induced internal displacement. But, some other writers like Robinson (2003) categorize into conflict, disaster and development induced internal displacement by subsuming environmentally induced displacement into natural disaster induced categories of disaster induced displacement.

On other words, The Kampala Convention recognize three broad categories and major causes of internal displacement: 1) violent conflict (Conflict Induced Displacement) which include ‘armed conflict, violation of human rights, situations of generalized violation; (Natural Disaster Induced Displacement) disasters both natural and human made and man-made Disaster Induced Displacement); and development induced displacement.

2.6.1 Conflict-Induced Displacement

Violent conflict causes millions of people to flee their homes every year. The term ‘conflict-induced displacement’ describes situations in which people leave their homes to escape political violence (Kenyon, 2007). As Lwabukuna (2011) indicates that conflict is a common documented and a primary root causes for internal displacement conflict-related displacement includes displacement induced by international and/or internal armed conflict, civil war, foreign occupation or intervention, internal strife, inter-communal tensions, communal or generalized violence and violent raids (Morel, 2013).

According to Samson and Ola (2015) internal displacement has become an issue of serious concern to many scholars today because of the human tragedy and insecurity associated with it. Besides, the issue that mostly dominates discussions, the issue that mostly dominates discussions on Internal Population Displacement at global, continental and national level is the conflict-induced displacements caused mainly by ethno-religious, inter-ethnic, political and intra and inter-communal conflicts (*Ibid*).

The scale of internal displacement due to conflict has risen to unprecedented levels. Internal displacement associated with conflict and violence has been on an upward trend since 2003 (IDMC, 2016). In terms of total headcount, there were 40.8 million IDPs worldwide as a result of

conflict and violence at the end of 2015 and increase of 2.8 million on 2014, and the highest figure ever recorded. It is also twice the number of refugees in the world (Ibid).

2.6.2 Disaster-Induced Displacement

The United Nations has defined a disaster as a serious disruption of the functioning of society, causing widespread human, material, or environmental losses which exceed the ability of the affected society to cope using its own resources. People are frequently uprooted and forced to flee their homes because of natural disasters such as floods, droughts, storms, hurricanes, tsunamis, volcanic eruptions, landslides, wildfires and earthquakes. Disasters result from a combination of risk factors: the exposure of people and critical assets to single or multiple hazards together with existing conditions of vulnerability, including insufficient capacity or measures to reduce or cope with potential negative consequences (IDMC, 2012).

Forced displacement related to disasters, including the adverse effects of climate change (disaster displacement), is a reality and among the biggest humanitarian challenges facing States and the international community in the 21st century (the Nansen Initiative, 2015). Most disaster displaced persons remain within their own country. However, some cross borders in order to reach safety and/or protection and assistance in another country (*Ibid*).

Most classifications of disaster identify two main types: natural and human-made. Natural disasters may be broken down into three sub-categories includes, sudden impact, slow onset, and epidemic diseases-while human-made disasters include two sub-categories-industrial/technological disasters and complex emergencies (Keith et al, 1998 cited in Robison, 2003). IDPs displaced as a consequence of natural disasters face the same challenges as displaced persons who avoid the effects of armed conflicts and while waiting for an effective and appropriate attention from the side of state authority may become the victims of multiple human rights abuses (Mekhuzla, 2009).

According to the recent figure from IDMC (2018) there were an estimated 3.3 million new internal displacements associated with more than 700 disaster events in 110 countries and territories in the first half of 2018.

2.6.3 Development- Induced Displacement

Development related displacement covers all occurrences of displacement resulting from projects implemented in the name of development. According to Robinson (2003) the causes or categories of development-induced displacement include the following: water supply (dams, reservoirs, irrigation); urban infrastructure; transportation (roads, highways, canals); energy (mining, power plants, oil exploration and extraction, pipelines); agricultural expansion; parks and forest reserves; and population redistribution schemes.

As Ejiioforet *al*, (2017) indicates that the result of the negligence of persons displaced by development projects, these persons receive less support from their governments and even less of international aids as compared to persons displaced by conflict and violence.

The issues and development of studies on internal displacement traced during the last two decades where the problem of internal displacement for the first time become a subject of debate within international institutions and agencies, including the UNHCR and International Committee of the Red Cross (ICRC) (Muhdin, 2016). On other hands, the trend in global attention towards development induced displacement believed to emerge from debates over the social consequences of dam megaprojects implemented in China and India (Stanley, 2004; Terminiski, 2013: as cited in Muhdin, 2016) where India has the largest number of development projects in the world and, quite possibly, the largest number of development-induced displaced persons in the world

2.7 Overview History of Internally Displaced Persons in Ethiopia

The Horn of Africa experienced recurrent and predictable crisis resulting in displacement of millions of people. Conflict and climate change (drought and flood) are the major causes of internal displacement in the region. In Ethiopia; drought, conflict and flooding have caused displacement of a significant number, according to Displacement Tracking Matrix (DTM, 2018). Internal displacement in Ethiopia is not a new phenomenon. It has remained pervasive throughout Ethiopian history. As Mehari (2017) notes natural disaster-induced displacement, conflict-induced displacement and development-induced displacement were the main causes of internal displacement in Ethiopia.

Despite the fact that Ethiopians have been displaced by many drivers of displacement, particularly conflict-induced displacement and natural disaster-induced displacement, it would be an arduous task to obtain a comprehensive historical background of, or data on, internal displacement and IDPs in Ethiopia (*Ibid*).

According to (IMCD, 2006) notes despite a history of common struggle to overthrow the 1974-1991 Dergue dictatorship, tensions between the leaders of Ethiopia and Eritrea – which had gained independence from Ethiopia in 1993 after having been part of the latter since 1962 – rose quickly during the 1990s, escalating into an all-out war between May 1998 and June 2000. It was one of the most protracted civil wars in Africa, northern parts of Ethiopia, led to death, displacement, and famine. According to Abeba (2009) from as many as 420,000, people were displaced in Tigray and Afar due to the Ethiopia-Eritrea war in 1998. On May 2000, 360,000 people were displaced in Ethiopia (90 percent from the Tigray region). Ethiopia deported tens of thousands of persons identified as Eritreans, while Eritrea did the same with persons identified as Ethiopians living on its territory (*Ibid*).

Ethiopia has also experienced internal displacement due to disasters. For, instance according to IDMC (2016), as a result of natural disasters, at least 827,906 people have been internally displaced in the period of July 2012 to May 2016, of which at least 631,163 people were displaced within the period of August 2015 to May 2016 due to El Nino. Flooding displaced 173,695 people while drought directly displaced 188,243 in July 2012 to May 2016.

On other hands, Ethiopia is currently facing an internal displacement crisis by an increase in public unrest and ethnic conflicts throughout the country. One of the conflicts that caused a large amount of people to be displaced over a short period of time is the Oromo-Somali conflict since 2017. It is caused mainly by ethnic tensions exacerbated by the government's regionalization policy along ethnic lines, tight political control from the center, and widespread resource shortages in a chronically food insecure country (IDMC, 2006).

According to IOM's Displacement Tracking Matrix (DTM, 2018), there are more than 2.8 million IDPs in the country, compared with an estimated 291,000 in July 2012. Drought, floods,

ethnic/clan tensions and conflicts over resources and borders are the leading causes of internal displacement, with conflict accounting for 70 percent of cases of displacement.

The primary driver of displacement in the country is conflict which displaced 1.4 million persons, followed by climate induced factors which displaced 541,490 persons. A recent situational report from IOM (2018) shows that conflict between communities in Ethiopia's Gedeo Zone (in South Nations, Nationalities and Peoples Region) and West Guji Zone (Oromia Region) alone has displaced nearly 970,000 people between April and July 2018.

2.8 Theoretical Frameworks

The section explains the theoretical frameworks that support this study. The Agenda Setting, Frame and the Social Responsibility of Media theories are examined here.

2.8.1 Agenda Setting Theory

This study is theoretically anchored on the agenda-setting theory, frame and social responsibility theory of press. The power of the media to set a nation's agenda, to focus public attention on a few key public issues, is an enormous and well-documented influence. Not only do people obtain factual information about public affairs from the news media, readers and viewers also learn how much importance to attach to a topic on the basis of the emphasis placed on it in the news. Media provides hints about the salience of the topics in the daily news lead story on page one, other front page display and large headlines etc.

The beginning of agenda setting theory can be traced as far as 1922, when Walter Lippmann expresses his concern on the vital role that mass media can do in influencing the setting of certain image on the public's mind (Lippmann, 1922 as cited in Mohdzain, 2014). Many scholars consider Walter Lippmann's (1922) *Public Opinion* as a steppingstone for the establishment and development of agenda setting theory. For, instance Lin (2004) supported this claim by noting that Lippmann's (1922) study, *Public Opinion*, was the first to examine the agenda-setting function of mass media. In his magnum opus, *Public Opinion*, Lippmann cautioned that people do not deal with external environment much as they deal with the pictures in their heads.

Following Lippmann, other psychologist and social scientist Harold Lasswell was considered by some as the prominent one, for his study the agenda-setting role of media during the 1948

American presidential campaign between Truman and Dewey, in which the former beaten the latter (Pavlik and McIntosh, 2004).

Along this line, Agenda-setting crept into mass communication literature in 1972 via the publication of the influential findings of Maxwell McCombs and Donald Shaw's Chapel Hill study in the *Public Opinion Quarterly* (Mustapha, 2012). McCombs and Shaw proposed agenda setting theory in their 1968 Chapel Hill study, stating that the salience of issues emphasized by the news media can be transferred to the public (McCombs and Shaw, 1972). This theory was developed as a study on the 1968 presidential election where Democratic incumbent Lyndon B. Johnson was ousted by Republican challenger Richard Nixon. Known as the "Chapel Hill Study," McCombs and Shaw surveyed 100 residents of Chapel Hill, North Carolina on what they thought were the most important issues of the election how that compared to what the local and national media reported were the most important issues (McCombs and Shaw, 1972).

As Mustapha (2012) notes agenda-setting theory presupposes the correspondence between the media and public prioritization of issues that warrant the attention of a political and social system. It is a theory about the transfer of salience from the mass media pictures of the world to the pictures in our head (McCombs, 2004). According to Coleman, McCombs, Shaw and Weaver (2009 as cited in Mustapha, 2012), agenda-setting is the process of the mass media presenting certain issues frequently and prominently with the result that large segments of the public come to perceive those issues as more important than others. Agenda setting is theory about the news media's power to structure the importance of political issues in the public's mind (Perse, 2001).

In their research, the McCombs and Shaw investigated the correlation between the media agenda and the public agenda. The study found the media to be a dominant source for political information and that the play of issues on the news agenda significantly influences the prominence of issues on the public agenda (McCombs, 1997).

Since then, hundreds of empirical studies have been conducted to test the theory, thus cumulatively establishing the theory's predictive power (McCombs, 2004). At the first-level of

agenda setting, researchers usually conduct content analysis to examine the rank order of object salience in the news coverage for the media agenda (Guo, Vu and McCombs, 2012).

Thus, the media agenda influences the public agenda by giving more space and time as well as more prominence to some issues. The idea of agenda setting involves using the news to power the public regards as important to them to think about in society and politics. That is, if the media highlight an issue, the issue is likely to be seen as important item on the public agenda. As the basic assumption of agenda-setting is primarily the power of the media to set the agenda for the public, McCombs and Shaw (1972) described how the media make an issue prominent, and how the issue influences the public perception. They noted, for instance, the extent of the coverage (the frequency), the size of the coverage and the placement. The amount of repeated attention to a story can have the most powerful influence on the public.

The notion of the theory mainly shows the capacity of the media to set the agenda of the public. The theory deals with the amount of information that is available in the media (the extent) and its impact on the perception of the receivers of that information. The readers, listeners, and viewers can easily understand how an issue is important by focusing only on the amount of information provided for them in the media (McCombs and Shaw, 1972). This indicates when media increase its coverage on the salient issue; the perception and attention of the public towards the salient issue will also increases. According to Cohen (1963), media may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about.

Accordingly, this theory explains the different forces that dictate how important issues in the media are perceived by people in society. Its asserts that media has the influential to concentrate its focus only towards certain issues, and by focusing on those subjects that shows to the public that those events are more important than the other issues.

Freeland (2012) notes, in its most basic sense, agenda setting is the creation of public awareness and concern of salient issues by the news media. The two most basic assumptions of agenda setting theory are: the press and the media do not reflect reality; they filter and shape it; media concentration on a few issues and subjects leads the public to perceive those issues as more

important than other issues. Media is able to grab public attention to the insignificant issues by using agenda setting.

Thus, this theory is relevant to this study because the agenda setting role of the media plays central role in raising awareness about the problems of the society and inform them about the situations. It is also relevant to media to setting agenda on the situations of IDPs issue. The agenda-setting theory of communication provides important information to help us better understand how someone in the public eye may be portrayed by journalists all over the world (Freyenberger, 2013).

2.8.2 Framing Theory

Framing theory has experienced a rapid development since the mid-1960s, when it emerged in the field of sociology. Framing has become a multi-disciplinary paradigm that allows the holistic study of media effects on individuals and audiences (A Ardèvol, 2015). Previous research has provided sufficient evidence that mass media have the power to select and pack the events, and, thus, to influence the way audience/readers perceive the surrounding reality (Okoro and Odoemelam, 2013). Media framing is the way in which information is presented to its audiences. It is anchored on the idea that the way an issue is presented in the mass media can have an influence on audience perception of such issues. Framing happens when the manner events are reported in the media has an impact on how they are understood by the audience.

The concept of framing may be traced back to Goffman (1974), who defined frames as embodiments of the principle of organization which govern events. Based on this definition all forms of human experience and their documentation (as in news production) are subject to framing (Akhavan-Majid and Ramaprasad, 1998). Goffman was the first to concentrate on framing as a form of communication and defined framing as a schema of interpretation that enables individuals to locate, perceive, identify and label occurrences or life experiences (Goffman, 1974). He puts forth that people interpret what is going on around their world through their primary framework.

Hence, in the field of mass communication and journalism, the concept of framing is an important consideration for scholars. As Weaver (2007) notes that several definitions have been forwarded about media frames. Framing can be defined in various ways. Most definitions focus

on the selection, presentation, and meaning making processes of the social text (Goffman, 1974; Tuchman, 1978b; Gitlin, 1980; Iyengar, 1990; Entman, 1993, cited in Mulatu, 2017).

A number of influential scholars in the evolution of framing theory, including Entman (1993) define the concept of framing, as a process of selecting some aspect of a perceived reality and make them more salient in a communicating text in order to promote a particular problem definition, casual interpretation, and moral evaluation. The media highlight a certain piece of information about a main topic of a news story, which raises the salience of the issue.

Entman identified a “scattered conceptualization” of framing and attempted to clarify the definition in his aptly titled essay “Framing: Toward Clarification of a Fractured Paradigm.” The concept of framing is considered to be one of the most prominent features within the field of communication science; the same applies to the concept of ‘fractured paradigm (Ibid).He argued that frames fulfilled four functions. They could define problems, diagnose causes, make moral judgments, and suggest remedies. Hence, the significant relevance of media frame analysis is to examine how issues are presented in the news coverage.

Framing theory, according to Tiungand Hasim (2009) is one of the mass media effect theories, as it looks at how certain information is used to make an issue salient for peoples’ knowledge and understanding. The framing theory points out that the media play vital roles in framing public issues making certain aspects appear more important than others. Scheufele and Tewksbury (2007) explained that media framing is based on the notion that how an issue is characterized in news reports can have an impact on how the audience interprets the story.

According to Chong and Druckman (2007), an individual’s attitude has a major influence on how one interprets media. For instance, if an individual hears a news story about the positives of having an abortion but has a strong belief against it, the overall attitude will not influenced by how the story was framed (Freyenberger, 2013). Perception and careful interpretation of the audience are inevitable when it comes to framing. Media is a powerful tool and so the content must be framed with values as it influences and controls the audience.

2.8.2.1 Types of Framing

Semetko and Valkenburg (2000) discuss five dominant news frames that have been identified in earlier studies: conflict frame, human interest frame, economic frame, morality frame, and attribution of responsibility frame. In addition other frames like diagnostic and prognostic are commonly used frames.

Conflict frame: This frame focuses on conflict between individuals, groups, or institutions so as to attract audience attention. As Neuman et al. (1992) cited in Semetko and Valkenburg (2000) found that among the few central frames of reporting various issues that the media draw, conflict was the most common frame in U.S.

Human interest Frame: This frame puts a human face or an emotional perspective on the report of an issue or event. The frame is also referred as “human impact” frame, and is considered the second common frame in the news next to conflict frame (Neuman et al., 1992 cited in Semetko and Valkenburg 2000). If an emergency situation contains no news; the message has to be framed in the right way in order to create a public opinion for action (Ibid). Journalists often personalize news stories by using individual cases and personal experiences in order to engage the audience in complex issues, and to attract and hold attention (Semetko and Valkenburg, 2000; Hong, 2013). The human interest frame significantly influences emotional responses, as it appears that people who read a story framed in terms of human interest feel more empathy, sadness and sorrow related to the situation. It stresses on the situation of an individual or a group, who is affected by the problem. However, in humanitarian crises media often do not report the crisis objectively instead they cover the issue in very different ways (Robinson, 1999).

Economic Frame: This frame presents issues or events focusing on their economical consequences on an individual, group, institution, or country. According to Semetko and Valkenburg (2000) when an issue or event has wide impact, it adds value to the news, and its economical consequences are often vital.

Morality Frame: This frame puts the vents, problem or issues in the context of religious tenets or moral prescription. Because of the professional norm objectively, journalist often makes reference to moral frames indirectly through quotation or inference, for instance by having

someone else raise question (Neuman et al., 1992). Due to the journalistic norm of objectivity, the morality frame is commonly used indirectly through quotations or inference.

Attribution of Responsibility Frame: As Semetko and Valkenburg (2000: 96) stated it, this frame presents an issue or problem in such a way as to attribute responsibility for its cause or solution to either the government or to an individual or group. According to Kensicki (2004) the attribution of responsibility frame suggests what measure should be taken. Thus, when media report IDPs, they could believe provide the causes and solutions to the issues.

Diagnostic Frame: This frame emphasizes identifying a problem and attributing blame and causality.

Prognostic Frame: This frame can also be described as a solution frame which specifies what needs to be done.

Despite the fact that framing theory has been used in many different researches it has been criticized by some scholars. As to Scheufele (1999) notes most of the limitations of theory framing are attributed to its lack of clear conceptual definition and generally applicable operation. Framing theory is criticized for exaggerating the media texts' power. Framing theory also perceives the audiences as powerless to oppose the persistent, pervasive, and emotions sophisticated persuasions of an interlocking media political-economic establishment (Neuman et al., 1992).

Hence, the issues of internally displaced persons and refugees could be covered by adopting different frames (Van Gorp, 2005), and such frames arouse the audiences emotions towards the aspirations and yearnings of internally displaced individuals and refugees (Lecheler, Bos, and Vliegthart, 2015 as cited in Apuke and Tunka, 2018).

The news media framing and portrayal of internally displaced persons could also take a thematic or episodic shape (Iyengar, 1994 cited in Apuke and Tunka, 2018). The framing plays a major role in presenting and comprehending salient issues like internally displaced persons to the public. Thus, the Framing theory will also be employed in this study. It will help to assess dominant framing and types in the newspapers coverage on the issues of IDPs.

2.8.3 Social Responsibility Theory of Media

The social responsibility theory is one of the normative theories of the press. The social responsibility theory was coined in 1956 by Fred Siebert, Theodore Peterson and Wilbur Schramm who were stimulated by the landmark Hutchins Commission report headed by the then president of the University of Chicago, Robert Hutchins. In mid-20th century most of the developing countries and third world nations have use social responsibility theory of press which is associated with “the Commission of the Freedom of Press” in United States at 1949. In the book “Four theories of Press” (Siebert, Peterson and Schramm) it’s been stated that “pure libertarianism is antiquated, out dated and obsolete.”

The social responsibility theory shot into prominence around the period of the Second World War (Temitayo, 2017). At the beginning of the twentieth century, sensationalism, commercialism, political imbalance and monopoly tendencies were the dominant features of the American press, which increased the pressure for government regulation of the media. In response to the widespread criticism on newspapers, a private commission inquiry was established in 1942. The founder was the publisher Henry Luce and it was conducted under the leadership of Robert Hutchins, Chancellor of Chicago University (Blanchard 1977 cited in McQuail, 2000).

Baran and Davis (2012 cited in Temitayo, 2017) note that service to the public is the guiding canon for the media under the social responsibility theory, even if it might result in the reduction of their profits. Denis McQuail (2005) summarized the basic principles of Social Responsibility Theory as the following:

- ❖ Media should accept and fulfill certain obligations to society.
- ❖ These obligations are mainly to be met by setting high or professional standards of informativeness, truth, accuracy, objectivity and balance.
- ❖ In accepting and applying these obligations, media should be self-regulating within the framework of law and established institutions.
- ❖ The media should avoid offensive content triggering crime, violence, or civil disorder or harm to minority groups.

- ❖ The media as a whole should be pluralist and reflect the diversity of their society, giving access to various points of view and rights of reply.

Media has to take into account public interests. The main public interest criteria that the media need to consider include freedom of publication, plurality in media ownership, diversity in information, culture and opinion, support for the democratic political system, support for public order and security of the state, universal reach, quality of information and culture disseminated to the public, respect for human rights and avoiding harm to individuals and the society (McQuil, 2005 cited in Dutta, 2011).

Social responsibility theory allows free press without any censorship but at the same time the content of the press should be discussed in public panel and media should accept any obligation from public interference or professional self-regulations or both. The theory lies between both authoritarian theory and libertarian theory because it gives total media freedom in one hand but the external controls in other hand. Here, the press ownership is private. According to Marley (2015) in the Social Responsibility theory, the main function of the press is not to generate revenue or provide sensational content; rather it is to help the general public become better informed about the world around them.

The social responsibility theory moves beyond the simple objective reporting (facts reporting) to “Interpretative” reporting (investigative reporting). The total news is complete facts and truthful but the commission of the freedom press stated that “No longer giving facts truthfully rather than give a necessary analyzed or interpretative report on facts with clear explanations (Ibid).

In the light of this study, means that media has critical responsibility in reporting public issues and interests, particularly during the IDPs period, which many people lost their homes and livelihoods. Thus, in this study, the social responsibility theory is appropriate in this study because the press is duty aimed to serve public interest through providing a truthful, comprehensive, and intelligent account of the day's events in a context which gives them meaning.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter deals with the techniques employed in the actual implementation of this study. It was comprised the research design, selection of the study newspapers, period of study, sampling technique, sample size, unit of analysis, analytical categories, coding process and method of data presentation and analysis.

3.1 Research Design

A research design is a basic plan that guides the data collection and analysis phases of the research project. It is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure (Kothari, 2004). In fact, research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data (Teti, 2005; Kothari, 2004).

It provides the overall framework for data collecting. It is a strategic framework for action that serves as a bridge between research questions and the execution, or implementation of the research strategy. According to Kumar (2011), a research design is a procedural plan that is adopted by the researcher to answer questions validly, objectively, accurately and economically. Hence, research design is needed because it facilitates the smooth sailing of the various research operations, thereby making research as efficient as possible yielding maximal information with minimal expenditure of effort, time and money (Kothari, 2004).

The study was employed mixed method which means both quantitative and qualitative research methods. The newspaper articles were content analyzed employing quantitative and qualitative approaches. The quantitative method was aimed to identify the general trends and nature of the newspapers' contents that covered IDPs issues.

Quantitative analysis demands counting and categorizing stories that are related to IDPs stories in terms of types, theme, sources, placement, and prominence given for the stories in the newspapers. Quantitative research is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics) (Gunderson, 2002 as cited in Muijs, 2010). Data shall be entered on the SPSS software for due statistical analysis. The

research methodology of literature indicates that the quantitative representation enables to answer the question what? In so doing, it shows patterns and regularities in reporting IDPs issues in the sampled newspapers.

The qualitative method, on the other hand, used to complement the information gathered through the content analysis. Qualitative method is multifaceted in focus, involving an interpretative, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings, attempting to make sense of or interpret phenomena in terms of the meanings people bring to them (Denzin and Lincoln, 1994). The in-depth interview conducted as it is relevant in supporting the results gathered from the content analysis method. It was held with journalists (reporters and editors) on the selected newspapers (the *Ethiopian Herald* and the *Reporter Newspapers*).

Qualitative method was also used to help the researcher for interpreting and better understanding data generated from the quantitative analysis by putting it in context of its use and production. In other words, the qualitative data enables to substantiate the quantitative analysis.

3.1.1 Quantitative Content Analysis

In this study, the researcher used quantitative content analysis for various reasons. For instances, to identify and find the stories given to IDPs issues and compare the level of IDPs coverage in the selected newspapers. Content analysis is a research method that is adopted by many researchers to study the content of several media. It is one of the most commonly used research methodologies. Content analysis can be applied to all kinds of written text such as speeches, letters or articles whether digital or in print, as well as text in the form of pictures, video, film or other visual media (Rose et al, 2014).

In this case, quantitative content analysis was employed to analysis the coverage of IDPs issue in the two selected local newspapers (the *Ethiopian Herald* and the *Reporter Newspapers*). Scholars define the term content analysis in various ways.

Content analysis refers to the examination of communication symbols which are numbered according to standard measurement, and the analysis of how they are related; involving those values using statistical methods, in order to describe the communication (Riffe, Lacy and Fico, 1998). As Wimmer and Dominick (2006), content analysis is a method of studying and analyzing

communication in a systematic, objective, and quantitative manner for the purpose of measuring variables.

Content analysis is a systematic technique for analyzing message content and message handling, and it is a tool for observing and analyzing the overt communication behaviour of selected communication events (Budd, 1967). Kerlinger (1986) defined content analysis as a method of studying and analyzing communication in a systematic, objective, and quantitative manner for the purpose of measuring variables. According to Hesse-Biber and Leavy (2011), content analysis is appropriate for the study of topical issues; comparison of media coverage of similar events; and mass-mediated representations of historical or current events.

As the research method, content analysis uses a set of categorization procedures for making valid and replicable inferences from data (text, voice or images) to their context (Krippendorff, 2004). Content analysis enables researchers to sift through large volumes of data with relative ease in a systematic fashion (GAO, 1996). As to Kerlinger (2000), one of the most outstanding characteristics of content analysis is its general applicability to available materials such as letters, diaries, ethnographic materials, newspaper articles and editorials, minutes of meetings, pages of newspaper and so on. Despite its advantage, content analysis alone cannot serve as the basis for making statements about the effects of content on an audience.

In this study, the researcher found that content analysis is very important instrument to identify how IDPs stories are covered in the selected newspapers. The quantitative analysis demands to count and categorize articles stories that are related with IDPs in terms of stories types, sources, placement, themes, and the prominence given to the issues and others.

3.1.2 Interview

Interviews are one of the most commonly used and most basic research techniques. This research was employed an in-depth interview, as it is crucial research method for uncovering individuals' attitudes and values towards issue. Berger (1998, cited in Bruktawit, 2012) notes that by using in depth interview, "you often obtain unexpected information that other forms of research might not discover." Interviewing is one of the most widely used data collection methods in media and communication research and it is mainly applied in the qualitative research method (Gunter,

2002). According to Kumar (1999) the term interview defines as any person-to-person interaction between two or more individuals with a specific purpose in mind.

It is mainly applied in the qualitative research method. Accordingly, an in-depth interview method was conducted with journalists (editors and reporters) from the selected newspapers in order to support findings of the quantitative content analysis. This interview used to help the researcher to explore the research questions and to further substantiate the results obtained by the quantitative content analysis.

The researcher was purposively conducted interview with journalists and editors from each newspaper who took part in covering the stories on the IDPs issues. The researcher was identified journalists who wrote most of the stories on IDPs, through counting the number of stories a reporter wrote by looking at the by-lines. Then, those who wrote most stories were contacted for interview. Similar to the journalists, editors from each newspaper interviewed to find out the magnitude of attention that the newspapers given to IDPs issues. Thus, two editors and one journalist from each newspaper were employed for interview. The reason why the researcher selected one reporter from the each newspaper was that majority of the stories was written by selected reporters. These help the researcher to get rich information on the attention given to IDPs issues by the media houses and how they framed the stories.

3.2 Selection of Study Newspapers

The study was focused entirely on newspaper coverage, and did not consider television or radio stories. Although, television and radio are significant media in many major events, the fact that newspapers, whether the government or private owned are anticipated of immense consequence in influencing the decision makers at the national and regional levels. They also are expected to cover a wide range of social, political, and economic issues in the country in different aspects.

On other hand, the researcher believes that the documents of the print media are easily available than other documents in broadcasting media. For, instance Mulatu (2017) notes the Ethiopian law has forced publishers to submit two copies of their publications to the National Archives and Library Agency (NALA) (Proclamation No. 590/2008). Moreover, newspapers are generally considered as set the news agenda for other mass media such as television and radio news.

Compared to broadcasting media, print media reaches only a certain level of the population in the country who are literate. Despite this limitation, they are regarded to be important in reaching the concerning bodies and the decision makers in the country. Thus, this reason why the selection of newspapers for this study.

According to Ethiopian Broadcast Authority (EBA) (March, 2019) report currently, there are four government and 12 privately owned newspapers and 10 private magazines, 50 community radio, 10 government/public medium wave and FM service radio, and 12 commercial radio, with regard to television including, Ethiopian Broadcast Corporation (EBC) nine government/public television, and 18 commercial television broadcasting services are available in the Ethiopia.

It is impossible to cover all Ethiopian newspapers in the present study. Thus, two English language newspapers; the *Ethiopian Herald* and the *Reporter* newspaper were purposively selected as they have better circulation and have long existence in Ethiopia media industry relatively. Also, the researcher wanted to look at coverage of IDPs in both private and public media, thus the reason for choosing one state-owned newspaper, the *Ethiopian Herald* and one privately-owned newspaper, the *Reporter*.

Besides, the researcher has chosen private newspaper in order to find out if ownership and ideology relate to crisis coverage, particularly the coverage of IDPs issues. Other important key for the selection of these newspapers, both newspapers are described as news-oriented focusing on news content on current affairs including political, economic and social issues and their medium is English language.

The *Ethiopian Herald* is the oldest English newspaper which was launched in 1943 aiming at image building and is also the largest government owned newspaper in circulation in Ethiopia. It is loyal servant of the government of Ethiopia and the only English newspaper among four state papers that are published under Ethiopian Press Agency (EPA) every day except Monday. It publishes local, national and international issues.

The *Reporter* newspaper which is owned by Media and Communication Centre on the other hand, is also one of the top largest private newspapers in Ethiopian press and backed strong investment (Gebremedhin, 2006). The English edition of the *Reporter* newspaper is a weekly (Saturday), while its Amharic version is bi-weekly (Wednesday and Sunday) with the motto of

"free press, free speech and free sprit". It has also appeared for a long time from the private newspaper that covers political, economical and social issues in the country makes both newspapers available online. It has a national circulation and readership, and online availability, coupled with a different editorial policy with the state owned newspapers that make the Reporter quite important media for research. Its feature is national and international events providing more detailed interpretation than Herald does.

3.3 Sampling Technique

The two newspapers were selected because of their high circulation, their nobility in covering political, economic and social issues as well as their long existence in the service. Based, on this the *Ethiopian Herald* daily newspaper (except Monday) and the *Reporter* newspaper (English version) weekly edition (Saturday) selected for the study.

Hence, the researcher first prepared the total number of editions of each newspaper in time period. Sampling is a process of selecting few cases in order to provide information that can be used to make judgments about a much larger number of cases. Accordingly, 312 editions of the *Ethiopian Herald* and 52 editions of the *Reporter* newspaper were identified. As the selected newspapers have daily and weekly editions, the researcher used constructed week sampling to make the *Ethiopian Herald* editions equal with the *Reporter* newspaper.

Because of their traditional dominance as a mass medium, daily newspapers have received more attention in sampling efficiency studies than other forms of media (Riff, et al, 2014). These studies have concentrated on efficiency of sampling for inference by using the constructed week, which is created by randomly selecting an issue for each day of the week (Ibid).

Constructed week sampling is a type of stratified random sampling (SRS) technique popular in media studies in which the final sample represents all seven days of the week (Jones and carter, 1959: Stempel III, 1952) to account for cyclic variation of news content (Riffe, Aust and Lacy, 1993). Accordingly, to select 52 editions from 312 of the *Ethiopian Herald* newspaper constructed week sampling was used. For instance, if Tuesday's editions will be picked for the first week of time period then Wednesday's edition was taken in the next week. Whereas in the case of the *Reporter (English version)*, since it is a weekly newspaper the whole editions of the given time span were taken as sample of the study. Therefore, a total of 104 editions from the

two selected newspapers were selected for analysis. All news stories related to IDPs issues in each newspaper were coded and analyzed.

3.4 Time Period

Before starting to analyze the different articles, it is important to define the time frame to be covered in the study. In this study, the selected newspapers were analyzed for a time period of one year, from January-December, 2018. The time span was purposely selected to examine how the press gives priority on issues related to IDPs. The main reason for selection of this time period when there was an unprecedented number of the Internally Displaced Persons (IDPs) at an alarming rate in Ethiopia, especially due to ethnic conflict in some parts of the country.

Other key reason for studying the news stories covered during these period was that Ethiopia has seen the highest number of people forced to flee from their homes within their country outpacing the world's conflict zones including Syria, Afghanistan and Democratic Republic of Congo in the first half of 2018. About 1.4 million internally displaced persons in the first half of this year (January – June 2018) (IDMC, 2018.) Thus, it is assumed that the selected newspapers could cover the situations of IDPs as millions of people were forced to flee their homes and means of livelihoods.

3.5 Unit of Analysis

The unit of analysis refers to the basic unit of text that was to be classified during the content analysis (Zhang and Wildemuth, 2009). It has a decisive role in a content analysis. It is the entity that is counted in a content analysis. Based on the interests of research that make comparison about, or analyses, the unit of analysis varies from one research to another (Mulatu, 2017). The content analysis process is to select the unit of analysis, which is the smallest element of a content analysis but also one of the most important (Wimmer and Dominik, 2006).

The unit of analysis might be a single word or symbol, a theme (a single assertion about one subject), or an entire article or story in a written content (Ibid). They note that the category system is central to classifying media contents and should be adequate enough to cover the various aspects of the unit of analysis.

For this study, the units of analysis were articles in the forms of news, features and editorials in the selected newspapers for the quantitative content analysis. All stories focus on internally displaced persons was taken.

3.6 Analytical Categories

After the unit of analysis has been chosen, it is the critical for the researcher to specify and define the analytical categories as it is the most needed task of the content analysis. Developing the category system to classify the body of text is the heart of content analysis. As Berelson (1952 cited in Wimmer and Dominck, 2006) states, particular studies have been productive to the extent that the categories were clearly formulated and well-adapted to the problem and the content.

Gray (2004) noted, the importance of categorizing data because the statistical tests that are used for data analysis will depend on the type of data being collected. On the other word, Stempel III (1989), notes that, analytical categories must be pertinent to the objectives of the study, must be functional and manageable. Based on this, in this research the researcher identified some categories of content with its operational definitions as the following;

Theme of stories: This refers to the main or central message of the stories. The themes were coded as; cause of IDPs, update number of internal displacement, government support, international organizations support, resettlement of IDPs, life of IDPs and others

Source of stories: This refers to the main source used in the stories. The sources were coded as; government officials, victims, police officers, international organization officials, community members, hosting communities and others.

Type of stories: This refers to the genre that the story belongs to. Type of the stories were code as; event news, feature/article and editorials.

Placement of stories: This refers to the position in which the IDPs stories are placed on the selected newspapers. Three categories are employed as: -Front-page, inside pages and back pages.

By-lines of the Story: This refers to who produce an article on the issues.

Type of frame the story used when covering the IDPs issues: - refers to the type of frames, portrayal of the IDPs by each story item. The media draw the public's attention to certain issues through the use of some media frames.

Assistance framing: - Refers the stories portrayed the internally displaced persons as in need help or assistance from public, humanitarian organizations or the government.

Conflict framing: -refers the stories portrayed the internally displaced persons fled their home due to ethnic conflict or other causes among people

Human Interest framing: -This refers to the stories focus on the emotions in the presentation of the event/issue of internally displaced persons. It focuses on the stories of individual affected during internal displacement.

Diagnostic- it refers to stories portrayed on what are the causes of IDPs, as well as how IDPs crisis happens.

Solution frame-refers to the stories suggesting solutions for the problems being taken or needs to be taken to resolve the IDPs crisis.

Attribution of Responsibility framing: -This frame is evident in the way that media subtly frame stories and assign responsibility (Bennett, 1995). Social problems and issues usually involve a question of causes and responsibility such as who is blamed or credited for events (Hallahan, 1999).

3.7 Coding Process

The coding process was conducted by researcher and one journalist who is MA graduated from Addis Ababa University in Journalism and Communication. He has experience in coding articles. The training was given by the researcher to the coder how to code the stories in the targeted newspapers. Following the training the coder was taken through coding scheme along with coding guides. Then, the coder filled out the coding sheet. Then the researcher did Inter- coder reliability was assessed through Holist's formula which cited in (Apuke and Tunka, 2019). Holsti's (1969) inter-coder reliability formula was used to test the pilot study. This formula was considered because Holsti (1969) reports that it is the formula for determining the reliability of nominal data.

$$\text{Reliability} = \frac{2 * M}{(N1 + N2)}$$

M represents the number of coding decisions with which the two coders agree while N1 and N2 are the total number of coding decisions by the first and the second coder respectively. Thus, inter-coder reliability across all categories ranges from 92% to 100% for the stories the two coders coded.

3.8 Analytical Procedures

The data was analyzed quantitatively and qualitatively focusing on how the of selected newspapers gave coverage to the IDPs issues. The research was also compared the similarities and differences on the two newspapers coverage of IDPs issue. All field data was analyzed within the context of the research questions using simple frequency distribution table, graphs percentages and numbers, for easy interpretation. The data analysis process of this study was begun by presenting the findings that obtained from the content analysis. Then, the findings were discussed with the results of the in-depth interview to enrich the results of the quantitative content analyses.

CHAPTER FOUR

PRESENTATION AND DISCUSSION OF THE STUDY

This chapter presents the research findings of the study and discussions of the findings. The major findings of the study are presented using tables and bar graphs. The collected data focused on a comparative study of Ethiopian newspapers coverage of IDPs issues.

4.1. Presentation of Findings

4.1.1 Compare level of the selected newspapers coverage on IDP's issues

The newspapers covered different amounts of articles within the period of data collection. A total of 104 newspapers editions (52 editions from each of the two selected newspapers) in the time period from January to December, 2018 were collected and examined. Some 52 stories that dealt with IDPs-related issues were identified. Accordingly, the IDPs-related stories covered by the two newspapers during the stated period analyzed based on research questions and analytical categories. The analysis data is presented below;

Table 4.1.1: Number of Stories covered on IDPs Issue

Type of Newspapers	Stories that Covered on IDPs-related Issues	
	Frequency	Percentage (%)
The Ethiopian Herald	17	33%
The Reporter	35	67%
Total	52	100%

The above table 1 reveals that the overall coverage of issues related to internally displaced persons in the targeted newspapers. As can be seen, out of the total 52 (100%) stories produced by the two newspapers the *Ethiopian Herald* Newspaper produced 17 stories representing 33%, while the reporter newspaper published 35 stories representing 67% stories of IDPs-related

issues. This clearly implies that the private owned newspaper (*Reporter*) gave relatively more attention on the coverage of IDPs-related stories within the chosen period of data collection compared to the *Ethiopian Herald*.

Obviously, as it illustrated on the table the *Reporter* newspaper published over doubled of IDPs-related stories compared to the *Ethiopian Herald*. However, the *Ethiopian Herald*, which is a daily newspaper, was a lower position in covering a IDPs issues. This reveals that government owned newspaper (*Ethiopian Herald*) did not give much of emphasizes to IDPs issue.

4.1.2. Themes of Story in the Targeted Newspapers on IDPs issue

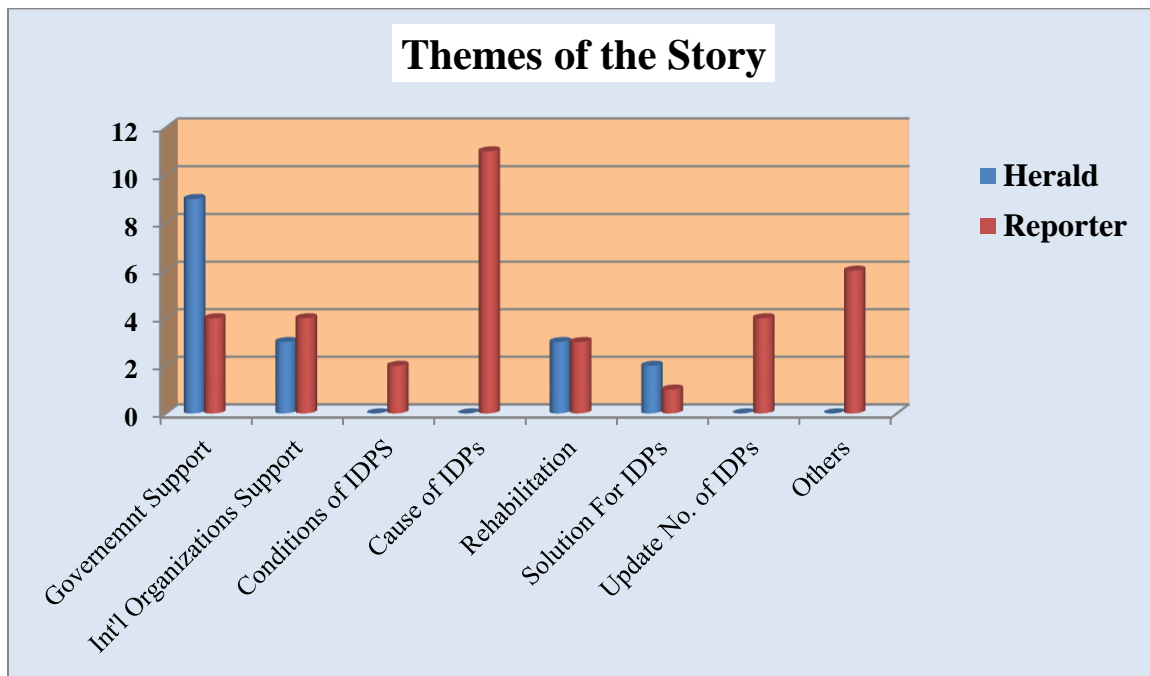


Figure 1: Theme of the story

The study sought to find out the dominant themes that were present in the coverage of IDPs in both newspapers.

As the data reveals, the selected newspapers have focused on different themes in coverage of Internally Displaced Persons (IDPs) related stories in the time sampled period, which from January-December, 2018.

Accordingly, in terms of distribution of themes in the targeted newspapers, there was some diversity. Out of the total 52 (100%) stories, 13 (25%) were dominantly about the government support to IDP's. The *Ethiopian Herald* had produced 9 stories representing 17% of these, whereas *Reporter* newspaper accounted 4 stories representing 8%.

The Ethiopian Herald gave equal coverage for international organizations support and rehabilitation of IDP's by producing 3 stories representing 18%. While 2 stories representing 12% solutions allocated for IDPs. From the themes categorized, causes of IDPs, conditions of IDPs and update on numbers of displaced persons were not totally covered in the government owned newspaper (*the Ethiopian Herald*). This implies that the newspaper focused on limit themes of IDPs-related issues during in the time period. Such issues are government support, support from international organizations and stories on rehabilitation processes.

On other hand, for the *Reporter* newspaper, ethnic conflict as causes for IDPs was the predominant theme of those IDPs-related stories. The results show that, out of a total of 35 (100%) stories, 11 (31.4%) articles mainly focused on this theme. As shown on the figure 2 the *Reporter* newspaper covered themes focused on updating numbers of IDPs which representing 4 (11.4%) of the stories. Again, international government support is represented by 4 (11.4%), rehabilitation of IDPs representing 3 (9%) stories. Conditions of IDPs and solution for IDPs themes share 2 (6%) and 1 (3%) in the coverage newspaper on IDPs related issues respectively.

Private newspaper (*Reporter*) also covered others IDPs-related topics, which accounted 6 (17%) stories including themes such government officials visit to IDPs shelters, activists support to IDPs and impacts of IDPs on census population. The findings indicate government support was the most common theme of IDPs articles for the *Ethiopian Herald* newspaper, while ethnic conflict causes for IDPs the major theme for *Reporter* newspaper during the period of the this study. It also indicates *Reporter* themes are more comprehensive and diversified in nature compared to the *Ethiopian Herald*.

4.1.3 Types of the Story

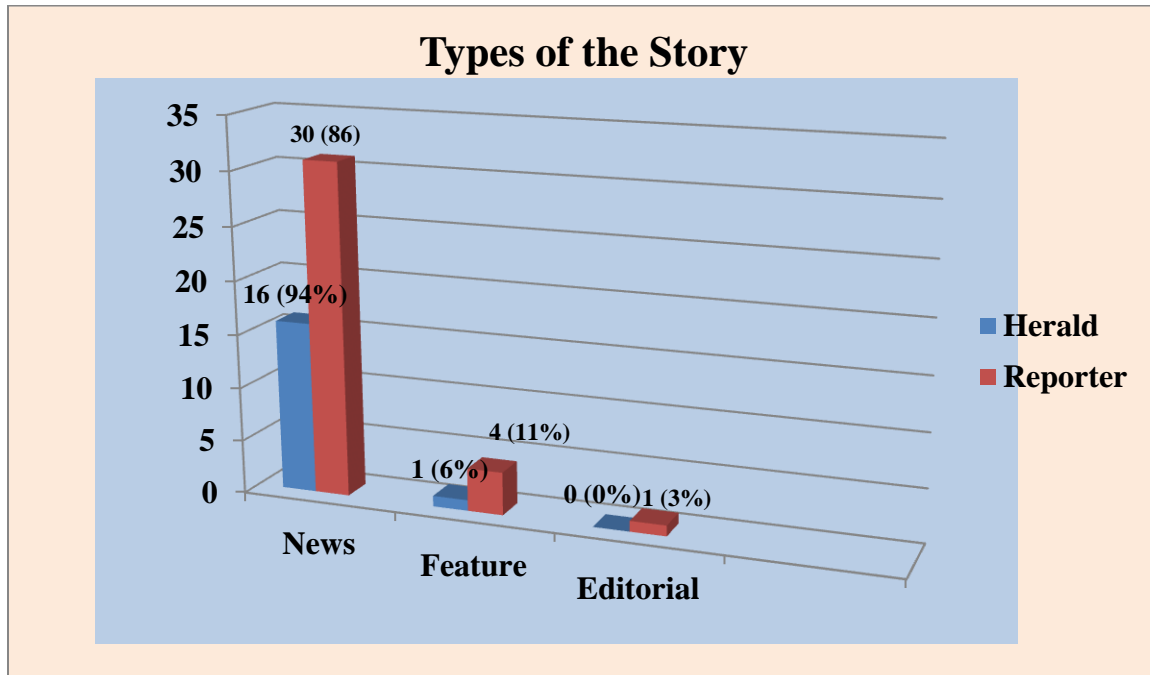


Figure 2: Type of the stories covered by the newspapers

The above Figure 3 shows the frequency distribution of items according to the type of stories which appeared in the newspapers. Based on data the prominences given by the sampled publications to IDPs-related stories during the period of the study were identified. The IDPs-related stories within the newspapers were majorly presented in news format; followed by the features and editorials. For instance, from the total 52 stories produced by the two newspapers 46 stories representing 88.5% were presented in news format. This might imply that predominantly the two newspapers stories more or less relied on current events than producing other type of articles. It also shows that the issues were not dealt in-depth.

When classified the papers according to the type of article published, *the Ethiopian Herald* had 16 stories representing 94% of the total as news items, and 1 story representing 6% as a feature story. Surprisingly, *the Ethiopian Herald* did not publish any editorial on IDPs-related topics. This clearly implies that the newspaper did not give attention to IDPs issues on its editorial and that no detail backgrounds and explanations were provided on the topic.

On other hand, *the Reporter* newspaper produced 30 stories representing 86% of the articles as news items, 4 features stories representing 11%, and 1(3%) as editorial. These results show that the *Reporter* gave more attention relatively on IDPs and treated the issue in the forms of features and editorial compared to the *Ethiopian Herald* newspaper. On the other hand, low level of coverage was given to feature articles by the *Ethiopian Herald* newspaper under this investigation compared to *the Reporter* newspaper.

4.1.4 Source used in the Story

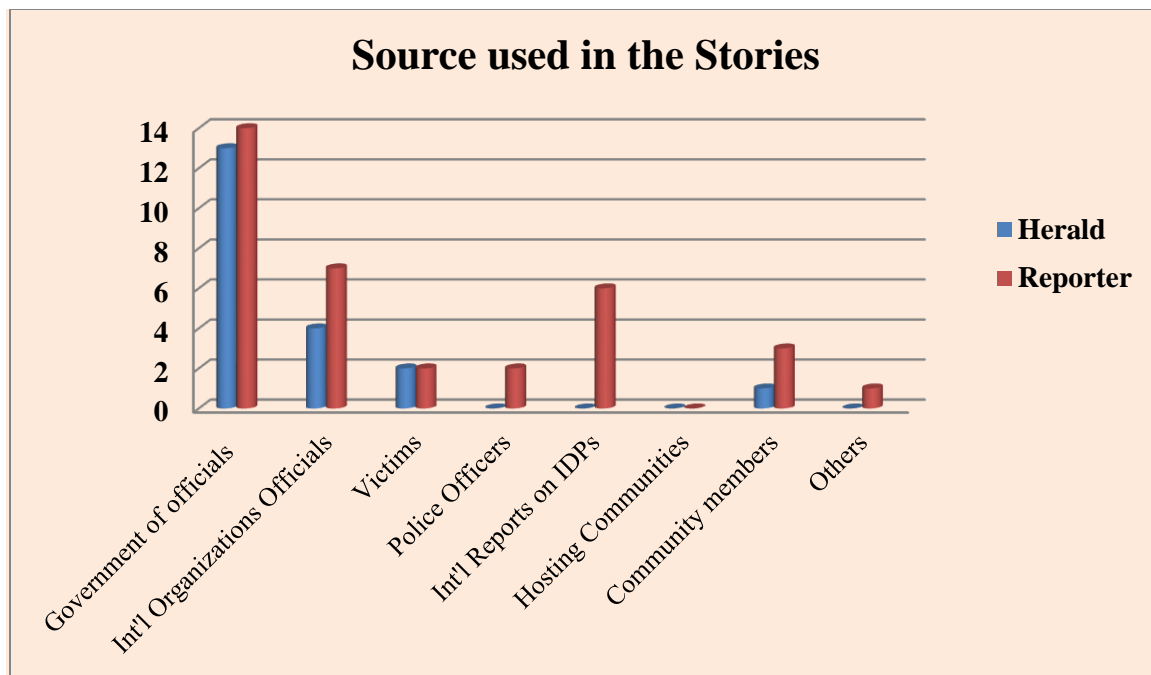


Figure 4: Types of Sources used in the Stories Covered by the newspapers

From the stories, the sources used for information were identified. The findings indicate that government officials are the dominant sources of information used in producing IDPs-related stories in the selected newspapers. From the total 52 (100%) IDPs-related stories in the newspapers; over half of stories 27 (52%) stories used to government officials as their sources.

When analyzed the total number of articles published independently, the government owned newspaper, the *Ethiopia Herald* used government officials as sources in 13 (76%) stories from its total published stories. The newspaper also attributed international organizations officials and victims as major sources representing 4 (23%) and 2 (12%) respectively. Community members

were the least source used in the newspaper, which shares 1 (6%) in the story. Since some stories contained more than one source, the sum exceeds 100 percent. On other hand, the Ethiopian Herald didn't attribute hosting communities, police officers; international reports on IDPs and others sources in writing stories of IDPs-related issues in the sample period. This indicates that the *Ethiopian Herald* newspaper used government officials, international organization officials as its major sources. This shows that the *Ethiopian Herald* didn't use multiple sources in writing the stories.

On other hand, the *Reporter* newspaper used government officials as major sources in writing IDPs stories, which shares 14 (40%) from its total stories published. The newspaper used international organizations officials, which accounted 7 (20%) in the stories. Report and victims as sources accounted for 6 (20%) and 3 (9%) respectively. Police officers used as sources, which shares 2 (6%) in the stories, while community members accounted 2 (7%) as used source used in the stories.

Similar to the *Ethiopian Herald* newspaper, the *Reporter* newspaper didn't use hosting community as source. This shows that the selected newspapers failed to report stories of IDPs issues how hosting community are received and provided support for displaced people. It important for media to listen the voice of hosting community as it expected there its shortage of basic services. Host communities may also suffer from having to share inadequate resources with sudden influxes of IDPs or from gradual depletion of resources over time. However, the newspapers failed to pay its responsibility in this regard. Other source such anonymous names quoted in the story, which shares 1 (3%) in the newspaper. The result shows that the *Reporter* used various sources in writing on the issue of IDPs compared to the *Ethiopian Herald*.

4.1.5 Placement of the Story in the targeted Newspapers

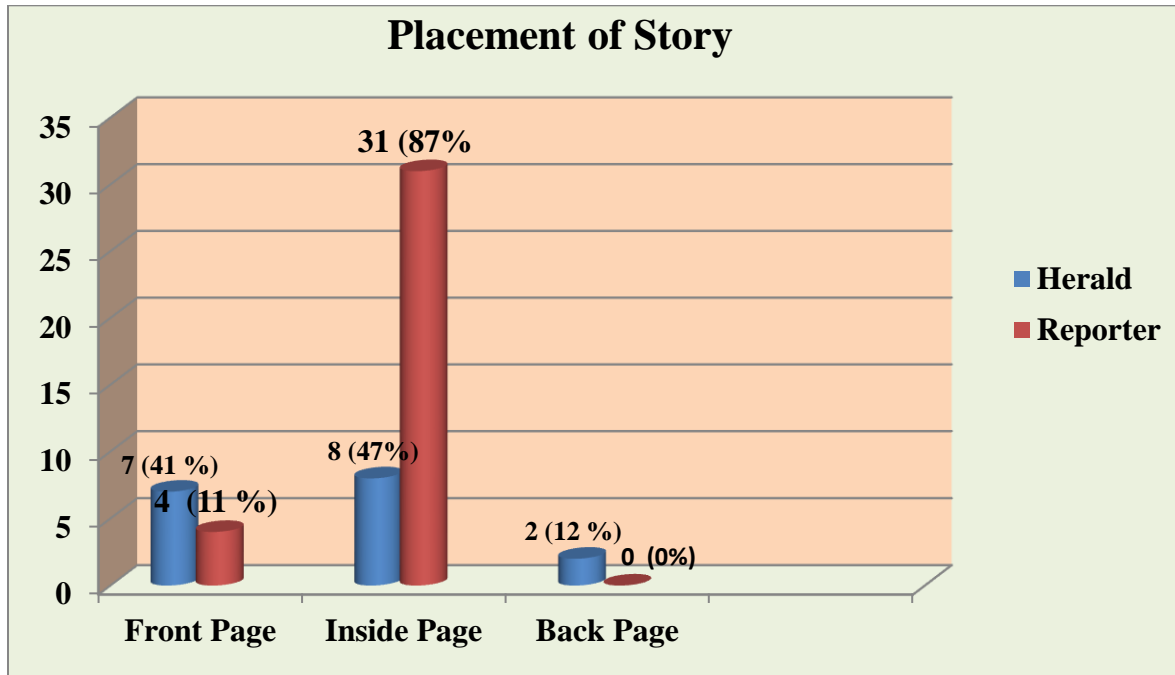


Figure 5: Placement of the stories of IDPs issues by the newspapers

Figure 5 shows that the distribution of stories on the IDPs issue in terms of their placement in *the Ethiopian Herald* and *the Reporter* newspapers. In the coverage of IDPs-related issue, the position of the articles in the analyzed newspapers can be considered as an important factor because it might indicate the significance and the concern given to the issues by the newspapers.

Accordingly, stories covered by the two newspapers have the following sequential results; the front page, inside page and back page. As figure 5 indicates out of the total 52 (100%) stories, only 11 stories representing 21% appeared on the front page. Out of this, the *Ethiopian Herald* shares 7 stories representing 13% stories posted on the front page. This number represents 41% of the total stories (17 stories) that the newspaper produced during the data collection period. Although, the newspaper did not cover IDPs stories as expected comparatively, at least it placed almost half of those stories on its front pages. This shows that the newspapers primed IDPs stories at a better level and focus.

Reporter newspaper devoted only 4 stories representing 11.4% on its front page from the total news it published. This reveals that the Ethiopian Herald paid relatively better attention to the issue IDP-related stories to put on the front pages compared to the Reporter newspaper.

On other hand, in the *Ethiopian Herald* 8 stories representing 47% were placed in inside pages, while the reaming 2 stories representing 13% were placed on the backside pages of the newspaper. On other hand, the *Reporter* newspaper was located most of IDPs stories on inside page. This is 31 stories representing 87% of the stories related to IDPs from the total stories published by the newspaper during in the time period. The newspaper did not place any IDPs-related stories on its back pages. Thus, it is possible to say that *Reporter* treated IDPs issues as less significant compared to the *Ethiopian Herald* even if it produced more number of stories on IDPs.

4.1.6 By-lines in the Stories

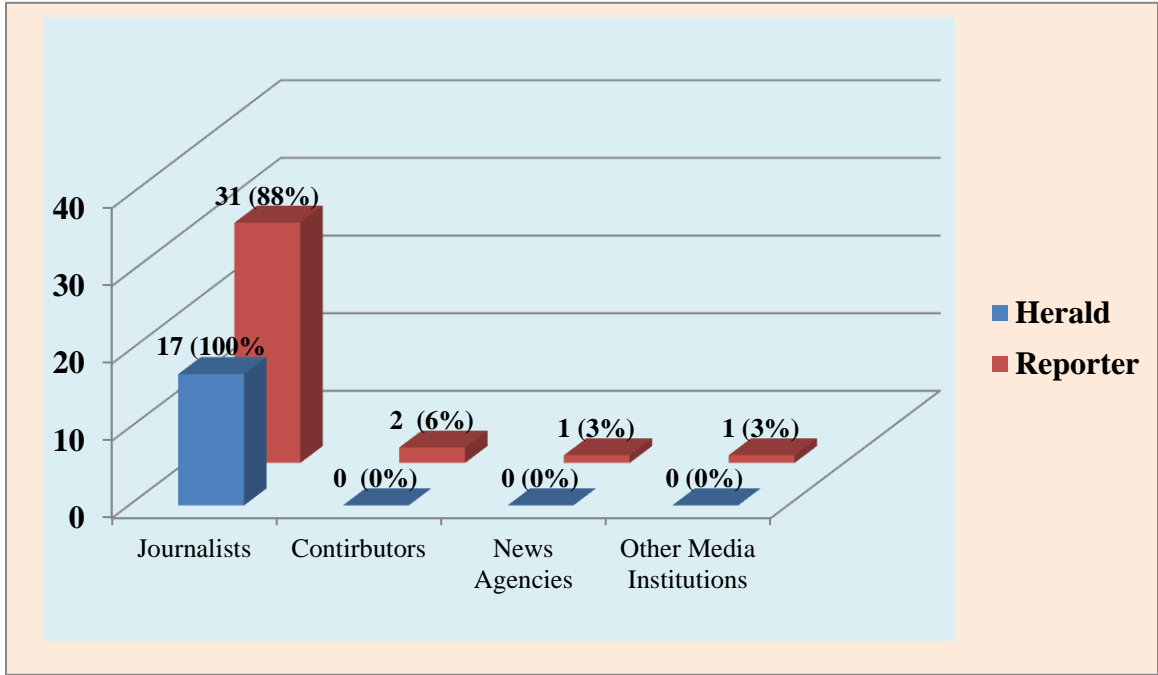


Figure 6: By-lines in the IDPs Stories Covered by the Newspapers

Figure 6 shows that the by-lines for IDP’s related stories by the two select newspapers. The significance of analyzing by-lines is to know who participated in writing stories of IDPs-related

issues. Accordingly, the researcher identified four types of by-lines including; journalists, contributors, news agencies (local or international news agencies) and other media institutions.

As indicates in the above figure 6, from the analysis of *the Ethiopian Herald* newspaper, almost all stories (17 stories) were written by journalists of the newspaper. This clearly indicates that the newspaper produced all the stories of IDPs-related by deploying its own journalists. Hence, it can be understood that from the results the newspaper paid better priority in writing stories to IDPs issues by it journalists during the study period. This is despite its less coverage of IDPs issues.

On other hand, in case of Reporter newspaper, a majority of the stories came from journalists. As findings indicate 31 (88%) stories were written by journalists, 2 (6%) stories were written by contributors, while 1 (3%) story was written by local news agency (Ethiopian News Agency). Out of the total stories, 1 (3%) story was written by other media institutions (Fana Broadcasting Corporate). This indicates that journalists of the *Reporter* newspaper were written stories of IDPs-related issues in average over 2.5 % per month.

Accordingly, comparing the two newspapers by-lines, the *Ethiopian Herald* newspaper paid better attention as it covered IDPs-related issues by using its journalists compared to *Reporter* newspaper. The *Reporter* newspaper to some up relied on contributors, news agency and other media institutions, which shares 4 (12%) stories from the total stories published in the sample period. The findings indicate that the *Ethiopian Herald* newspaper relatively created more journalists based reporting on IDPs issues compared to the *Reporter* newspaper.

4.2 Framing of IDPs issue in the Selected Newspapers

Types of Frame	Name of Newspapers			
	The Ethiopian Herald		The Reporter Newspaper	
	Frequency	%	Frequency	%
Conflict Frame	1	6%	6	17%
Assistance Frame	7	47%	10	29%
Human interest Frame	1	6%	3	8%
Diagnostic Frame	2	12%	8	23%
Responsibility Frame	1	7	3	8%
Solution Frame	5	29%	5	14%
Total	17	100 %	35	100 %

Table 2: Frames used in the selected newspapers

The main question here is how the selected newspapers of frame stories published on IDPs-related issues. Accordingly, the above figure shows the kind of frame that the selected newspapers used in their reportage of the IDPs issues.

The above table 2 clearly indicates that almost half 7 (41%) of the articles published in the *Ethiopian Herald* newspaper portrayed IDP's issues in the context of assistance frame, while the *Reporter* published 10 (29%) of the articles using assistance frame. This implies that the *Ethiopian Herald* produced more stories using assistance frame. On other hand, the *Reporter* used conflict frame more than the *Ethiopian Herald*, which accounted 6 (17%) and 1 (6%) stories in the two newspapers respectively.

Diagnostic frame was also the major frame used in the *Reporter*, while less used in the *Ethiopian Herald*. 8 (23%) stories were published in the reporter using diagnostic frame, while the *Ethiopian Herald* produced 2 (12%) stories. It indicates that the *Reporter* used diagnostic frame more than the *Ethiopian Herald* to cover IDP's issue. It is also indicates on the above figure that

more articles were published in the Reporter newspaper using of human interest frame representing 3 (8%) than those published in the *Ethiopian Herald* representing 1 (6%) stories.

The attribution of responsibility frame was limited portray in the *Ethiopian Herald* in the coverage of IDPs. However, the *Reporter* newspaper was published 3 (8%) stories by using attribution of responsibility frame. Solution frame were also used in the two newspapers in the coverage of IDP's issues. The *Ethiopia Herald* published 5 (29%) stories, while the Reporter published 5 (14%) stories of IDP's issues. This clearly indicates that the *Ethiopian Herald* used solution frame relatively more than the Reporter newspaper, despite it less coverage IDP's-related issues.

4.3. In-depth Interview Analyses

Interviews were also used to collect data from journalists and editors from the selected newspapers to enhance understanding of the objectives of study. This was critical to explain the treatment of media houses about IDPs issues, response on the prominence given to the issue, response on the major themes and sources use in the newspapers. Accordingly, the interviewees attempted to respond to the objectives of the study and support the findings of the quantitative content analysis.

4.3.1 Response on Level and Treatment of the Newspapers Coverage on IDPs Issue

One informant (editor) from the *Reporter* asserted the following views regarding to the level of newspaper coverage on IDPs issues;

I can boldly say that the only English newspapers that aggressively reported on the IDPs issue is only the *Reporter* newspaper. We had extensively deep coverage on IDPs, especially in Oromia and Somali regions, Gedeo and Gujji zones as well as on the general displacements in the country. We believe that, we set agenda on IDPs issue for other media. For instance, we have been reporting frequently about IDPs situations in the country (personal interview, April, 2019)

Other informant (editor) from the same newspaper shares the views of the first informant. He noted that special attention has been given to the issues of IDPs as it critical issue in political, economic and social aspects in the country. The third informant (reporter) from the *Reporter*

newspaper stated that the *Reporter* newspaper relatively gave coverage to IDPs. However, he added that the issues of IDPs became common issues overtime and it was difficult to cover it frequently and deeply as there were various issues in the country that need priority of coverage like as IDPs. It can be said that from the interview findings the *Reporter* paid attention to IDPs issues.

On other hand, the interview conducted with journalist and editors from the *Ethiopian Herald* indicates that newspaper gave a lesser attention to IDPs related issues. One of the informants (editor) from the *Ethiopian Herald* stated that IDPs issues were not covered frequently in the *Ethiopian Herald*. He indicated that the issue got coverage to some extent. Journalists believe that the editorial policy of newspaper gave less attention for issue such as IDPs. Not only this, there were censorship activity among journalists in reporting issues such as IDPs for fear influence from the government sides.

The *Ethiopian Herald* editorial policy shows news events that indicate the role of Ethiopia in the world politics especially in the horn of Africa receives high focus in the news. It is also focuses on the issues that help to build the image of the country. Higher officials' visits and their objects (purposes) group discussions, international meetings (conferences) that take place in Ethiopia, conventions, celebrations and any other meaningful events for the county's international relations are also given priority in the newspaper.

Other informant (reporter) from the *Ethiopian Herald* stated that;

Basically, the *Ethiopian Herald* focuses on the image building of the country. The newspaper gave no attention for those issues that affect the image of the country. So, when it comes to IDPs issues it has been perceived from this perspective, effect on the image of the country. Even if, there are high IDPs in the country, the newspaper didn't give attention to the issues rather than reporting on the government efforts to resolve the crisis (personal interview, April, 2019).

Thus, findings from the interview show that the *Ethiopian Herald* gave less coverage to IDPs issues. When asked about types of stories published on IDPs issues, an editor from the *Reporter* said the following;

To write features story it require resources. We need to go there [place where IDPs settled] in person. We have to observe what is going on the ground. So, it is difficult for us to do this, there is one risk and our journalists need safety. Nowadays, it is difficult to travel to certain parts of the country unless there are government officials there. Therefore, what we are doing is that, we try to focus on producing news stories rather than focused on features stories (personal interview, April, 2019).

He also added that the newspaper has never neglected IDPs stories from it editorial. The topic is incorporated with other issues such as peace and security, economic, social and other issues. Other informants share this view. One of the informants (reporter) stressed that nowadays, internal displacement and conflict are becoming normal issues in the country. It happens every day and every week. So, we try to cope up with all sort of dynamics to give update news stories for readers rather than focus on features stories. The editorial policy of the Reporter also states the newspaper will bring to the public critical stories facing the people and be educational tool for knowledge of these topics.

On other hand, the informants from the *Ethiopian Herald* said that they focused on to produce IDPs stories in news format because the issues of IDPs didn't treat in better way in newspaper room. The *Ethiopian Herald* gave priority to events and government efforts instead of reporting the issue deeply. The news items and reports were in most cases restricted to efforts made by the government and failed to provide in-depth report on the actual causes, effects and the human dimensions of the crisis that the displaced population had to sustain.

4.3.2. Response on sources and themes stories used in the coverage on IDPs Issue

The informants from the *Ethiopian Herald* indicated that they relied on government officials in reporting on IDPs stories. One of the editors from the *Ethiopian Herald* stated that the newspaper is not free from the government influence. He pointed out that "we give emphasizes for news stories related to the government officials." Furthermore he added that the government officials are easily available, accurate and cooperative as source on such issues. This implies the newspaper used government officials in the coverage of IDPs and did not include the displacement as sources.

Speaking on the major themes used in the *Ethiopian Herald* in reporting on IDPs the informants stated that it focused on the government efforts to respond problems and humanitarian assistance from non-organizations. On dominant issues covered by the media, the interviewees tended to agree with the findings of the newspaper analysis that found out that government support, non-organizations support and solutions for IDPs are the dominant themes of the newspaper.

On other hand, one of the informants (editor) from the *Reporter* newspaper pointed out that;

For us major sources are NGOs reports forwards by the government sources because, it has to be officials for us to report about IDPs issues. At this time there is fake news. We have able to be accurate in our reporting. So, what we do is we look for official documents and figures. Therefore, more or less our sources used in reporting IDPs are official sources because it the sensitive issues (personal interview, April, 2019)

Other informants from the *Reporter* newspaper also share the above views. They added that they tried to use victims in their news stories. It needs to go and assess the real situations of IDPs on the ground. However, to do this, there are security problems in the country around places where people displaced. When asked on major theme of stories used in IDPs, one informant said the newspaper wanted the stories that positively help people who are displaced in the way to public concern, government, donors and other civic society organizations could actually help them. Furthermore he stated that we want the stories that focused on attention for the problems and find solutions. On other hand, second informant (editor) indicated that cause of the displacement is one the theme that focused by the newspaper.

4.3.3. Response on Prominence given to IDPs-related Issues

The informants from the two newspapers were asked on the nature of placement given to IDPs-related stories. One of the informants (editor) from the *Ethiopian Herald* replied that IDPs stories were located on the front and inside page based on their significance for readers. If the issue is fresh and hot it gets locate on the front pages. However, recently, there are hot issues including in political, social and economic spheres in the country that need to appear on the front pages. Informant said due to these reasons the IDPs stories didn't get better attention. The second informant said as the *Ethiopian Herald* is government owned newspaper it gives prominence for

issues that promote image of country. An issue such as IDPs has less opportunity to locate on the front page. The major socio-economic and political factors that gained prominence and coverage compared to IDPs issues.

The informant from the *Reporter* newspaper stated that IDPs were treated as critical issue in the newsroom. He said "we should not put some were in the back pages or in the middle. Our prime pages are front page, page three the prime pages for news stories as well page six and seven the prime page for news stories." Therefore, these are pages devoted for the issue such as IDPs. The second informant from the same newspaper indicated that it is not about the news being on IDPs or not that make put on the front page or elsewhere places in the newspaper. If the story is fresh, if it is significant, it might in terms of number of displaced people or so on we might be located on the front page.

4.4. Discussion of Findings

The study aims to analysis comparatively the coverage of Internally Displaced Persons (IDPs) by Ethiopian newspapers. A total of 52 articles were analyzed. Out of the total articles, 17 articles were from *the Ethiopian Herald*, while the reaming 35 articles were from *the Reporter* newspaper. Types of stories, themes, level of the newspapers coverage of IDPs, sources used in the stories, by-lines of the story and type of frames used in the articles were examined. Furthermore, reporters and editors who worked in the targeted newspapers were interviewed. Hence, the results of the study are interpreted and discussed in the following section.

4.4.1. Extent of the Newspapers Coverage on IDP's Stories

The results indicate that the level of the selected newspapers coverage of internally displaced persons (IDP's) were different. The findings indicate that the *Ethiopian Herald* has published articles on IDPs, which devoted 17 articles representing 33 percent, while the *Reporter* newspaper published 35 articles representing 67 percent during the time frame selected for the this study. The researcher did not find clear criteria to judge and decide whether a certain issue of media coverage was adequate or not. Due to this, it is difficult to note either adequate coverage was given for IDPs related issues. What can be stated is that reporter covered more stories in the specified time frame.

Thus, comparing the two newspapers, the *Reporter* newspaper (private) paid relatively more attention to IDPs issues than the government owned newspaper, the *Ethiopian Herald*. The *Ethiopian Herald* had the opportunity to come up with updated information about IDPs as it is daily newspaper. It is a considerable number given the fact that only editions of this newspaper were examined for sample of the study. However, the newspaper failed to make IDPs issues public agenda. For instance, the newspaper didn't give coverage when Ethiopia became a country with the highest number of IDPs in the world which was during the time period of the study. The researcher assumed that the situations about those people should have been taken known to the public and government as they need humanitarian assistance, rehabilitation and other supports. Meanwhile, one of the basic tenets of the social responsibility theory is that the press should serve public interest. Thus it presupposes that media must have social conscience, be committed to public benefit and public service; they should be responsive to problems in the society.

Hence, the *Ethiopian Herald* ignored the issue instead of making it public agenda. According to findings from interview conducted with journalists and editors from the *Ethiopian Herald* there were influence from the government sides to report IDPs issues. The level to which, media coverage of certain issue has its own implications on the significance of the event in both public and media agenda (Dessalegn and Desta, 2016). Certain issues which are given high attention and taken as an agenda in the media would impacts the response the problem receives from the public and the government. The finding from journalists and editors through interviews showed that the issues of IDPs got less coverage as editorial policy of the newspaper paid priority to the image building of the country.

As different scholars stated that the more the media covers or gives attention for the certain issue, the more the issue become public agenda (Price and Tewksbury, 1997; Scheufele, 1999). Hence, the *Ethiopian Herald* didn't pay high attention to IDPs issues. However, the private newspaper set comparatively agenda on IDPs issue. The press can play an important role especially through its agenda setting function to solicit assistance to the IDPs as well as getting a lasting solution to the remote cause of the problem (Ibrahim and Gujbawu, 2017).

4.4.2. Themes of Stories covered in the Newspapers on IDP's Issue

Media differed widely in terms of the predominant themes of their coverage. In this regard, identifying the themes give the researcher details on what kinds of stories are getting attention and what issues may receive more coverage than others. The findings of this study reveal that significant attention was given in the newspapers to government support to IDPs. For, instance the government owned newspaper; the *Ethiopian Herald* published 9 articles representing 53% focused on the theme government support to IDPs. It seems that the newspaper paid attention to efforts of the government to support IDPs. This finding is similar to a study by Hussain (2016) which found that most of the news stories themes coverage of IDPs was focused on government support.

It could be also understood that the government owned newspaper only promotes the government work instead of investigating the reality on the ground without contacting IDPs and know whether they get enough support from the government. These finding perhaps different with the social responsibly theory of the media. That is, the theory suggested that media have critical responsibility in reporting public issues and interests, particularly during the IDPs crisis.

The international organizations support to IDPs was the second common theme used in the *Ethiopian Herald* in reporting IDPs issue. The articles in large indicated that humanitarian assistance were given to IDPs such as shelters, food and health service. Rehabilitation of IDP's and solution for IDPs were others themes of the *Ethiopian Herald*. The articles explain about the settlement and sustainable solutions for IDPs. The articles also find out that the triggers of internally displaced persons such as failing to ensure rule of law, existing of illegitimate power hierarchies and among others.

Meanwhile, themes such as cause of IDPs, conditions of IDPs and updates of numbers of IDPs were ignored by the newspaper. This shows that the newspaper didn't set agenda on IDPs whether they are in the vulnerable situations or not as well as their update on those displaced persons.

On other hand, the ethnic conflict that caused internal displacement of people was the dominant theme in the *Reporter* newspaper. This indicates that the private newspaper paid attention to

what are the causes of IDPs more than government owned newspaper. Obviously, this theme is important in emphasizing the causes that resulted for millions of people displaced in the country.

Other themes like as international organizations support to IDPs and rehabilitation of IDPs were frequently used in the newspaper during reporting IDPs issue. The articles indicated the international organizations assistance for displaced people as well as the efforts of the government to resettle people who are displaced from their homes.

The finding of the research depicts that themes related to updated numbers of IDPs were favorite in the *Reporter* newspaper. The articles show that the figures of people displaced using different international reports following the displacement in the country. This message may create opportunity to figures out the number of people who need support from government. Conditions of IDPs and the solutions for IDPs were other themes covered in the *Reporter* newspaper. It is known that millions of people displaced from their homes may live in dire situations and they need sustainable solutions from the government. Yet, the newspaper paid less attention for these themes. Only 3 articles were published on these themes.

On other hand, the *Reporter* newspaper paid attention to other themes such as government official visit to IDPs shelters, activists support to IDPs and impacts of IDPs on census population in the country. In general, the findings in this study indicate the *Reporter newspaper* (private) paid more attention to different themes than government owned newspaper during reporting IDPs.

4.4.3. Type of Stories used in the Newspapers on IDPs Issue

It is important to understand the kind of treatment given to IDP's stories in the selected newspapers. The articles published on IDPs in genres of news, features and editorial were identified in the two sampled newspapers. In connection to this, the results of this study illustrates that the selected newspapers paid significant attention to news format. As observed on the findings that the stories came mostly from events covered on the IDPs issues.

This also demonstrates the trend among Ethiopian newspapers to rely more on occurrences and events for news stories. It means that the targeted newspapers actually carried out their surveillance function as they ought to. It also revealed that the news genre is the major strength

of the *Ethiopian Herald* and the *Reporter* newspapers. With the overwhelming tendency of the two papers to treat IDPs stories as news format, this supports the argument above that both newspapers most easily consider IDPs reports through events, without deep interpretation of the issues.

Nwabueze (2009) affirms that unlike the feature story, news stories reports do not contain interpretations, forecast or any information outside what has happened, the way it happened, except the views of people interviewed in the course of gathering facts for the story. Hence, the Ethiopian newspapers' paid attention to events rather than interpret the issues.

These findings are in line with Nwabueze and Egbra (2016) study. The researchers in their study titled '*Newspaper framing of climate change in Nigeria and Ghana*' concluded that newspapers are mostly used news format in reporting issue.

Following the news format, some stories used feature format despite the fact that there was considerable difference on the number between the two newspapers. Features have more room to develop why and how something is occurring, explaining in more detail what is happening and how it is happening or even why it is happening. It also provides more perspective and contains background information and news behind news. The *Reporter* newspaper published relatively feature genre on IDPs more than the *Ethiopian Herald*. Even so, the study found out that the newspapers did not pay attention to feature articles on IDPs issue.

According to the editors from the *Reporter*, it was difficult to write features stories on IDPs, because there were security problems to go and report about displaced people. In this regard, they noted that they forced to focus on news stories using government officials and non-organization reports on IDPs.

On other hand, the two newspapers wrote a few or no editorials on IDPs issues. Editorial is the mirror of the newspaper's opinion. It reflects the stand of newspapers in significant issues. The editorial page is special to newspaper organizations because that is where journalists are able to lend their voices on burning issues within society (Zhao, 2014 and Ekeanyanwu, 2009). Because of the importance of the editorial to a newspaper organization, most publications ensure that only the very important issues are presented to readers. The findings of this study revealed that the

Ethiopian Herald did not publish any article as it editorial. Hence, it seems that the issue of IDP's issue was not able to gain attention in the editorial of the newspaper.

Reporter, in contrast, wrote a single editorial on the topic which is only 3%. This in fact insignificant compared to a total of articles produced by the newspaper. However, the reporter gave relatively better attention to the issue through editorial compared to the *Ethiopian Herald*.

These findings differ with Hussain's (2016) study that found *The News* published the largest number of Editorials 20; *Dawn* published 18 Editorials, while *The Nation* published 13 editorials about the Internally Displaced Persons during the study period of three months, which is quite a good number of editorials on the issue. His findings reveal that the Pakistani media gave due importance and salience to the issue of the IDPs compared to ours.

4.4.4. Source of Stories used in the Newspapers on IDPs Issue

According to the classification mentioned in the methodology section, the source of news concerning the IDPs falls into different categories. Stomberg (2007) notes the use of sources in news stories is an important aspect of news reporting to take into consideration. Journalists are expected to find reliable and legitimate sources that tell the story. Hence, by comparing the sources used by the two newspapers for the coverage about IDPs some similarities and differences in findings were found.

Accordingly, as indicates in the results the selected newspapers' predominately relied on government officials and NGOs officials in reporting the IDPs issues. The government owned newspaper; *the Ethiopian Herald* attributed almost all stories to government officials. However, the *Reporter* newspaper used government officials as major sources in writing IDPs stories, which shares 14 (40%) from its total stories published. Cooper (2008) stated that sourcing in the private papers leaned in a different direction. He indicated that the privately-owned papers relied less on officials compared to government owned newspapers. The above argument is similar in the findings of this study as *Reporter* newspaper slight relied on government officials as sources in the stories than the *Ethiopian Herald*. This also implies that a number of media outlets were waiting for official reports and press conferences while news on IDPs was looming by days.

According to (Manning, 2001, cited in Zhao, 2014) in the mass communication literature, official or elite sources are generally considered more credible than other sources. Other scholars such as Shoemaker and Reese (1996) stated that official sources are preferred by journalists because they are more easily available and because editors believe that official sources have important things to say. It is therefore reasonable that journalists prefer to use official sources to gain credibility. However, providing only official voices could lead to bias toward an issue.

This finding correlates with Bethlehem's (2006) findings. In her study '*a content analysis on Ethiopian newspapers' framing of the 2002-2003 Ethiopian drought and famine*'; she stated that newspapers used government officials as dominant sources during famine and drought issues in the country. In her finding the *Ethiopian Herald* relied on government officials to produce more than half of article it published, while private newspaper, the *Reporter* newspaper attributed to both government officials and non-government.

On other hand, the newspapers used international officials as second common sources. This indicates the newspapers still depends on officials in producing IDPs stories. Although the sources journalists choose to use are not necessarily a political choice, they are likely to reflect the intention of journalists and editors and to allow them to frame the news stories (Entman, 2004, quoted in Zhao, 2014).

In most cases, it is also important for the media to give attention to the victims as a way of providing a voice to the voiceless. This effort may determine the quality of media reports. On top of this; victims were invisible in the newspapers as sources in reporting IDPs related issues. Millions of people were forced to flee from their homes and their situations should be presented to the general public. Only in 2 (12%) articles were that the victims were quoted in the *Ethiopian Herald*, while the *Reporter* newspaper attributed victims in 3 (9%) articles. This implies that the newspapers neglected the voice of affected people during the displacement.

These findings were different from that of Bruktawit's (2008) findings. In her study the '*Framing of Gender Violence by the Ethiopian Print Media*', she concluded that the reporters of the analyzed articles used only 5 percent of governmental officials as sources in the analyzed articles. Her finding shows that Victims' families and friends were most often quoted followed by police officers. Community members, hosting community and victims have an important role

to play in internal displacement and therefore they need to be heard. However, the newspaper quit limited to use victims and community members as sources in news stories, while total neglected hosting community.

4.4.5. Placement of IDPs Stories in the Newspapers

Various media researchers believe that the location of articles on a newspaper is one of the factors contributing to decide the prominence of certain issues on the public agenda. Maxwell McCombs and Donald Shaw established position and length of a story as the two main criteria of prominence (Griffin 2006). The agenda setting theory of the media is playing its role in determining what issues gets prominent on front page attention. It also indicates the prominence of the stories in the study was determined by the placement of the stories such as in: front page, inside page and back page. Placement of stories involves priming and shows how prominent a story is considered by a given media house.

Stories appeared on the front page have an impact in capturing readers' attention and might be suggested urgency rather than articles placed on the inside pages. Front page stories are supposed to attract the reader's attention and are considered newsworthy, relevant and appealing enough by the editors to represent the paper when it is on display (Okon, 2016). Front page stories are also perceived by readers to be more important than those elsewhere in the newspaper. Other pages like the inside pages spread are also considered prominent. To determine the kind of prominence given to news stories on IDPs to placement in both newspapers, the researcher analyzed the pages where the stories were published.

Accordingly, while comparing the two newspapers under this study, they gave different positions for IDPs articles. Relatively, the *Ethiopian Herald* were placed more IDPs stories on the front page than the Reporter newspaper. Out of total articles (17 articles) published by newspaper 7 articles representing 41% were appeared on the front page. *Reporter*, in contrast, placed only 4 articles representing 11% from total article (35 articles) on the front page. This reveals that the *Ethiopian Herald* put relatively more IDPs stories on front page than the *Reporter* newspaper.

Some of the news stories on IDPs that located on the front pages in both newspapers included government support, international organization support and triggers and sustainable solutions for IDPs, among other.

However, the findings revealed that the location of majority stories on IDPs issues were placed in the inside pages of the two newspapers. Out of total 17 stories published by the *Ethiopian Herald*, 8 stories representing 47% were located on inside page, while out of total 35 stories reported by the *Reporter* newspaper 31 stories (89%) were appeared on its inside page.

This coincided with the finding of Ibrahim and Gujbawu (2017) that majority of IDPs stories covered by the *Nation* and the *Daily Trust* newspapers were placed on inside pages. Their findings indicates that out of 48 stories on IDPs reported by *Daily Trust* newspaper, 37 (77%) appeared on inside page, while out total 34 stories published on IDPs by the *Nation* newspaper 32 (94%) stories on IDPs on its inside page.

4.4.6 By-lines of the Stories Coverage on IDPs Issue

Newspaper bylines can be significant indicators of news origins as well as of existence of staff expertise, with a larger proportion of staff-written reports (and smaller proportion of wire service reports) signaling a greater level of professionalism (Cooper, 2008). Furthermore, it has also decisive role to analyses who had been writing and interesting in reporting certain issues such as the internally displaced persons issues in their media houses. It enables readers to recognize the producers of an article on the issues.

The results indicate that the *Ethiopian Herald* relied heavily on staff journalists to produce all articles. The *Reporter* newspaper, similarly, almost relied on its journalists to produce IDPs related stories. This implies that both newspapers houses covered the issue of IDPs by deploying their journalists. On other hand, the *Reporter* used contributors, news agency and other media institution to report about IDPs related issues. This implies that the *Reporter* newspaper attracted more contributors to its column and subsequently offered them a chance to get published as compared to the Ethiopian Herald.

4.5 Frames used in Stories of IDPs issues in the Newspaper

A number of influential scholars in the evolution of framing theory, including Entman (1993) define the concept of framing, as a process of selecting some aspect of a perceived reality and make them more salient in a communicating text in order to promote a particular problem definition, casual interpretation, and moral evaluation. The media highlight a certain piece of

information about a main topic of a news story, which raises the salience of the issue. According to Entman, fully developed frames typically perform four functions: the first problem definition, the second causal analysis, the third moral judgment, and the fourth remedy promotion.

The significance concern in media framing is how they framed certain issue such as IDPs. Accordingly, the present study provides evidences on what types of frames used in the selected newspapers in the stories reporting on IDPs issues. Conflict frame, human interest, attribution of responsibility, prognostic, solution and assistance frames were identified for this study analysis.

According to the findings of the study, both of the newspapers dominantly used the assistance frame in reporting IDPs issues. The results indicated that the private newspaper, the *Reporter* newspaper framed the IDPs in a more significant manner compared with the government newspaper, the *Ethiopian Herald*. Frames such as human interest, solution frame and diagnostic were portrayed in the stories to some extent. On other hand, government owned newspaper, the *Ethiopian Herald* totally ignored attribution of responsibility frame from it articles in reporting IDPs issue, while the *Reporter* newspaper used in a less extent. The frames are discussed in the following section;

4.5.1. Conflict Frame

The conflict frame was the frequently utilized frame in the *Reporter* newspaper more than the *Ethiopian Herald*. Generally, out of total articles 35 (100%), it was used in 6 (21%) of the analyzed stories. However, the *Ethiopian Herald* used conflict frame only in 1 (6%) article. This findings might suggest that the use of this frame frequently by private newspaper recognized that there were individuals or groups that cause conflicts that resulted in millions people displaced from their homes and their means of livelihood. As stated in the review of literature, conflict frame emphasizes conflict between individuals, groups, institutions or countries. This frame is used in such a way as to reflect conflict and disagreement among individuals, groups, or organizations. It also implies that private newspaper used more conflict frame in reporting IDPs issues than government owned newspaper in this study.

4.5.2. Assistance Frame

The assistance frame was the most frequently portrayed frame in the two newspapers. *Ethiopian Herald* used in 47 percent of the analyzed stories, while the *Reporter* used 29 percent of the stories. It can be probably said utilizing of this frame in stories might shows that assistance from

the government and humanitarian aids for IDPs. The results also shows that the newspapers focused on emergency assistance for IDPs as the need support from the concerning bodies.

In nature, media have a key role to play in a humanitarian crisis situation. On top of this, the newspapers used assistance frame in the stories IDPs needs urgent humanitarian assistance from the government, international organizations and from donors. It is critical for media to report on this issue.

These findings are similar with Ibrahim and Gujbawu (2016) findings. They concluded under the title '*An Analysis of News Reports of Internally Displaced Persons (IDPs) in Nigeria by Daily Trust and the Nation Newspapers*' that stories about the IDPs were framed as people in need of assistance from either private individuals, organizations or the government for survival. They found these reports could make the public understand the situation of IDPs in Nigeria as people in need of assistance, be it in kind or cash.

4.5.3 Human Interest Frame

The human interest frame is one of the most commonly used generic news frames (De Vreese, 2005). At the core of most definitions of human interest framing is that a broader issue is explained by portraying one or more specific persons who are personally involved with that certain issue. As mentioned in the review of literature, several definitions that are available, in human-interest framing the media concentrate on describing individuals and groups who are likely to be affected by an issue" (Neuman et al., 1992), and the frame brings a human face or an emotional angle to the presentation of an event, issue, or problem (Semetko and Valkenburg, 2000).

Accordingly, this frame was used by the two newspapers in the coverage of IDPs issue to some extent. Ethiopian Herald used human interest in 1 article representing 6%, while the Reporter utilized it in 3 (8%) articles in reporting IDPs issues. This indicates that the newspapers paid less attention to use people affected during the displacement. It is believed that media are on the lookout for individuals who are affected by the certain issues covered in news stories. However, through millions of people are forced to flee their homes the selected newspapers made less effort to make their voices heard.

The implicit premise for stressing individual cases is a belief that the public will be more interested in individual stories (Graber, 1988; Neuman, Just, and Crigler, 1992) and feel more empathic to individual victims, particularly children and women (Höijer, 2004; Moeller, 2002 cited in Beyer and Figeschou, 2014). Hence, in this study the *Reporter* newspaper used relatively human interest frame in the stories compared to the *Ethiopian Herald*. The *Reporter* used human interest framing in stories like as '*IDPS in dire situation*' and '*harsh realities for IDPs*'. Using Human interest frame might easily attract readers' attention to the issue. However, the findings from the interview mentioned some reasons why newspaper didn't cover stories in human interest frame. One informant (editor) from the *Reporter*, said that there were challenges such as security issue for journalists to write real situations about those people displaced from their home in human interest way.

4.5.4. Diagnostic Frame

Diagnostic frame emphasizes on causes of certain issues. Accordingly, the findings of this study also identified that the two newspapers portrayed diagnostic frame in reporting IDPs. *Reporter* used diagnostic frame as its second frame type, which accounted 23 percent of the stories, while the *Ethiopian Herald* used to a lesser extent that is about 12 percent of the stories. This implies that the *Reporter* newspaper utilized diagnostic frame better position compared to the *Ethiopian Herald*. It also indicates that government owned newspaper failed to portray stories focusing on the main causes for millions of people displaced from their homes. The *Reporter* newspaper attributed the main cause for IDPs to such things as inter-communal conflict and culprit politicians who seek to create conflict among different ethnics in the country. Hence, it is critical for media to identify causes on the certain issues that would help to maintain sustainable solution. Identifying main cause on the issues might help their readers to know the existing reality on the ground.

As indicated in the Review of Literature, news workers often begin with a single incident and then work inductively to identify other cases or individuals who might be affected. After sensing the inherent dramatic values in a story, investigative reporters conceptualize a story by placing it within a broader context through framing.

4.5.5. Attribution of Responsibility and Solution Frame

Attribution of responsibility frame was used in the targeted newspapers to a limited extent. The *Reporter* newspaper used in 2 (8%) of the stories, while the *Ethiopian Herald* used in 1 (6%) of the story. This indicates that the newspapers did give attention to who are responsible for this issue. In general, the newspapers attributed responsibility to the government, local community and international humanitarian aids.

Stories portrayed as solutions frame were 29 percent of the total stories published by the *Ethiopian Herald*, while 14 percent of the analyzed stories from *the Reporter* newspaper. Settlement of IDPs and government actions as well as the efforts of societal community were suggested to bring sustainable solutions for IDPs problems. The findings show that the newspapers gave some level of attention for this frame in reporting IDPs related stories.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter of the study presents summary of findings, conclusions and recommendations.

5.1. Summary of Main Findings of the Study

The main objective of the study was to comparatively examine the coverage of internally displaced persons by the Ethiopian print media, the *Ethiopian Herald* and the *Reporter* newspapers, in particular covering a period of one year from January-December, 2018. It attempted at identifying and analyzing the theme, type of the story, source, placement, by-lines story, and type of frames used while reporting on issues of IDPs in the selected newspapers. The study mainly focused on content analysis and in-depth interview to collect data from the targeted newspapers.

The key findings based on the result of content analysis conducted are:

- In one-year period of the study, only 52 stories related to IDPs issue in the two selected newspapers were found.
- The findings showed that the *Ethiopian Herald* covered less IDPs issues than the *Reporter* newspaper. Thus, the *Ethiopian Herald* had 33 percent of IDPs news stories; the *Reporter* newspaper had 67 percent of stories.
- It was also revealed that the news was one of the dominant genres for reporting on IDPs in the selected newspapers. On the contrary, there were a small number of stories reported in the feature style, while editorial style was not available in the *Ethiopian Herald*.
- Government and international organizations support to IDPs were the predominant themes for the *Ethiopian Herald* in reporting IDPs stories, while the cause of IDPs was the major theme for the *Reporter* newspaper.

- Regarding to the sources quoted in the stories, the targeted newspapers relied on the government officials during reporting IDPs stories. However, both newspapers quoted victims in their stories at a limited extent which shows they gave lesser attention for the victims.
- Regarding the placement, the *Ethiopian Herald* has 8 stories on its front page, while the *Reporter* newspaper had 4 stories on its front page. However, majority of the stories were located on its inside pages in the selected newspapers.
- With by-lines story, *the Ethiopian Herald* newspaper, almost all stories were written by journalists of the newspaper, while the *Reporter* newspaper produced 88 percent of stories by its own journalists. Whereas the remaining stories were written by contributors, news agency and other media institution.
- Concerning the type of frames that portrayed of IDPs in the two newspapers, the *Ethiopian Herald* used assistance and solution frames predominately, while the *Reporter* newspaper used assistance and diagnostic frames during reporting of IDPs issues.

5.2. Conclusion

Ethiopia faces a huge internal displacement crisis due to inter-communal violence and conflicts. Millions of people are displaced from their homes and livelihoods that need support from the government. Hence, enough attention has been given from media, particularly print media for protection and assistance of IDPs during this time. The media are known to be indispensable in any society because of their potency to shape relevant issues and set such issues for public consumption. Thus, this research paper attempted to examine a comparatively content analysis of IDPs-related stories published by government owned daily newspaper, the *Ethiopian Herald* and the private weekly newspaper, the *Reporter* (English version) over the period from January-December, 2018.

The fact that the crisis of IDPs at alarming level in the country might lead one to think that the issue has been frequently well reported in Ethiopian newspapers. Ethiopian media in general have not adequately dealt with the critical issues of IDPs in a greater detail. Yet, this study found

that the two newspapers under investigation gave slight attention to IDPs-related, especially the government owned newspaper gave a lesser attention to IDPs issue compared to private newspaper during the span of the study. The government newspaper preferred to ignore IDPs issues from its agenda and only focused on the government efforts. To some up, the private newspaper gave relatively more attention to IDPs issue and tried to set agenda on the issue.

It was also discovered that government and international organizations support were the most dominant themes whereas situations of IDPs the themes ignored in the *Ethiopian Herald* in the study period. The newspaper failed to provide depth information about situations of IDPs whether they are on the dire situations or not. It paid priority on the positive aspect of the government efforts rather finding for sustainable solutions. The *Reporter*, on other hand, used causes of IDPs as major theme, while situations of IDPs and solutions for IDPs as least theme during reporting IDPs issue.

On other hand, the news stories published by the selected newspapers on IDPs issue didn't give in-depth interpretation about the issue that would have helped to get deep information about the ongoing of internal displacement. Most of the stories were presented in news format focusing on events, speeches and officials visit and assistance provided to IDPs. The newspapers also failed to give emphasize to IDPs issue through use of editorial format. Furthermore, the government officials were a major actors used in stories of IDPs in the selected newspapers. However, the newspapers used victims as sources on a limited extent. Media should represent IDPs issues from the viewpoint of people who affected during the internal displacement crisis. Media also have responsibility to listen to the voice of affected people and pass their concerns to general public as they might need support.

The newspapers tried to employ different frames based on their main topics of interest. The *Ethiopian Herald* dominantly used assistance and solution frames when reporting the IDPs. On the other hand, the *Reporter* newspaper used diagnostic and assistance frames. However, the two newspapers used human interest by quoting people displaced from their homes as limited extent. According to Moeller (1999), it seems that affected people's voices were considered as less

significant than the official sources since the affected people were only used to show the extent of the problem or give human examples instead of commenting on what was going on.

5.3. Recommendations

Based on the findings of the study, the researcher offers the following recommendations.

- It is recommended that the media in Ethiopia should pay more attention to IDPs issues. The print media, most particularly newspaper houses, should set more agenda for public discussion regarding to IDPs issues by giving more prominence to the issues.
- The *Ethiopian Herald* and the *Reporter* newspapers should use diversified sources as much as possible to get relevant information. For, instance the selected newspapers relied on government officials. But they also need to use victims in their stories as millions of people displaced from their homes.
- The *Ethiopian Herald* and the *Reporter* need to give more attention for specific of IDPs themes, especially the causes of IDPs and solutions for IDPs that help the government to resolve this crisis in sustainable manner.
- The *Ethiopian Herald* and the *Reporter* newspapers should give voice to IDPs in order to draw the attention of the general public, government and international organizations on their situation as they need assistance and resettlement during the crisis.
- It is also recommended that the *Ethiopian Herald* and the *Reporter* newspapers pay attention to issues of IDPs through producing more features stories and editorials that will help society to know about situation of IDPs in comprehensive manner.
- It is also recommended that the *Ethiopian Herald* and the *Reporter* newspapers should give attention to human interest frame as millions of people are forced to flee from their homes.

- The local media in particular need to make close follow up on issues like IDPs affecting the livelihood of millions of citizens. They need to proactively report on simmering issues and early warnings related to the IDPs.
- A comprehensive and recurrent training are needed to enable reporters to professionally report on relief and emergency issues like the advent of the IDPs.

5.4. Suggestions for Future Research

Although findings generated from the study were very useful, the generalizability of the results to other media types such as radio and television should be treated with concern. This is because the study was limited to only the *Ethiopian Herald* and the *Reporter* newspapers.

- This study has got its own limitations, since the study focused only on reportages which were made via writing in the newspapers. News stories, features and editorials were included, while pictures used in stories were not included. Regarding to this, it is recommended to assess these area and fill the gap.
- It is recommended that future studies consider on a comparative study of other newspapers and other broadcasting media coverage about IDPs issues.
- It would also be very critical to adopt a broader media studies in the coverage of IDPs issues by not looking at only newspapers, but also at TV and Radio production.
- The researcher also believes that further studies could be expanded to include more framing categories and other forms of media to provide a more comprehensive understanding of how the media covered IDPs issue.

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APPENDIXES

A coding Sheet for the study a Comparative Content Analysis of Ethiopian Newspapers' Coverage of Internally Displaced Persons

Appendix A Coding Sheet

Code No:.....

Name of Coder:.....

Name of Newspaper:.....

Date of Publication (Date/month/year):.....

1. Theme of the Stories

Cause of IDPs	Government Support to IDPs	Conditions of IDPs	Resettlement of IDPs	Solutions for IDPs	Update number on IDPs	Others

2. Types of the Story

News	Feature	Editorial

3. Sources of the Stories

Government officials	Int'l Organization Officials	Victims	Police Officers	Hosting Community	Community members	Int'l Reports	Others

4. Placement of the Stories

Front Page	Inside Page	Backside Page

5. By-lines of the Stories

Staff Journalist	Contributor	News Agencies	Other Media Outlets

6. Types of Frame

	Yes	No	Partly
Assistance Frame			
<ul style="list-style-type: none"> • Does the story state government provide support for IDPs? • Do the story state donors provide support for IDPs? • Does story present public provide support for IDPs? • Does the story suggest IDPs need urgent support? 			
Conflict Frame			
<ul style="list-style-type: none"> • Does the story reflect present conflict between two ethnics? 			
Diagnostic Frame			
<ul style="list-style-type: none"> • Does ethnic conflict stated as a cause for IDPs? • Does political seekers presented as a cause for IDPs • Does lack of good government stated as causes for IDPs? • Does the story state development and stability as root cause for IDPs? • Does the story presented other causes for IDPs? (Human right violation, security problem, natural disaster etc...) 			
Human Interest Frame			
<ul style="list-style-type: none"> • Does the story provide a human example or face on the IDPs • Does the story present the situations of displaced persons? • Does the story present the experiences of people who affected during the crisis? • Does the article has a human elements such as figure, face? 			

<ul style="list-style-type: none"> • Does the story tell personal lives of people affected by internal displacement? 			
Solution Frame			
<ul style="list-style-type: none"> • Does the story state strategic dialogue between ethnics as solution for resolving internal displacement crisis? • Does the story state ensuring peace and security on borders as solution to overcome IDPs crisis? • Does the story state federal government and regional states discussion as solution to resolve internal displacement crisis? • Does the story state having policy frameworks on internal displacement as solution? 			
Responsibility Frame			
<ul style="list-style-type: none"> • Does the story suggest that some level of government has the ability to resolve the crisis? • Does the story suggest that some level of the government is responsible for the issue/problem? • Does the story suggest the problem requires urgent action? • Does story suggest the government, an individual or group shall take action for the cause or solution? • Are people displaced from their homes motivated to be parts of the solutions and bring sustainable solution? • Are Governmental and nongovernmental (NGOs), donors public ability to support affected people? 			

Appendix B Coding Guide Sheet

Name of Coder: the coder should write her/his name

News Paper: write name of the newspaper

Data of Publication: write the date the story was published

Headline: write the headline of the stories

1. **Theme of the story:** - refers to the central message of the story.

- **Government support:** refers to the support given from the government for IDPs (financial support, food etc.)
- **International Organization support:** refers to the stories portrayed on NGOs and donors supported to IDPs
- **Resettlement of IDPs:** this refers to the stories portrayed the government efforts to resettle or relocate of IDPs
- **Cause of IDPs:** refers to the stories portrayed on what are the major causes of IDPs (ethnic conflict, development, natural disaster etc...)
- **Update numbers of IDPs:** this refers to the stories portrayed on update number and figures of IDPs
- **Conditions of IDPs:** this refers to the stories focused on dire situations of IDPs (shortage of health service, food, drinking water etc.)
- **Solutions for IDPs:** this refers to sustainable solutions need for IDPs
- **Others:** this refers to other theme focused on activists support to IDPs, government officials visit to IDPs shelters etc.

2. **Source of the Story:** This refers to the individual and group used in the stories.

- **Government officials:** refers any government officials used in the story
- **Int'l Organization Officials:** refers to NGOs officials and donors who provided assistance to IDPs
- **Victims:** refers to people affected during internal displacement crisis
- **Police Officers:** refers to police officers quoted in the stories during the internal displacement
- **Int'l reports on IDPs:** refers to reports released on the IDPs issues. For, instance, report from IOM, IDMC etc...
- **Hosting Community:** refers to the community who hosted people displaced from the homes.
- **Community members:** refers general public views about IDPs issue.
- **Others:** This includes sources which are not mentioned in the categories above such as anonymous sources

3. **Type of the Story:** refers to the style that the story belongs to.
 - **News:** Refers to news stories highlight on major events. (The stories aim to answer WH- questions who, what, when where, why and how)
 - **Feature:** This refers to stories portrayed in the detail and interprets IDPs issue. It is soft news
 - **Editorial:** It reveals the stand of the newspaper on concerning issue.

4. **Placement of Story:** this refers to the position in which IDPs stories are appeared on the newspapers
 - **Front Page:** refers to the first page of newspaper
 - **Inside Page:** refers to the insides pages of newspaper
 - **Back side Page:** refers to the back side pages of newspaper

5. **By-lines of the Story:** refers to who wrote the stories
 - **Staff Journalist:** this refers to staff journalists who wrote the stories of IDPs in the selected newspapers
 - **Contributor:** It can be someone who is a freelance journalist or expert in any field and has posted his/her opinion(s) and views on the newspaper.
 - **News Agencies:** this refers to government state owned agencies which dispatch stories to other media outlets
 - **Other media outlets:** this refers to other local media houses in the country.

6. **Type of frame that used in covering the IDPs issues:** - refers to the type of frames, portrayal of the IDPs by each story item.

Conflict Frame: It focused on the stories portrayed the internally displaced persons fled their home due conflict among two or more ethnics

Assistance Frame: It focused on the stories portrayed that the IDPs get support from public, donors or the government or they need emergency aid

Solution Frame: It focused on the stories suggesting solutions for the problems being taken or needs to be taken to resolve the IDPs crisis.

Diagnostic Frame: It focused on the stories portrayed on what are the causes of IDPs, as well as how IDPs crisis happens.

Human Interest Frame: It focused on the stories present issues/events on the emotions of internally displaced persons.

Attribution of Responsibility Frame: It focused on the stories portrayed to presents an issue in a way that attributes responsibility for causing the problem to an individual, society or government.

Appendix C
Lists of Key Informants

No.	Name of Informants	Gender	Position	Media House
1	Girmachew Geshaw	M	Editor	The Ethiopian Herald
2	Yohanes Jemana	M	Reporter	The Ethiopian Herald
3	Zelalem Girma	M	Editor	The Ethiopian Herald
4	Dawit Endeshaw	M	Reporter	The Reporter
5	Bruh Yihunbelay	M	Editor	The Reporter
6	Brook Abdu	M	Editor	The Reporter

Appendix D

Interview Questions for Reporters and Editors

The purpose of this interview is to gather information for the study “A Comparative Content Analysis of Ethiopian Newspapers’ of Coverage of Internally Displaced Persons (IDP's): The Case of the Ethiopian Herald and the Reporter Newspapers”.

1. **Name.....Age.....Gender.....**
2. **Educational Background.....**
3. **Position in the Organization.....**
4. How do you evaluate coverage of IDP's in your media organization?
5. Do you often cover issues of IDPs in your newspaper?
6. What are the major themes stories covered on IDP's in your newspaper?
7. What are your sources during the coverage of IDP's issues?
8. How you treat stories of IDP's issue? As major story or usual story?
9. What is the placement given to the IDP's stories in the newspaper? (In front page, inside or back side pages)
10. Do you think that the newspaper has set sufficient agenda in reporting the IDP's issues? If not, why?
12. Do you assign journalists to report IDP's issue direct from the field?
13. What are the major challenges of the newspaper in covering IDP's issues?
14. How do you construct (frame) your reports on IDP's issues? Why?

Appendix E
Inter-coder Reliability

Categories	No. of Coding Decision	Decision that Coders Agree	Decision that Coders Disagree	Reliability	
				Ratio	%
Themes of the Stories	52	49	3	0.94	100%
Sources of the Stories	52	52	-	1	100%
Type of the Stories	52	52	-	1	100%
Placement of the Stories	52	52	-	1	100%
By-lines of the Story	52	52	-	1	100%
Type of Frames	52	48	4	0.92	92%
Total	312	295	7	0.96	96%

Declaration

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

Name: Girma Mirgisa

Signature: _____

Date of Submission: June 2019

Place of Submission: Addis Ababa University