FACTORS AFFECTING THE PRACTICE OF DEVELOPMENT JOURNALISM IN ETHIOPIA: THE CASE OF ETHIOPIAN BROADCASTING CORPORATION AND OROMIA RADIO AND TELEVISION ORGANIZATION

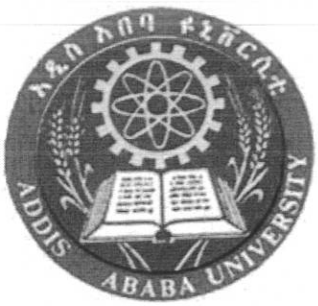
BY

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ADDIS ABABA ETHIOPIA

NOVEMBER 2016



ADDIS ABABA UNIVERSITY GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION

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A THESIS SUBMITTED TO THE GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION, IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTERS OF ARTS IN JOURNALISM AND COMMUNICATION

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DECLARATION

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

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ABSTRACT

The purpose of this research was to find out factors that affect the practice of development journalism in Ethiopia with focus on Ethiopian Broadcasting Corporation (EBC) and Oromia Radio and Television Organization (ORTVO).

The study employed both qualitative and quantitative methods for data gathering. Questionnaires were prepared and administered to journalists in the media houses under study. Open-ended questions were also prepared and administered along with the close-ended questions for journalists. In-depth interview was also used to gather qualitative data. Slightly moderated questions were prepared from simple to complex and the researcher conducted interview with journalists, editors, media managers and government communication affairs officials of Federal Democratic Republic Government Communication Affairs Office and Oromia Regional Government Communication Bureau Officials.

The data were presented and analysed accordingly. The findings showed that there are several factors that affect the practice of development journalism in EBC and ORTVO. Accordingly, lack of knowledge and skill on the concept of development and development journalism, lack of logistics and finance, focussing on event reporting, failure to give attention to marginalised groups and diversity, absence of strong and independent journalistic associations at the national and at the media level, information from global media outlets and social media in general and Facebook in particular were identified as the factors affecting the practice of development journalism in Ethiopia. Based on the findings of the study, the researcher forwarded some recommendations on how to address the factors for effective practices of development journalism in Ethiopia.

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ACRONYMS AND ABBREVIATIONS

DJ- Development Journalism

EBC- Ethiopian Broadcasting Corporation

EBCAf- Ethiopian Broadcasting Corporation Afar

EBCAm- Ethiopian Broadcasting Corporation Amharic

EBCAO- Ethiopian Broadcasting Corporation Afan Oromo

EBCIed- Ethiopian Broadcasting Corporation Informant editor

EBCIJ- Ethiopian Broadcasting Corporation Informant Journalist

EBCIJS- Ethiopian Broadcasting Corporation Informant Journalist Somali

EBCIMM- Ethiopian Broadcasting Corporation Informant Media Manager

ETV- Ethiopian Television

FDRGECAO- Federal Democratic Republic Government of Ethiopia Communication Affairs Office

NGOs- Non Governmental Organizations

OMMO- Oromia Mass Media Organization

ORGCAB- Oromia Regional Government Communication Affairs Bureau

ORTVO- Oromia Radio and Television Organization

ORTVOIed- Oromia Radio and Television Organization Informant editor

ORTVOIJ- Oromia Radio and Television Organization Informant Journalist

ORTVOIMM- Oromia Radio and Television Organization Informant Media manager

STVO- *Sagantaa Televizhiinii Oromiyaa* (Oromia Television Program)

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CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

The Ethiopian government seems to have the media that work for the development of the country. Skjerdal (2011) noted that the government has expressed development journalism in its policy draft of 2008. The media and journalism should work for the development of the country according to the policy draft of the Ethiopian government. In Ethiopia the concept of development journalism came in to existence in the editorial policies of the media organizations under the control of the government. The media were Ethiopian News Agency (ENA), Ethiopian Radio and Television Organization (ERTA), and Ethiopian Press Agency (EPA). In countries like Malaysia development journalism is considered as old and out-dated media practice (but in Ethiopia it seems a new practice coming to the media. This is noted by Skjerdal as "Today the philosophy of development journalism is supposed to inspire all reporting activity in the Ethiopian state media" (Ibid p.3)

The Ethiopian Government's need to have development journalism in the country has been reflected even very recently. The President of the Federal Democratic Republic of Ethiopia Dr. Mulatu Teshome in his opening speech to the 5th Election Term of the 1st working year of the joint parliamentary session asserts as follows:

> Capacity building activities will be undertaken to enable the mass media play a constructive role in promoting national consensus and the building of a democratic system. We will further consolidate steps to enhance the regular dissemination of timely information from Government to the public and commercial mass media. All necessary support will be given to encourage media which operates with due respect for the rule of law, upholding their professional ethics. In this context, the preparation of a policy and strategy aimed at developing the practice of a developmental mass media will be finalised and implemented. The media will be encouraged to seek and help provide solutions by exposing challenges to good governance. The government will make concerted efforts to promote investigative journalism, dissemination of the information Act by all relevant institutions. (FDREGCAO October 2015:19)

Due attention is given to broadcast media thinking that it disseminates development information to all regardless of literacy.

> Broadcasting plays a big role in the political, economic and social development of the country by providing information, education and entertainment programs to the public. The electronic media, unlike the print media, which requires reading ability, is accessible to all and covers a large area and audience in per time unit. (MFA, 2005:143)

In Ethiopia according to a scholar Habtamu Alebachew (2014), the practice of journalism is in a polarized condition. Journalism divided on the one hand that promotes liberal idea and on the other hand developmental. They are also categorized as private and public media. The private press call 'developmental journalism' is the mouth piece of the political party that is ruling the country. The development journalism in Ethiopia is favoured to report from the positive angle siding the government. It reports success stories. It declines reporting the failure. The public press calls the private media as "agents of pessimism, denial, and hidden political interest. In extreme cases, one accuses the other of serving Western liberal and imperialists in developing states for the advantages of the former than a truly organic growth from inside out" (Habtamu Alebachew :March 16, 2014).

Ethiopia needs journalism that describes the real situation in which the country is in. "We need journalism that looks like our demographic, socio-cultural, and socio-economic picture and map." (Ibid) It is possible to categorize the journalism in to three categories. These are: Journalism promoting liberal idea, modernist neoliberal journalism and developmental journalism. Journalism that advocates liberal view is the Western mainstream journalism. This is the type of journalism from outside Ethiopia and targeting the country. The second type or neoliberal journalism is dangerous for Ethiopia. It is in the soil of Ethiopia and the copy of the western mainstream journalism which categorised as the dangerous for the country. "In Ethiopia's dress and by Ethiopians, who mostly innocently lobby for the massive importation of Western liberal culture into non-western and traditional Ethiopia" The third type of journalism is the developmental journalism. This version of journalism "argues that development is inside out, incremental, massive and collective, and never outside in" (Ibid).

According to Negeri Lencho(2013) the Federal Democratic Republic of Ethiopia (FDRE) to alleviate the poverty in the country has adopted the political economy of democratic and developmental state. This is to transform the country politically and economically as well. The media on the other hand to bring about change play the role of "promoting development, democracy and good governance and a new journalism model, i.e. development journalism

has been embraced" (FDRE, 1995 Constitution and Draft Media Policy Document, 2008) in (Negeri Lencho 2013)

In Ethiopia there is a good beginning of promoting socio economic development in the reporting of government owned media organizations where the model of development journalism has been incorporated. Government owned media institutions seem give more coverage to rural development issues when compared with the privately owned media organizations. He also says "the private media seem to give more coverage to political and good governance issues in a relatively critical tone, whereas government media cover more of socioeconomic development issues" (Negeri Lencho 2013:4).

Almost all the media owned by the government, whether federal or regional both print and broadcast, cover rural development giving adequate time than private media organizations in the country. He added that this shows media organizations controlled by the government are promoting Agricultural Development Led Industrialization (ADLI) and the first Growth and Transformation Plan (GTP) of the government of FDRE. However, there is lack of addressing real issues of the poor community by the media organizations that attempt to cover development programs. (Ibid)

Studies also show that development journalism has not been practiced according to the principles of journalism. Temesgen Alemu (2013) described that principles of journalism stated by Bill Kovach and Tom Rosenstein (2001) were not practiced in Ethiopian Television (ETV). The Journalists in the media house acted as acting as the mouth piece of the government. They strive to make laudable the voice of government officials. The media professionals produce news in the angle which builds the positive image of the government elite. They avoid critical issues about the government.

The thesis finds out factors affecting the practice of development journalism in Ethiopia, in particular in EBC and ORTVO and recommends points in solving out the problems.

1.2 Statement of the Problem

Development is not a new idea. However in Ethiopian context it is a recent phenomenon to use the term "development". According to Elias and Muradu (2013) it became popular after the down fall in 1991 of the government that used to follow the socialist ideology. The concept of development is not unique to Ethiopia alone. "Various African countries are opting to embrace the concept of the developmental state" (Ibid: 28). They further stated that the pioneers of the concept of the developmental state are the Asian countries. Studies

indicate that media can play great role to bring about social, political and economic change. The role of the media to bring about change in social, political and economic transformation was witnessed in many of the Asian countries like India, Taiwan and the Philippines (Negeri Lencho 2013). The idea of development journalism was conceived in Asia much earlier than Ethiopia. It was in the 1960s at a press conference held in Asia that the concept of development journalism was conceived in Philippines, south East Asia (Tshabangu 2013).

Kamath(2003) describing the purpose of development reporting as it is to creating a sense of involvement in the development process , spreading the realisation among the citizens that the future comes out of present efforts, that development can be nobody's gift, it is not the aid given by affluent countries, but it is the result of the effort of one's own labour. Destiny does not come from above; rather it grows out of one's hands.

It is also reporting of an individual who have tried new means that help him improve his life so that others learn from the individual who has brought change up on his life. Practitioners of development journalism are reporting success stories of people who have adopted new technologies, tried new methods, and benefitted themselves and helped society at large. Investigative reporting is also crucial in reporting development. Therefore, journalists in the field to report development issues should be trained and skilled in investigative reporting. (Ibid)

There is no clear cut understanding on principles of development journalism among the media outlets. This is due to 1) media are in opposite polarization on the idea of development journalism. Information flow in the country is poor. 2). some government representatives are still loopholes for the practice of development journalism. They are not willing to give information that the journalists need. 3). In addition, skill of the journalist to undertake the research and understanding on the policy of the government is yet developed. (There is also difficulty to identify the distinction between development journalism and public relation practice (Ethiopian Broadcasting Authority 2002).

Furthermore, the influence of the western media on the development journalism has created confusion on the journalists practicing development journalism. (Ibid)

If journalists are in lack of professionalism the performance of journalistic practise are adversely affected. The living standards of the journalist and the equipment the journalists use are also factors that affect journalistic practices. In his study of Ghanaian journalism

performanceQuaidoo(1988) states, systemic factors such as economic conditions, lack of financial resources and media equipment also adversely affect journalistic performance.

Lack of specialization in the field to be reported is another failure to report for the journalist. For instance Quaidoo(1988) a journalist who reports on health issue if she/he is not from the background of health does not report explicitly. This form of journalism has given rise to a situation where the Ghanaian journalist innocently follows the health personnel or the government official in the locale, and reports what the personnel or official says without the necessary background or in-depth analysis of the particular health issue. for example, a journalist who does not have an expert knowledge on the Maternal Child Health (MCH) issues do not adequately report on such issues (ibid)

In Ethiopian mass media organizations according to some informants working in the media houses like EBC and ORTVO and from my personal experience working as a journalist and Communication expert understanding on the concept and practice of development journalism is not similar.Ordinary people are also heard tired of hearing similar reports on mass media.

In the Ethiopian broadcasting media in particular, Ethiopian Broadcasting Corporation (EBC) and Oromia Radio and Television Organization (ORTVO) Factors affecting the practices of development journalism was not studied. I hear people saying that development journalism in Ethiopia has problems. The media organization and other researchers did not conduct enough research in the area.

Thus, this study attempts to examine factors that affect development journalism in EBC and ORTVO and has given recommendations to reverse the problems.

1.3 Objectives of the study

1.3.1 General Objective

The general objective of this research is to find out factors affecting the Practice of Development Journalism in the Ethiopian media organizations with particular focus on Ethiopian Broadcasting Corporation and Oromia Radio and Television Organization

1.3.2 Specific Objective

The specific objectives of this study are to:

1. find out the perception of journalists, editors, media managers and government communication officials toward development and development journalism
2. Identify factors that influence the practice of development journalism in the media institutions under study

1.4. Research Questions

a. What is the perception of journalists, editors, media managers and government communication officials toward development and development journalism?
b. What internal and external factors affect EBC and ORTVO to practice development journalism

1.5. Research Methods

The methods the researcher uses in this study are both qualitative and quantitative. Using qualitative and quantitative methods simultaneously are believed to solve the weakness each of them has and enable to come with reliable findings (Dawson (2007) and Dawson (2002).

Using qualitative and quantitative methods have several advantages. Scholars have described using both methods deserve many folds. Enable to obtain efficient data collection procedures, facilitates replication and generalization to a population, to help the comparison of groups, and to provide awareness into different experiences Creswell, Klassen, Clark, Smith (2010).

1.6. Significance of the study

The media especially EBC and ORTVO have been attempting to practice development journalism. But they have not been conducted enough research in the area of development and development journalism. Thus this research will hopefully, improve the practice of development journalism in Ethiopia in general, EBC and ORTVO in particular. Therefore, this research will have the value for the following bodies:

- Journalists, editors and media managers will find the findings of this research significant for the improvement of development journalism in their media houses
- Policy makers, government officials, researchers will find the findings of this research as reference of development and development journalism
- It paves the way for other researchers in the areas of development and development journalism

1.7. Scope of the study

This study is limited to Ethiopian Broadcasting Corporation (EBC), Oromia Radio and Television Organization (ORTVO), Federal Democratic Republic of Ethiopia Government Communications Affairs Office(FDREGCAO) and Oromia Regional Government Communications Affairs Bureau (ORGCAB).

1.8. Limitations of the Study

The study on the topic, "factors affecting the practice of development journalism in Ethiopia" have limitations. If the study would have incorporated other regional media outlets and private media organizations it would have been more comprehensive. In addition the numbers of the surveyed samples were 71 and the number of interviewed samples were18. This is due to lack of finance and shortage of time. Even so, especially in in-depth interview the researcher interviewed from reporters to the level of media managers in the two media houses and top government communication officials, the idea given by the interviewed is saturated. Therefore, the researcher believes that despite the limitations the necessary effort has been exerted to make the study complete and serve the main purpose. So it is possible to conclude factors affecting development journalism in the country are those which were found out by this researcher.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

2.1. Development Media Theory

This research is framed on the development media theory.According to studies development media theory is relevant for the third world countries rather than other media theories such as social responsibility theory, free press theory, authoritarian theory and Soviet media theory. Developing countries have some common conditions that make them not to apply other media theories. Therefore separate media theory is needed for the third world countries. Common factors that make similar developing nations to use similar media theory are firstly, they don't have mass communication systems existing in their countries. These could include infrastructure, the professional skills, the production and cultural resources, the available audience. Secondly, they depend on the developed world for what is missing in the way of technology skills and culture products. Thirdly, there is variation in economic, political and social development which they consider as a primary national task. Fourthly, developing countries are aware of their similar identity and interests in international politics McQuail(1983). The research has also taken into account media principles of developing world which are described by McQuail as follows:

- Media should accept and carry out positive development tasks in line with nationally established policy of the government
- Freedom of the media should be open to restriction according to economic priorities and development needs of society.
- Media should give priority in their content to the national culture and language
- Media should give priority in news and information to links with other developing countries which are close geographically
- Journalists and other media workers have responsibilities as well as freedoms in their information gathering and dissemination tasks.
- In the interest of development ends the state has a right to intervene in or restrict media operations and devices of censorship, subsidy and direct control can be justified.

2.2 History of Broadcast Media in Ethiopia

Broadcast media came in to being as of the early 1920s. For example BBC started to broadcast its first general news on the 23rd December 1922 (Chapman & Kinsey 2009). Broadcast media began in Ethiopia in 1931 by an Italian company (Oromia Mass Media Organization 2001EC).

After 1941, during the Imperial rule there were radio stations in three cities of Ethiopia. They were Addis Ababa, Asmara and Harar. There was also Radio Voice of the Gospel during this time. But after the 1974 Ethiopian Revolution and the regime change the military junta that seized power in Ethiopia confiscated Radio Voice of the Gospel (Broadcasting Situation in Ethiopia Opportunities and Challenges 2007)

In Ethiopia, the concept of television initiated when Silver Jubilee Exhibition took place in 1948 EC. via telecommunication pavilion was carried out by British Broadcasting Corporation (BBC) television. In order to achieve the required output the corporation presented two image orthicon cameras, four monitors and telecine chain. By using them in closed-circuit system, the required output was obtained. (Ibid)

The main objective of the exhibition was to indicate the existing political, economic and social development of the country during that time. This was seemed as a devil-work by the viewers because the new innovation to the viewers. (Ibid)

The time of the first broadcasting of the television in Ethiopia "seemed to coincide with the foundation of the Organization of African Union (OAU)". However prior to its establishment there was an attempt of television broadcasting in Ethiopia. It was in 1948 up on the celebration of Emperor Haile Selassie I birthday. But on November 2, 1964 (Tikimt 23 1957) on the foundation of the Organization of African Unity it started broadcasting 2 hour transmission in Amharic and English languages (Ibid).

Another evidence The Federal Democratic Republic Ethiopia Government Communication Affairs Office states that Ethiopian Television was established in 1964 with the support from a British Organization known as Thomson to highlight the establishment of the Organization of African Union" (FDREGCAO:275).

Radio Ethiopia which was started its broadcasting in 1931 by the speech of Emperor Hailesillasie I on his coronation and Ethiopian Television which started broadcasting in 1965 functioned as a separate institutions. But in 1987 they were made to merge as an institution. But functionally they were separate (EBC 2007 EC).

The history of Afan Oromo (Oromo Language) broadcast began not in Ethiopia but, abroad (Oromia Mass Media Organization (OMMO 2001). However, OMMO did not specify when it was started. But Dr Sheek Muhammad Rashad Kabir Abudlle said it was started in1963 in Mogadishu, Somalia. Some journalists like Muhammed Rashad himself, ,AyubAbubeker and Aisha Abdo (Qali) used to produce programs so that the Oromo people rise against the suppression by the Imperial rule in Ethiopia (STVO 1999).

The then president of Somalia Ziyad Barre used Afan Oromo radio program as propaganda against the Ethiopian Government (OMMO 2001)

To counterattack the program broadcasted from Somalia to Ethiopia, the Imperial Government in Ethiopia was forced to open radio program broadcast in Afan Oromo in 1965 EC from the city of Harar, Eastern Ethiopia (Ibid).

During the conflict between Ethiopia and Somalia, then the Emperor of the Empire of Ethiopia, to prolong his rule over the country was forced to open Afan Oromo programme broadcast on Radio Ethiopia from Finfinnee Addis Ababa (Ibid).

Oromia Mass Media Organization was established in 1998 EC by the council of the Chaffe Oromia according to proclamation number 113/98 (Ibid)

Based up on the proclamation the Regional Government of Oromia started change the proclamation in to practice. In Ethiopia the first radio station ever intended to serve the Oromo people was established in the City of Adama, Ethiopia. It started broadcasting 1st October 2000 EC (Ibid).

Of course the television programme broadcast in Afan Oromo was started in Ethiopia after the change of the government in 1991. This is after the military rule in Ethiopia was toppled down and with the coming to power of the Ethiopian Peoples' Revolutionary Democratic Front (EPRDF) (Shemallis, 2000 inBadeso: 2008). Television programme broadcasting in Afan Oromo began in 1985 EC from the Ethiopian Television (ETVThe programs were produced by ETV, Oromia Culture and Information Bureau, later Oromia Information and Public Relations Bureau and Oromia Mass Media Organization (Ibid).

A year after Radio Oromia started broadcasting from the station based in the city of Adama, Oromia Television began broadcasting from the same station. The broadcasting of the television programs was inaugurated on the 16th of Megabit 2001 EC (Ibid).

2.3 Defining Development

Different scholars have defined development differently. Development according to Sen(1999) is freedom. Freedom plays roles in development. He called them constitutive role and instrumental role. The constitutive role of freedom as Sen explainsrelates to the importance of substantive freedom in enriching human life. The substantive freedoms comprise elementary capabilities such as avoiding starvation, undernourishment, escapable morbidity and premature mortality, as well as the freedoms that are associated with being literate and numerate, enjoying political participation and uncensored speech and so on(Sen 1999).

As Sen described even when a very rich person is protected from like debate in public meeting and decisions, he is then deprived of something that he has reason to value. The process of development therefore, has to remove what this person has deprived of (Ibid).

Development is widely a participatory process of social change in a society, proposed to bring about both social and material advancement as well, such as greater equality, freedom, and other valued qualities for the majority of people through their gaining greater control over their environment (Everett Rogers 1976 in Servaes *2008*& Rogers 1983 in Solomon 2014)

For other scholars development is improving the living conditions of society at large (Jo Ellen Fair & Hemant Shah 1997 in Melkote & Steeves 2001).

The history of the idea of development was quite old even before "Truman's invocation". In Europe more than a century earlier, the idea of development was used to create order out of the social anarchy of poverty, unemployment, and rapid urbanization (Cowen and Shenton 1995 in Melkote & Steeves 2001).

During the cold war era the superpowers (the United Sates and the former Soviet Union) tried to expand their own interests to the developing countries. The United Sates see development of underdeveloped countries from its own perspective. It defined the application of development of other countries as the imitation of its own political- economic system and opening the way for transnational corporations (Servaes 2002 and Servaes (2008).

Everett Rogers is considered as the person who has introduced diffusion theory of development. According to this theory modernization is perceived as "a process of diffusion whereby individuals move from a traditional way of life to a more complex, more technically

developed, and more rapidly changing way of life" (Everett Rogers 196, 1983; Rogers and Schoemaker, 1973 in Servaes 2002:24).

Everett Rodgers in his study on farmers in India, Nigeria, and Colombia he assumed how modernization will come. Unless peasants were individually and collectively persuaded to change their traditional ways of life, modernization could not imagined. Development, according to Mefalopulos view "equated with economic growth" (Everett Rodgers 1969 in Melkote & Steeves 2001:89).

The policy of Socialism and self-reliance put forward by the late Tanzanian President Julius Nyerere concentrated on human development. He alerts that the purpose of development is liberation of the man (citizens.) Development, as Nyerere asserts is "the political, economic and cultural empowerment, attainment of human dignity, commitment to quality life and human equality, as well as human freedom" (Nyerere, 1968 in Solomon 2014:7).

Michael Todaro (1972:62) in Servaes (2002:76) when explaining development stated as follow:

> Development must be seen as a multi-dimensional process involving major changes in social structures, popular attitudes, and national institutions as well as the acceleration of economic growth, the reduction of inequality and the eradication of absolute poverty. Development, in its essence, must represent the entire gamut of change by which an entire social system, tuned to the diverse basic needs and desires of individuals and social groups within that system, moves away from a condition of life widely perceived as "unsatisfactory" towards a situation or condition of life regarded as materially and spiritually "better".

In a later view of (Todaro 1999) development is seen as "major and positive changes in social structures, acceleration of economic growth, and reduction of inequality and eradication of poverty" Furthermore, in Todaro and Smith (2003) the focus of development is largely on the benefit of the people because development is seen in terms of both the quality and quantity of life. Quantity of life according to them designates opportunities and obtainability of social health and educational services and quantity of life encompasses the extent of economic and political participation of the people. But, Todaro and Smith (2009) emphasised more on women as important part of development but marginalised group in development in different societies of the world. Marginalization of the women is more prevalent in less developed

countries of the world. They contended therefore that women should be involved and empowered in development process (Solomon 2014).

2.4. Development Paradigms

Schramm and Lerner (1976:45) quoted Eisenstadt's definition of *paradigm as* "a model or set of relationships that will explain and predict the social changes that precede and accompany development."

2.4.1 Modernization: Dominant Paradigm

According to literature development is not a new thing. As Melkote & Steeves (2001:47-48) stated "development have occurred throughout history". But as they further state, "development in its modern form dates back to world War II and to international concern in preventing future wars." Since WW II many international agencies like the United States Agency for International Development (USAID) were formed to assist development in the Third World Countries (Ibid)

To bring development in the developing world, different measures were taken. AsMelkote and Steeves 2001 and Banda (2007) in Solomon (2014) to examine development they founded on three major development perspectives. Among perspectives of development the first one was Modernization Paradigm. Modernization paradigm came into existence soon after the Second World War. It was based on neo-classical economic theory and it was functioned well during the 1950s and 1960s. It gives emphasis on the use of modern technology as it was used by the developed nations.

Modernization paradigm was originated from the works of earlier scholars particularly Daniel Lerner (1958), Everett Rogers (1962) and Wilbur Schramm (1964). These scholars contended that "poor nations could be developed by persuading individual citizens to adopt presumably more efficient Western traditions and values" (Solomon 2014:11).

The Modernization Paradigm identified mass media as the most important tool that do influence, persuade and motivate individual citizens in the underdeveloped world to copy the Western ideologies of development (Quebral, 2006 in Solomon 2014).

This paradigm according to Mefalopulos(2008) which is also called dominant paradigm was to solve development problems by "modernizing" underdeveloped countries—advising them how to be effective in following in the footsteps of richer, more developed countries. Communication was very important to bring change in the people. In the old paradigm,

"development was equated with economic growth, and communication was associated with the dissemination of information and messages targeted at modernizing "backward" countries and their people." Mass media was to play great role in accomplishing the change aspired. In the dominant or modernization paradigm media was considered as a means of diffusing information.

Even though many scholars forwarded the positive aspects of modernization, there are also those who revealed the negative impact modernization had on developing countries. For example, Tehranian (1999:31) explained the negative impact modernity brought against some societies as follow: "modernity created a new system of domination and dependency that destroyed the self-sufficient communities of the pre modern world."

Some characteristics of modern society as it is mentioned by (Almond & Coleman1960:532 in Servaes 2002:20):

> "Comparatively high per capita income, extensive geographical and social mobility, a relatively high degree of commercialization and industrialization of the economy, an extensive and penetrative network of mass communication media, and, in general, by widespread participation and involvement by members of the society in modern social and economic processes".

Scholars explained that 'modernization' and 'development' are synonyms, and they told us how an individual develops through process by which individuals change from a traditional way of life to a more complex, advanced in technology and rapidly changing style of life (Rogers 1969 in Melkote & Steeves 2001).

Modernization is the process by which individuals change from a traditional way of life they used to experience to a more complex, advanced in technology, rapid change of life style (Rogers 1969 in Melkote & Steeves 2001).

Melkote (1991) in (Banda 2007) states that to change from traditional society to modernization and development, technology transfer is crucial for the Third World nations. Technology was seen as vital to the growth of agricultural and industrial production and therefore the transfer of technical know-how from the developed North was seen as extremely crucial for development in the Third World nations.

Therefore, according to Banda (2007) the job of media in the Third World nations is creating awareness and interest in, the innovations advocated by change agents that are supposed to enhance development.

The diffusion approach looks to the mass media as an organization that connects modernising practices and institutions in society, functioning as 'watchdogs', 'policymakers' and 'teachers for change and modernisation (Shramm 1964 in Banda 2007).

The dominant paradigm or modernization was criticised for its negative view of culture of the developing countries, for its particular biases for the developed industrial nations, and for its androcentrism (Melkote & Steeves 2001).

At the end of the 1960 The Latin American social scientists challenged modernization theory for its Euro or ethno-centric perspective on development. As a result another theory of development called dependency and underdevelopment came in to existence (Servaes 2008).

2.4.2 The Opposing Paradigm: Dependency

Even though scholars in the field of dependency or dependistas have different strategies for dependency development to take place they all agreed to the definition of dependency by Dos Santos (Dos Santos 1970:213 in Servaes 2002:43) defined dependency as:

> Dependency is a conditioning situation in which the economies of one group of countries are conditioned by the development and expansion of others. Dominant countries are endowed with technological, commercial, capital and socio-political predominance over dependent countries- the form of this predominance varying according to the particular historical moment- and can therefore exploit them, and extract part of the locally produced surplus. Dependence, then, is based upon an international division of labour which allows industrial development to take place in some countries while restricting it in others, whose growth is conditioned by and subjected to the power centres of the world.

The dependency paradigm came into existence in opposing the dominant paradigm. As Mefalopulos (2008) noted it was emerged in the 1960s. Scholars in the school of dependency paradigm criticize the modernization paradigm because it implicitly put the responsibility, and the blame, for the causes of underdevelopment completely upon the developing nations who were the recipients, neglecting other factors like external social, historical, and economic factors.(Ibid) Proponents of dependency paradigm also accused the modernization paradigm for it is of being very Western-centric, refusing or neglecting any alternative way to development of the Third World countries.

The dependency paradigm was originated in Latin America. It was formed from neo-Marxism or structuralism and Latin American debate on development of the continent and

the debate formed the ECLA (the United Nations Economic Commission for Latin America). The prominent scholar played a major role in forming ECLA is the Argentine economist Raul Prebisch (Servaes 2002).

The proponents of ECLA (the United Nations Economic Commission for Latin America) forwarded a strategy of development for the region as industrialization comes by import substitution, planning and state intervention, and integrating the regions so as to bring the development. However, later of the strategy advocated by Raul Prebisch failed to meet the demand for it social inequality was aggravated, and some other indirect technical and financial dependency was formed (Ibid).

According to theory of dependency different from theory of modernization deterrents for development are not shortage of capital or management problems in the Third World Countries. But, the existing international system is obstacles for the underdevelopment of the developing countries. They suggested the obstacles are external not as the ones suggested by modernization theorists as internal problem of developing nations. It is noted "development in the centre determines and maintains the underdevelopment in the periphery. The two poles are structurally connected to each other" (Servaes 2002:34). To be free from external factor that hinder the development each periphery country should disconnect itself from the world market and decide its own means and strategy of development. Most of the scholars in this category suggested "revolutionary political transformation would be necessary" (Ibid).

From the late 1960s to early 1980s the dependency theory of development paved the way for the creation of New World Information and Communication Order (NWICO). During this time the newly independent African and Asian countries and the socialist and popular movements in Latin American countries such as Cuba, China, Chile and other countries provided the goals for political, economic and cultural self-determination within the international community of nations (Servaes 2008).

Mefalopulos further explains dependency theorists emphasized the importance of the link between communication and culture. In the 1980s the scholars in the dependency paradigm put forward the agenda of New world Information and communication Order in the United Nations Educational, Scientific, and Cultural Organization (UNESCO). They demanded a more balanced and equitable exchange of communication, information, and cultural programs among rich and poor countries. Dependency paradigm got momentum during the 1970s and

the 1980s but gradually as a result of the failure of alternative economic models proposed by the theorists, it was declined.

In the tradition of dependency-dissociation paradigm the former leaders in Africa advocated 'revolutionary theory' of the press (Ainslie 1966& Wilcox 1975 in Banda 2007). The Leaders were Nkrumah of Ghana, Nyerere of Tanzania and Kaunda of Zambia. Particularly, Nkrumah in 1963 in the second press conference of Africa enunciated the kind of press that serve Africans truly. He told on the conference, " 'the truly African revolutionary Press' existed in order to 'present and carry forward our revolutionary purpose' and 'establish a progressive political and economic system upon our continent that will free men from want and every form of injustice' " (Ainslie 1966: 19) in Banda).

The theory some nationalist African leaders proposed at the time put the media under the control of the government. The media were actually private during the colonial era (Wilcox 1975) in Banda (Banda 2007). For example the philosophy president Kaunda of Zambia advocated was called humanism and it subjected all major societal institutions, including the media, to the custody of the state (Banda 2003 and Banda 2007).

2.4.3. The Emerging Paradigm: Participation

After the proponents of the succeeding two paradigms; modernization and dependency failed to make true of the promise of development proposed for in the Third world Nations another alternative paradigm came forward. It was called The Emerging Paradigm or Participation model of development. Participatory model focuses on peoples' participation of development. This participatory model is less oriented to the political-economic dimension and more deep-rooted in the cultural realities of development (Mefalopulos2008)

This new vision was accepted by the World Bank as World Bank (1994: 3 in Mefalopulos 2008:7) described "Internationally, emphasis is being placed on the challenge of sustainable development, and participation is increasingly recognized as a necessary part of sustainable development strategies".

Servaes (2008) citing Pradip Thomas and wrote that the poverty problem worldwide could be solved by participatory communication. The education mechanisms in participatory communication could bring about social change and development through sustained improvements in agriculture, health, education, politics and economics over a sufficiently long enough time to make a considerable proportion of the population less poor, both in material as well as immaterial rewards.

Servaes (2008) points out participatory model of communication incorporate the concept of multiplicity. Participatory communication emphasises the importance of cultural identity of local communities and of democratization and participation at all levels—international, national, local and individual. It points to a strategy, not merely inclusive of, but largely emanating from, the traditional 'receivers'. Scholar Paulo Freire (1983) in Servaes (2008) remarks this as the right of all people both an individual or in group to speak out what they want to speak. He presents that, 'This is not the privilege of some few men, but the right of every man. Consequently, no one can say a true word alone—nor can he say it for another, in a prescriptive act which robs others of their words.

Servaes concludes participation is very important in development projects as it enables to share information, knowledge, trust, commitment, and a right attitude (Servaes (2008)

2.4.4. Liberation or Monastic Perspectives

Another perspective of development is what scholars in the field call as "liberation". Melkote & Steeves notes the Brazilian educator Paolo Freire (1973) is among the most well-known proponents of development as liberation. According to this perspective, "personal and communal liberation from oppression, to empowerment and self-reliance, which is the goal of development, is given priority among others. This liberation theology moreover states all people want to become fully human, which means free and self- reliant and they have the internal capacity to develop themselves on their own terms. It further noted internal and external forms of oppression restrict their ability to do so. Therefore, the purpose of development is liberation from oppression with a focus on both individuals and communities.

Liberation perspective is more of spiritual than economic. It pulls to a large extent on liberation theology which sights development as a process of liberation from injustice, discrimination and oppression. Liberation is believed to be a key to empowerment and self-reliance and it is called development (Melkote and Steeves 2001 in Solomon 2014).

According to the liberation perspective the Western governments oppress the poor countries of the Third World. They are inspired by a desire to make a profit, which usually means that workers, consumers, and others are exploited in the process. The scholars also expressed the oppressors are also oppressed since they don't realize that their oppression is dehumanizing. The human potential of all is therefore best reached by working toward universal human liberation. As long as oppressors and oppressed exist, both of them are free (Ibid).

Scholars in the school of liberation perspective do not side along the line with those criticize modernization. Their premise is that individuals must be free to choose, and that their choice is not unsurprisingly against the values of modernization (Melkote and Steeves 2001).

2.5. Role of Media in Development

As it has been proved from the developed countries, it is impossible for the Third World countries particularly with traditional societies to ignore media if they strive for the national development. The media serves as giving credible information, educate and entertain the people (Christopher (1997).

As Daniel Lerner in (Christopher 1997: 108) is quoted, "The quickest way to change "mind-set" of the traditional society was through the use of mass media." Therefore, "the media have the potential to motivate the common people to work towards the realisation of their aspirations and hopes were demonstrated by the developed countries"

Christopher expressed how media has the power to change the society for example, "in England it was the newspaper that brought the transition from Absolute Monarchy to constitutional Monarchy" (Christopher 1997:118).

Solomon also notes that media plays role in development in terms of society and government. Puddephatt (2011) in Solomon (2014) reveals media functions as watchdog in promoting government transparency and public scrutiny of those with power by exposing corruption, maladministration and corporate wrongdoing; and thereby used as a tool to enhance economic efficiency. Puddephatt emphasis a media environment where there is pluralism, diversity, access, for all and a supportive government ultimately lead to human development. The relationship between media, society and development has been fundamental point to the concept of development journalism.

Scholars like Christopher (1997) argue that in developing nations journalism should be in line with the government plan. Christopher in his study in India states that Journalism in developing country "does not have to be in a constant confrontation with the government." Moreover it has to "aware and informed about various development programmes launched by the government, including those for rural development" (Christopher 1997:122).

The main Principles of development media as stated by (McQuail 1983:95-96) are:

- Media should accept and carryout positive development tasks in line with nationally established policy.
- Freedom of media should be open to restriction according to (1) economic priorities and (2) development needs of society
- Media should give priority in their content to the national culture and language
- Media should give priority in news and information to links with other developing countries which are close geographically, culturally or politically.
- Journalists and other media workers have responsibilities as well as freedoms in their information gathering and dissemination tasks.
- In the interest of development ends the state has a right to intervene in, or restrict media operations and devices of censorship, direct control can be justified.

Scholars described that mass media are agents of reinforcement and casual agents of change of behaviour or attitude for individuals (Klapper1960 in Melkote & Steeves 2001).

It is described that mass media has three functions at least. The three functions of mass media are instruments serving as 'watch dogs,' 'policy makers,' and 'teachers' for change and modernization (Schramm 1964 in Servaes 2002).

Administrators and policy makers of the Third World countries perceived mass media as a tool that brings about fast behavioural change among their society especially regarding modernization objectives of the state. Mass media perform a special function by exposing individuals to new individuals, ideas and attitudes. In addition they enhanced the process of modernization. Media are important agents of modernization for the Third World nations. People of the Third World countries could increase their understanding by exposure to mass media, which showed them new places, behaviour, and cultures (Melkote & Steeves 2001)

There is relationship between literacy and mass media exposure. They described his idea as; the educated literate developed the media, which in turn speed up the spread of literacy. All of these developments triggered a rise in political participation (such as voting) found in all advanced Western societies (Ibid).

Mass media pays great role in emancipating the people. Mass media served as the vehicles for transferring new ideas and models from the developed West to the developing Third World and from urban areas to the rural countryside (Ibid).

They also suggested there is correlation between mass media and national development. There is "a high correlation between the indices of modernity and availability of mass media: the more developed the nation, the higher the availability of mass media outlets" ((Melkote & Steeves 2001: 119)

2.6. Conceptual Clarification of Development Journalism

As development has different meanings, development journalism also implicitly has varied definitions. To begin with, the practice of development journalism has different names. Some call it 'development journalism' whereas others call it 'developmental journalism' (Skjerdal 2012 and Waisbord, 2010 in Solomon 2014). The use of these terms depends on the situation of the practice of journalism. (Ogen 1982 in Solomon 2014:8) the term 'development journalism', focuses on the "critical examination, evaluation and reporting of the relevance, enactment and impact of development programmes by mass media that are independent from government''.The practice of journalism is horizontal and participatory process depending on sharing of information between various groups in society (Shah & Gayatri, 1994; Maganaka, 2004 in Solomon 2014). On the other hand 'developmental journalism' has the view that "governments have to control the media to achieve national development" (Sussman, 1978, p. 77), in Solomon (2014 p.9). According to this view the information is top-down (vertical) and authoritative form of communicating development.

'Development journalism', also named as 'investigative and critical type of development journalism' was and still is being practised in many Asian countries (Xiaoge, 2009b in Solomon 2014). In many African countries, on the other hand, a form of 'developmental journalism' also called as 'loyal to the government journalism', 'government say-so journalism' or 'development reporting' was practised. But, as Solomon (ibid) adds in some of African media organizations due to social, cultural, economic, political and technological changes elicited by deregulation and effects of globalization; this 'government say-so journalism' has undergone radical transformation.

The idea of development journalism was conceived from the idea of 'development' and originated in Asia (Ibid). In addition, (Xiaoge, 2009b in Solomon 2014) notes the history of the origin of development journalism is in the Philippines in the 1960s with the focus on ordinary people and their development. This kind of journalism which emerged in Asia in the aftermath of the Pacific War and colonialism, was aimed at improving the social, economic and political conditions of poor people(Skjerdal, 2011)

During the 1970s development journalism got acceptance in Asia (Philippines, India, Singapore, Malaysia, China, Bangladesh, Indonesia, and Nepal), in Africa (Nigeria, Ghana, Cameroon, Zaire, Kenya and Tanzania) and Latin America (Bolivia, Columbia) (Solomon 2014). Solomon also adds these developing nations at the time created favourable situation for the adoption and growth of development journalism because they have great desire for economic development, nation-building and improvements in health, nutrition, family planning, agriculture and literacy (Ibid)

The origin of development journalism can be traced from the evolution of the theory of development communication in the mid-1940s (Banda 2007 in Solomon 2014).

Development journalism wasconceived in the early 1960s by a group of independent Asian journalists. According to these journalists development heavily depend up on economics, journalists should be better trained and educated to cover and report fully, impartially, and simply the many problems of a developing nation (Mwaffisi 1991).

Prior to development journalism as in Eric Loo (2009) indicted there was civic journalism that was practiced in the mid-1960s. Civic Journalism was then practiced informally by journalists in developing agrarian-based nations such as India, the Philippines and Indonesia. Next, it was that practice that was turned to be development journalism. It was believed that the idea of development journalism was first mentioned at training for economic writers held at the Capital City of the Philippines, in Manila in August 1968.

Eric Loo (2009) continues when explaining the historical origin of development journalism is development communication. It was first started by extension agricultural workers in India and the Philippines, whose job was to disseminate information on new agricultural methods, to farmers during a period of broad agrarian reforms. At the time journalists who were reporting on rural economic development had been closely working with extension agricultural workers. Other countries in the South East Asia like Indonesia and Malaysia also practiced development journalism for short period of time in the late 1970s though not given the tag of development journalism.

In Africa too according to Banda the concept of development journalism is similar with the above scholar; it is originated from the theory of development communication (Banda 2007)

According to Wahl-Jorgensen and Hanitzsch(2009) it was with time reference specifically, in the late 1960s when the idea of communication for development was getting support by scholars and politicians especially among the newly independent nation. It came up with the

principles and expectation of playing a key role in facilitating and fostering national development.

Development journalism has tasks to undertake. It has to encourage the audience to actively collaborate in development activities undertaken in their country and it should defend the interests of the concerned citizens. To be successful as Banda states the practice of journalism must be trustworthy (Banda2007).

(Shah 2003:6 (in Wimmer & Wolf 2005: 3) sees development journalism as consisting in 'news' that:

> Should examine critically, evaluate and interpret the relevance of development plans, projects, policies, problems, and issues. It should indicate the disparities between plans and actual accomplishments, and include comparisons with how development is progressing in other countries and regions. It also should provide contextual and background information about the development process, discuss the impact of plans, projects, policies, problems, and issues on people, and speculate about the future of development. And development news should refer to the needs of people, which may vary from country to country or from region to region, but generally include primary needs, such as food, housing, employment; secondary needs such as transportation, energy sources and electricity; and tertiary needs such as cultural diversity, recognition and dignity (in Wimmer & Wolf 2005: 3).

From what Shah explained here one can understand development journalism should help the people fulfil their needs from primary needs to the tertiary needs of life.

'Development journalism' according to (Xiaoge, 2009b) in (Solomon 2014) focuses on the empowerment of the ordinary people so as they achieve their development goal. It is reporting both achievements and limitations in development plans and processes, in the meantime criticising the government.

Banda (2007) mentioning Galtung and Vincent (in Gunaratne 1996) when talking about development, the journalists should try to make it concrete in terms of human beings. They should report people as subjects, actors and agents of development rather thanas objects or victims with needs deficit.

Another point by Banda (2007) is that development journalism should focus on more than economics because all other factors – military power, political power, cultural power, etc. –

have to do with development in some way or another. Development journalist should compare the life of bottom poor and top rich of the society.

Another duty of development journalism according to Banda is that development journalism should focus on both differences and relations within and between countries. He explained by example as, journalists should substantiate the relationship between the rich and the poor. How, for example, does a wage freeze affect wage earners in relation to business people?

Development journalist should focus on all walks of life, the rich, the middle class, the working class, the poor, the dirty poor, etc. should be entertained. In other words, human life is rarely captured in black and white; there are always shades of grey (Ibid)

Development journalist should see aspects of democracy in his reporting. Investigative journalism, for example, can serve as a feature of the developmental role of the media (Ibid)

In Banda's view development journalism should sometimes participate in 'constructive' criticism, highlighting success stories, where necessary.

Banda further confirms about development journalism. He said it "should allow for people to talk", He explained the useful approach for the development journalist when allowing the people to talk. He advised to "sit down with people from high to low discussing the meaning of development thereby generating an enormous range of visions as well as how-to insights." (Ibid)

Another important point of development journalism is it has to promote a deliberative citizenry. This means development journalism should facilitate, thoughtful dialogue – among the people and between the people and their governors at different levels. When journalist facilitates conversation among the people, dialogue arises. When this is done then the reporter learns that people have a good understanding of issues that directly affect them (Ibid).

Development journalism and Western Journalism are different. They are in contrary. Development journalism emphasised on ordinary people detecting their problems and possible solutions for the problems they identified which leads them toward development. On the other hand Western journalism pays little attention in reporting the issue of the poor people (Xiaoge, 2009b in Solomon 2014).

In general, as (Xiaoge (2009b in Solomon 2014) summarizes development journalism includes the following five aspects.

1. report the difference between what was planned to be done and what has been done, and the impact on the people;
2. to focus on long term development processes and not only on day-to-day development news;
3. to be independent from government and to provide constructive criticism of government;
4. to focus on economic and social development news while working constructively with the government in nation-building and
5. to empower the ordinary people in improving their own lives and their communities

According to (Skjerdal 2011 in Solomon 2014) development journalism was quickly accepted in Africa as it was combined easily with the philosophy of journalism devised earlier in the 1950s and 1960 by new African leaders like Kwame Nkrumah of Ghana and Julius Nyerere of Tanzania.

But, in the 1980s development journalism faded away due to deregulation and effects of the dominance of globalization and the influence of Western style of journalism (Skjerdal, 2011 in Solomon 2014) Nevertheless, from the mid-2000s development journalism has been gaining the interest of renewal. Especially in Africa research shows that the practice is gaining momentum to revive with different goals from the earlier practice of development journalism. This originated with the interest of establishing African media theory that could cope with the existing challenges (Banda, 2007; in Solomon 2014).

2.7. Development Journalism as a Practice

The primary task of development journalists is "to inform, to interpret, to put the facts in a human context, and to draw informed conclusions" (Chalkley (1979) in Loo 2009:3). Journalist's central task is to show-and-tell by concrete examples, the development imperatives to their readers and the government". The journalist should not report "disparate information in digestible capsules" (Ibid)

Journalism educator Jo Ellen Fair (1988) in Loo 2009:3-4) when explain the task of development reporting as reporting three needs of human. He says "reporting that relates to the primary, secondary and tertiary needs of a country's population." The news to be covered

by development journalism has to be related to social, economic, or political problems (Loo 2009).

Eric Loo also states that development reporting should be from bottom up. If it is reported from bottom-up it allows the ordinary citizens to make their concerns to the policy makers known, through the media. Media must be voice to individuals to articulate alternative visions of society (Ibid).

Reporting positive or success stories of the development encourage others to stand for the development activity. People in similar situations elsewhere can benefit from such success stories if the report is concrete enough (Galtung and Vincent 1992 in Loo 2009).

According to some scholars such as Christopher media and social workers are alike. Therefore, the media should fight for the oppressed classes of the society with enthusiasm and in a crusading spirit. As Christopher added, the urban press played great role during independence struggle of developing countries from foreign rulers. In a similar development, therefore, the rural media should do now during the regeneration struggle against domestic oppressors. The task has to be taken up with the necessary zeal by the rural reporters. If media do so information reaches the masses and development can take place (Christopher 1997).

A reporter should pursue unusual angle of the story to be told. For example if the government wants to expand the town to the city, the reporter should see another angle of reporting, like how many people will be affected, the number of hectares of forest land as a result will be lost and etc (Djokotoe 2013).

Development journalist has to report from the field. The journalist must go out and see what is going on in the field rather than reporting by remote control which is actually impossible. Reporters are advised to go out and meet the real people (Ibid).

Another tip Djokotoe forwarded for development reporting is that avoiding technical jargon. If a journalist avoids technical jargon it enables the reporter focus on the concrete issue. If need be to use technical jargon the reporter is advised to define it clearly and simply (Ibid).

Furthermore development journalists should track down development reporting over time. Because development is a process and it is beyond the 24 hours reporting (Ibid).

Loo quotes journalism educator Shelton Gunaratne (1999), development journalism is an essential part of a "new journalism" that involves analytical interpretation, subtle

investigation, constructive criticism and sincere association with the grassroots rather than, by journalistic conventions, with the elites. He further argues that development journalism is different from libertarian and authoritarian concepts by stating as follow: "the 'libertarian concept', which defines the function of the mass media as providing information and entertainment; or the "authoritarian concept", which stifles criticism of political machinery and the officials in power, and to solve problems using top-down approach (Ibid)

Loo furthermore, explains that development journalist should not only aware the people there is a problem but in a way they find realistic solutions to on-going issues inherent in areas ranging from race and religion to public health, environment, education and human rights.

2.8. Criticism on Development Journalism

Even if governments especially governments in the developing countries promoted the media that is pro-development, the time allotted for development issues was insignificant. For example, in India in 1982, according to in home service radio program only 5.8 per cent of total program time was allotted to rural programs while 40 per cent of broadcast time was given to music and 24.8 per cent was covered by news Melkote & Steeves (2001).Dominant media paradigm affiliated development journalism with the government sponsored type of journalism. This is because from how the journalists reporting than its fundamental goals, for example in parts of Asia governments are tending to define what should or should not be reported by the media (Loo 2009).

Seneviratne also states that in the mid 1970 the non-aligned movement formed the information flow of non-aligned countries which is called the New World Information Communication Order (NWICO). But NWICO

> Soon degenerated into an exchange of government press releases and they played right into the hands of Western news agencies, which were able to paint the Third World perspective as government propaganda. This was the reason why 'developmental journalism' got discredited P.1

Kunda in Dixit (1997) asserted that by the mid-1970s, development journalism had moved so far away from its original intention of being the South's answer to negative Western coverage that it no longer represented the quest for a new genre of journalism that would specialise in themes relevant to developing countries.

Kunda in Dixit a Nepali journalist who was the regional director for Asia- Pacific of the Inter Press Service (IPS) news agency from 1991 to 1997 (1997) in Seneviratne emphasised development journalism deviates from its original intention. He confirmed:

> by the mid-1970s, development journalism had moved so far away from its original intention of being the South's answer to negative Western coverage that it no longer represented the quest for a new genre of journalism that would specialise in themes relevant to developing countries. P.1

Dixit argued that development journalism does not highlight the positive. He says the theory which sates development journalism emphasizes the positive was advocated by self-righteous hacks who were actually government propagandists working undercover' he argued. He further notes that "'Human- interest development features reveal the reality of rural life, the grim, the injustice, the squalor as well as the success stories, the kind-hearted, the brave, the ordinary the everyday life(Ibid:2)

By its definition and purpose, development journalism is assumed to serve the ordinary people, not the elite. In this regard the term 'ordinary people' is to mean the marginalised, poor and less privileged people (Xiaoge, 2009a in Solomon: 2014).

But, in its practice it was found out that development journalism was criticized for neglecting the ordinary people, particularly the women (Pandian, 1999) in (Solomon Ibid).

Even if governments especially governments in the developing countries promoted the media that is pro-development, the time allotted for development issues was insignificant. For example, in India in 1982, according to in home service radio program only 5.8 per cent of total program time was allotted to rural programs while 40 per cent of broadcast time was given to music and 24.8 per cent was covered by news Melkote & Steeves (2001).

Development journalism is also criticised for not matching with either the liberal concept which defined the function of the mass media as providing information and entertainment, or the authoritarian media concept which muffled criticism of political machinery and the government officials in power (Ismail 2013).

Study suggests that development journalism is a failed journalism and it is referred to as a backward type journalism whose idea has come in a 'Third World Countries'. It is also seen as a threat to minority groups and a barrier to the development of free politics and journalism Sussam (1978) in Ismail (2013).

2.9. Overview of the Practice of Development Journalism in Ethiopia

The Ethiopian government seems to have the media that work for the development of the country. The government has expressed it in its policy draft of 2008. The media and journalism should work for the development of the country according to the policy draft of the Ethiopian government. In Ethiopia the concept of development journalism was came in to existence in the editorial policies of the media organizations under the control of the government. The media were Ethiopian News Agency (ENA), Ethiopian Radio and Television Organization (ERTA), and Ethiopian Press Agency (EPA) Skjerdal (2011). Skjerdal further states that, "Today the philosophy of development journalism is supposed to inspire all reporting activity in the Ethiopian state media" (Ibid p.3).

The Ethiopian Government's need to have development journalism in the country has continued even today. The President of the Federal Democratic Republic of Ethiopia Dr.MulatuTeshome in his opening speech to the 5th Election Term of the 1st working year of the joint parliamentary session asserts about development journalism as follow:

> Capacity building activities will be undertaken to enable the mass media play a constructive role in promoting national consensus and the building of a democratic system. We will further consolidate steps to enhance the regular dissemination of timely information from Government to the public and commercial mass media. All necessary support will be given to encourage media which operates with due respect for the rule of law, upholding their professional ethics. In this context, the preparation of a policy and strategy aimed at developing the practice of a developmental mass media will be finalised and implemented. The media will be encouraged to seek and help provide solutions by exposing challenges to good governance. The government will make concerted efforts to promote investigative journalism, dissemination of the information Act by all relevant institutions (FDREGCAO 2015:19).

Due attention is given to broadcast media thinking that it disseminates development information to all regardless of literacy.

> Broadcasting plays a big role in the political, economic and social development of the country by providing information, education and entertainment programs to the public. The electronic media, unlike the print

media, which requires reading ability, is accessible to all and covers a large area and audience in per time unit (MFA, 2005:143).

To manage systematically the broadcast media therefore, proclamation No.178/1999 was enacted in accordance with the Article 55(1) of the Constitution of FDRE (Ibid).

In Ethiopia according to a scholar HabtamuAlebachew, the practice of journalism is in a polarized condition. Journalism divided on the one hand that promotes liberal idea and on the other hand developmental. They are also categorized as private and public media. He learns from his experience that the private press call 'developmental journalism' is the mouth piece of the political party that is ruling the country. The development journalism in Ethiopia is favoured to report from the positive angle backing the government. It reports success stories. It declines reporting the failure. The public press calls the private media as "agents of pessimism, denial, and hidden political interest. In extreme cases, one accuses the other of serving Western liberal and imperialists in developing states for the advantages of the former than a truly organic growth from inside out"HabtamuAlebachew (March 16, 2014).

Ethiopia needs journalism that describes the real situation in which the country is in. The citizens need journalism that looks like the demographic, socio-cultural, and socio-economic picture and map of the country. It is possible to categorize the journalism in to three categories. These are Journalism promoting liberal idea, modernist neoliberal journalism and developmental journalism. Journalism that advocates liberal view is the Western mainstream journalism. This is the type of journalism from outside Ethiopia and targeting the country. The second type or neoliberal journalism is dangerous for Ethiopia. It is in the soil of Ethiopia and the copy of the western mainstream journalism which categorised as the dangerous for the country. This type of journalism is in Ethiopia's dress and by Ethiopians, who mostly innocently lobby for the massive importation of Western liberal culture into non-western and traditional Ethiopia. The third type of journalism is the developmental journalism. This version of journalism advocates that development is inside out, incremental, massive and collective, and never outside in (Ibid).

According to NegeriLencho the Federal Democratic Republic of Ethiopia (FDRE) to alleviate the poverty in the country has adopted the political economy of democratic and developmental state. This is to transform the country politically and economically as well. The media on the other hand to bring about change play the role of "promoting development,

democracy and good governance and a new journalism model, i.e. development journalism has been embraced" (FDRE, 1995 Constitution, Draft Media Policy Document, 2008).

In Ethiopia there is a good beginning of promoting socio economic development in the reporting of government owned media organizations where the model of development journalism has been incorporated. Government owned media institutions seem give more coverage to rural development issues when compared with the privately owned media organizations. He also says "the private media seem to give more coverage to political and good governance issues in a relatively critical tone, whereas government media cover more of socioeconomic development issues" NegeriLencho (2013:4).

The practitioners of development journalism particularly in the media institutions under government control give more attention to social development reporting such as health, education, and family planning. Almost all the media owned by the government, whether federal or regional both print and broadcast, cover rural development giving adequate time than private media organizations in the country. He added that this shows media organizations controlled by the government are promoting Agricultural Development Led Industrialization (ADLI) and the first Growth and Transformation Plan (GTP) of the government of FDRE. However, there is lack of addressing real issues of the poor community by the media organizations that attempt to cover development programs (Ibid p.5).

2.10. Journalism in the Age of Social Media

ALEJANDRO quoting Wikipedia defines social media as "a term used to describe the type of media that is based on conversation and interaction between people online. Social media are media designed to be disseminated through social interaction, using highly accessible and scalable publishing techniques".

The web has been changing the world and revolutionised how information is stored, published, searched and consumed. The wave effect of the web not only influenced businesses and industries but also spread to politics, medicine, media and breaches geographical locations, cultural boundaries and ultimately, affects people's day to day lives (ALEJANDRO, 2010).

Social media is a network enables people communicating through text, video, blogs, and pictures, status updates on sites such as Facebook, MySpace, LinkedIn or micro blogs such as Twitter (ALEJANDRO, 2010).

Social media has been influencing journalism of the mainstream media as a communication and news breaking tool. A Twitter user in Jakarta beat most major news companies by tweeting about the Bali bombing of 2009 (ALEJANDRO, 2010).

CHAPTER THREE: RESEARCH METHODOLOGY

3.1. Methods of the study

This research is a descriptive design whereby both quantitative and qualitative methods are employed to gather the necessary data. It is undertaken to study the attitude of journalists, editors, media managers and political leaders toward development, development journalism and factors affecting the practice of development journalism in EBC and ORTVO.

The method the researcher uses in this study is both quantitative and qualitative. Dawson (2007) and Dawson (2002) call the using of both methods in a research as triangulation. Using qualitative and quantitative methods simultaneously are believed to solve the weakness each of them has and enable to come with reliable findings.

Using qualitative and quantitative methods have several advantages. Scholars have described using both methods deserve many folds, enable to obtain efficient data collection procedures, facilitates replication and generalization to a population, to help the comparison of groups, and to provide awareness into different Creswell, et al (2010).

For quantitative data gathering structured close- ended questions were prepared and administered to journalists. For the collection of qualitative data some semi-structured questions were prepared.

3.2. Data Sources

Data Sources for this study were Ethiopian Broadcasting Corporation, Oromia Radio and Television Organization, Federal Democratic Republicof Ethiopia Government Communication Affairs Office (FDREGCAO) and Oromia Regional Government Communication Affairs Bureau (ORGCAB).The reason the researcher included FDREGCAO and ORGCAB in the research population is they are the executive bodies responsible for communicating issues of Federal Government of Ethiopia and Regional Government of Oromia respectively. All journalists in EBC working in news and current affairs of television broadcasting in Amharic, Somali and Afar; and national radio broadcast in Afan Oromo and Tigrigna are purposely selected for this study. Similarly, journalists, in ORTVO working in news and current affairs of television programs broadcast in Afan Oromo and Amharic are subjects of this study. The main reason for depending on news and current affairs of data collection is that news is a day to day activity of media houses and journalists and editors and media managers are always busy in feeding the audience with appropriate news they think fit

the audience. The reason for selecting the work language of the federal government (Amharic) and other languages is they address large number of the population in the country through these languages. The student researcher collected data from government communication affairs institutions. They follow the media institutions on the practice of development. Accordingly, Ethiopian federal Democratic Government Communication Affairs Office and Oromia Regional Government Communication Affairs Office Bureau were selected purposely.

3.3. Primary sources

The primary data were gathered from journalists' of EBC and ORTVO using survey questionnaire. In depth interview was also conducted with journalists, editors, media managers and government communication officials. EBC Amharic, Somali, Afar, Afan Oromo and Tigrigna news desks were the primary sources for this study. Journalists and editors in the department of Afan Oromo and Amharic of ORTVO were included in the study.

3.4. Sampling Techniques and Procedures

The researcher used non-random sampling technique to collect data from the population of journalists and editors of the news and current affairs of Amharic, Somali, Afar, Afan Oromo and Tigrigna languages of EBC. Similar technique was used for ORTVO of Amharic and Afan Oromo languages of news and current affairs department. The researcher used non-random sampling because some journalists were busy writing news and some others left for field work and difficult to include all journalists for the survey questionnaire.

All together there are 72 journalists in EBC news and current affairs desks of Amharic, Afan Oromo, Somali, Afar and Tigrigna languages. In Oromia Radio and Television Organization there are 70 journalists.

To make the sample manageable in terms of time and money the researcher has determined to take half of the number of journalists in each media houses. Accordingly 36 journalists from EBC and 35 from ORTVO were taken as sample examples. Therefore 71 questionnaires were administered to journalists of the two media houses and collected back.In-depth interview was conducted with journalists, editors, media managers of the two media houses and Oromia Regional Government Communication Bureau and Federal Government Communications Affairs Office

3.5. Data Collection Tools

3.5.1. Survey-Questionnaire

The researcher has planned to use survey questionnaire in gathering data. He has prepared close-ended and open-ended questionnaire. Close-ended questionnaire were used to "generate statistics in quantitative research" Dawson (2007:32).This method of data collection is quite popular, by different researchers and research groups such as private individuals, research workers, and private and public organisations and even by governments when conducting research from big enquiries. Some of the merits of this method as its cost are low when even the universe of the study is large, it is free from the bias of the interviewer; answers are in respondents' own words, there is sufficient time for the respondents to give answers by thinking well, it is easy to reach respondents, who are difficult to approach easily, it enables to use large samples and the results can be made more dependable and the data will be reliableKOTHARI (1990).Survey method is used in quantitative communication research; a survey is an empirical study that uses questionnaire and interviews. Survey encompasses six steps to be undertaken. These are selecting and framing questions, formatting, determining validity and reliability of questions, sampling subjects (respondents), administering the questionnaire, and analysing and interpreting results (Creswell 2012).

Questionnaire gives more freedom to the respondents to give their answers genuinely. Respondents are also feeling safe to answer the questions related with censorship. Self-administered questionnaire at least minimize journalists' fear of being identified Solomon Alemu (2005).Open-ended questions are used to collect a broad variety of responses from the respondents. Open-ended questions are inserted with it to obtain a more complete picture of the respondent's feelings and attitudes (Creswell).These questionnaire were presented to and administered to the respondents by the researcher. Because scholars suggest that it is good if questionnaires are filled up personally by the researcher Creswell (Ibid)

For this study, questionnaires comprising both close and open-ended questions were prepared. The number of questionnaire was 36 for EBC and 35 for ORTVO. From Federal Democratic Republic Government Communication Affairs office the official in charge of media diversity directorate and from Oromia Regional Government Communication Affairs Bureau the head of the Bureau was interviewed. The interviewee from FDRGCAO was Ato Tamirat Dejene and From ORGCAB was Ato Fikadu Tesema.

The questionnaire encompasses development related concepts, concepts of principles of development journalism, factors believed to affect practice of development journalism which include internal and external factors.

3.5.2. In-Depth Interviews

One of the data collection tools of the researcher is in depth interview. In-depth interview is sometimes referred to as unstructured interview. In this type of interview, the researcher attempts to achieve a holistic understanding of the interviewees' point of view or situation. In-depth interview is called unstructured because the researcher is not aware of what has happened in life of interviewee and leave the respondent to speak freely and asking a few questions. The participant is free to talk what he /she thinks important with a little bit influence from the researcher that to keep him on a certain direction. The researcher uses this data collection tool for the qualitative type of method (Dawson (2007).KOTHARI (1990) explains the importance of interview method or particularly direct interview of data collection as suitable for exhaustive investigations of study.

The researcher in gathering data using in-depth interview had developed open ended questions to guide the interviewee. The open ended questions were organized in a way to elicit information from the interviewee regarding development, development journalism, and factors that affect development journalism in each of the media organization and from FDREGCAO and ORGCAB which would be concluded as nation-wide result.

The researcher has gathered data through personal interview. Open ended and general questions were prepared. Technically, the interview was conducted in either Amharic or Afan Oromo. The researcher believes that if interview takes place in a separate room, it is convenient for interviewer and interviewee feeling free to ask and respond respectively. As a result he did so. The employed interview is tape recorded.

Five (5) journalists and two(2) editors from EBC, 3 journalists and 2 editors from ORTVO, 2 media managers from EBC and 2 from ORTVO 1 official from FDREGCAO and 1 official from ORGCAB were interviewed. Altogether 18 individuals were interviewed.

3.6. Methods of Data Organization Presentation and Analysis

The researcher employed both quantitative and qualitative methods of data gathering. The qualitative questions were designed based on the quantitative survey questions. For the organization technique, the data were organized separately in the category of quantitative and qualitative. The data gathered through survey questionnaire were coded. On the other hand,

those data collected through in depth interview were translated in to English and given code for journalists, editors and media managers rather than mentioning the name of the respondents to make the data confidential. However data gathered from government officials were not coded rather their names and their title were mentioned in the study.

For the data analysis part, information collected through close-ended questionnaire were arranged systematically to be presented in statistical percentage. On the other hand, data collected through open-ended questionnaire were analysed qualitatively.

When interviews were completed, the recordings were translated which were earlier conducted in Amharic or Afan Oromo and categorized into various sub-topics based on the guide. Then each topic was labelled using appropriate headings, and then the major findings were interpreted to draw conclusions about factors affecting the practice of development journalism in the country in general and in EBC and ORTVO in particular. The recordings of the interview were conducted in Amharic or Afan Oromo and were translated into English by the researcher. The researcher believes that he has the knowledge of transcribing and translating from the local languages in which the interview was undertaken to English.

3.7. Validity and Reliability

Validity is important for a research to be conceptually and scientifically important. The main purpose of validity is to maximize the exactness and usefulness of conclusions by eliminating or controlling as many puzzling variables as possible, which allows for greater confidence in the outcomes of a given study (Graziano&Raulin,2004) in (Marczyk et al 2005)

It is obligation of a researcher to test the validity or relevance of the questions that he uses for data collection. Reliability is the consistency of the questions in the questionnaire. The validity (relevance) and the reliability or consistencies of the questions are checked by putting the same question in different ways at different places.

Accordingly to check the validity and reliability of the questions in the questionnaire of this study the researcher had taken constructive advice and also administered questions to pilot test to journalists and editors. Slight corrections were made on the questionnaire based up on the pilot test and discussion with his advisor. Therefore, he believes that the questions were valid and reliable for data collection of this study.

3.8. Ethical Considerations

The research is difficult to conduct if others are unwilling to cooperate. So what this researcher did was respecting the participants and respecting the information they gave him in the process of doing this research. He did not mention the names of the respondents of media houses in the research. The subjects of the research were told that he protects them not to be harmed psychologically by keeping the data confidential. He had informed government official that their names will be mentioned in the research as they are government representatives.

CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

4.1. Introduction

The purpose of this research is to find out factors affecting the practice of development journalism in Ethiopia. The study was conducted on the two media houses in Ethiopia and a Federal Government Communications Affairs Office and a Regional Government Communications Affairs Bureau. They are Ethiopian Broadcasting Corporation (EBC), Oromia Radio and Television Organization (ORTVO), Federal Democratic Republic Government Communications Affairs Office of Ethiopian (FDRGECAO) and Regional Government Communications Affairs Bureau of Oromia (RGCABO). EBC is the first and the only national media station serving the country for more than a century. ORTVO is a regional media organization serving the largest region (Oromia),for a decade. FDREGCAO and RGCABO are the executive bodies responsible for communicating issues of Federal Government of Ethiopia and Regional Government of Oromia respectively. The data were collected from television news rooms of these media houses and the two government communications affairs institutions. Methods used were both quantitative and qualitative. Quantitative data were collected from journalists whereas qualitative data were gathered from journalists, editors, media managers and government communications officials. In this chapter firstly quantitative data were presented then followed by qualitative data presentation and analysis

4.2. Journalists', Editors', Media Managers' and Government Communications Officials' Concept on Development

The student researcher asked the following questions to know the view of journalists, editors, media managers and government communication officials on the concept of development. This is because, if there is misconception on the idea of development, the researcher believes that it is difficult for them to apply development journalism and this leads to the conclusion of a factor to apply development journalism in the media houses and in return in the country.

Journalists, editors, media managers of EBC and ORTVO and government communications affairs officials explained their view of the concept of development as follows.

How do you perceive the level of the listed factors on development and development journalism? Please, indicate your agreement or disagreement by encircling to the numbers 1, 2, 3, 4, or 5

Key:-

5=strongly agree, 4=agree, 3=neutral, 2= disagree, 1= strongly disagree

Table 1:- Journalists' view on the Concept on Development

no	question	level	no of respondents	%
1	Having lots of money alone is sufficient measurement of development	5	3	4.22
		4	20	28.16
		3	14	19.71
		2	23	32.39
		1	11	15.49
2	Development comprises the betterment of an individual and community in terms of education and health	5	17	23.94
		4	39	54.92
		3	5	7.04
		2	3	4.22
		1	7	9.85
3	Peaceful democratization process is a sign of development	5	18	25.35
		4	41	57.74
		3	5	7.04
		2	3	4.22
		1	4	5.63

From table 1 above one can understand almost half of the respondents disagree with the idea of *having lots of money alone is sufficient measurement of development*. On the other hand, significant numbers of journalists (32 %) have the concept of measuring development in terms of quantity. Still some others (19.71) are undecided whether development is quantifiable or not. Similarly, most of the journalists (78.86%) believe that *development is measured in terms of the betterment of an individual and community in education and*

*health.*A few numbers of the respondents, (about 14%) however, disagree with the concept of development is related with the betterment of an individual and community in terms of education and health. In a similar development the majority of the respondents (89.52%) have agreed with the relationship between development and democratization process. A few numbers of them about 10% have disagreed with this idea.

To obtain more information the student researcher had presented open ended question for journalists to answer in brief writing. Accordingly their responses were summarized here below. The respondents were asked to define what development means. Most of them define development as it comprises social advancement, economic growth and applying democratization process. A journalist from Ethiopian Broadcasting Corporation coded as (EBCS3) described development as "It is betterment in education, health, increasing better living standard, industrialization, urbanization and rural development".

Similarly, a journalist from another media house (ORTVO) coded as ORTVO4 explained what development is as "development is political freedom, practical human and democratic right, improving the living standard, fulfilling basic needs of the people". The idea of this journalist is similar with development concept of Sen who defined it as freedom. The substantive freedoms comprise elementary capabilities such as avoiding starvation, undernourishment, escapable morbidity and premature mortality, as well as the freedoms that are associated with being literate and numerate, enjoying political participation and uncensored speech and so on(Sen 1999).

In in-depth interview informant journalists answered their perception of development differently.

An informant journalist from EBC coded EBCIJ1 describes development as

> "In a developed country people get job opportunity. The country's economic development is seen when citizens get job opportunity" EBCIJ1 June 1 2016.

Another informant evaluates development with regard to access to infrastructure "Development includes getting access to basic infrastructures; water, road, health, education, electricity, telephone wire, internet access;" ORTVOIJ3 June 6, 2016.

Some other informants have measured development with public participation.

> Development includes public participation in social and political development. Development is not only having food but also enrichment in education, secured from danger, expressing views with freedom. Development is not only related with agriculture but also creating economically, politically and socially developed society. EBCIJ4 June 1, 2016.

The idea of EBCIJ4 above has a share with the concept of the definition of the late Tanzanian President Julius Nyerere who concentrated on human development. Nyerere alerts that the purpose of development is liberation of the man (citizens.) Development, as Nyerere asserts is "the political, economic and cultural empowerment, attainment of human dignity, commitment to quality life and human equality, as well as human freedom" (Nyerere, 1968 in Solomon 2014:7).

Most informant editors have the view that development is expanding infrastructure and economic progress for the citizens. According to others it includes democratization process. EBC informant editor has said development can be undertaken by cooperation between government and the public. "Development is to facilitate the benefit of the public. It is undertaken both by the public and the government. It includes the facilities of water, access to road, electric light, telecommunication, and health facilities and may be cleaning and beautifying the towns, and doing other activities which benefit the public in general". EBCIed1 June 1 2016. The concept of EBC informant editor EBCIed1 is similar with the concept of Development of (Jo Ellen Fair & Hemant Shah 1997 in Melkote & Steeves 2001) described as improving the living conditions of society at large.

Another editor has defined development as a product. "Development is something that grows and produced to benefit the public" EBCIed3 June 1 2016.

An editor in ORTVO noted that development comprises infrastructure and improving the life standard of citizens individually and holistically.

> Development is the expansion of infrastructures, the progress in democratization process that can be observable nationwide. Individually it is when there is progress in each house hold. When the country earns a lot of foreign exchange currency, when the currency changes the citizen's life style as a whole. It comprises economic advancement, betterment in living standard, including housing, education, health facility, etc. ORTVOIed1 June 3 2016.

A media manger from ORTVO replied that development is life changing process. "It includes contributing something for the betterment of individual and the country as a whole. It begins from the idea of an individual for betterment. It also comprises economic, social and political development. It leads to more civilization and modernization" ORTVOIMM1 June 6 2016. This media manager's idea is shared by Everett Rodgers who studied ways of life of farmers like Ethiopia, in his study on farmers in India, Nigeria, and Colombia he assumed how modernization will come. Unless peasants were individually and collectively persuaded to change their traditional ways of life, modernization could not imagined (Everett Rodgers 1969 in Melkote & Steeves 2001:89).

A media manager of EBC retorted that development is the process of eradicating poverty.

> Every activity to eradicate poverty is development. It is a broad sense. It includes basic infrastructure, good governance, agricultural activities, tourism activity and investment. These and others which help the people alleviate from deep rooted poverty are called development. The plan for all of these activities is outlined by the government. EBCIMM1 June 14 2016.

The idea of EBCIMM1 above on the concept of development is supported by what Michael Todaro (1972:62) in Servaes (2002:76) explained development as "Development must be seen as a multi-dimensional process involving major changes in social structures, popular attitudes, and national institutions as well as the acceleration of economic growth, the reduction of inequality and the eradication of absolute poverty".

Ato Tamirat Dejene, Media Diversity Directorate General Director, at Federal Democratic Republic Government of Ethiopia Communication Affairs Office (FDRGECAO) defined development in Ethiopian context as "development comprises not only individual economic income, but also includes non-economic affairs such as justice, good governance and others". June 21st 2016

According to Ato Fikadu Tesemma, Head Oromia Regional Government Communication Bureau, Development holds education of human mind, addressing the public with basic infrastructure, expanding industrialization, technological advancement and fighting corruption.

> The main agenda of development of this government is development of human mind. To undertake this government has opened schools in every village in our country. We have maximized basic infrastructures in both urban and in the countryside. The public assisted by education should be healthy. Road construction plays great role in facilitating the public to communicate and get information. The government has been providing the public pure water. In general development is changing the attitude of the public and enables to maximize production and means of production there by transforming the agriculture lead economy to industrialization. June 22nd 2016.

In general responses of journalists, editors, media managers and government officials are different in explaining development. They have defined development in different ways. Most perceived it as infrastructure expansion and eradicating poverty. They rather lack the perception to see development as (Melkote and Steeves 2001 in Solomon 2014) noted development as liberation. The Scholars see development as a process of liberation from injustice, discrimination and oppression the concept which Ethiopian journalists, editors, media managers and government officials lack to understand.

4.3. Journalists', editors', Media Managers' and Government Officials' Concept on Development Journalism and Investigative Reporting

Table 2:-Journalists' Concept on Development Journalism

No	Questions	levels	No. of respondents	%)
1	Development journalism incorporates investigative reporting	5	17	23.94
		4	18	25.35
		3	8	11.26
		2	24	33.80
		1	3	4.22

As it is indicated in table 2 above almost half of the respondents (49.29%) have agreed with the idea of development journalism incorporates investigative reporting. Some of the respondents (30%) have disagreed with the notion of development journalism incorporates investigative reporting. The above mentioned journalists (30%) lack the concept of development journalism and investigative reporting Banda (2006) mentioning Galtung and Vincent (in Gunaratne 1996) stated as investigative journalism can serve as a feature of the developmental role of the media.

Journalists responded to a question asked to write the definition or meaning of development journalism. Thus, the responses are collectively seen respondents have answered what development journalism as it reporting positive and negative aspects of an issue, gives priority for the low level society and reporting the enhancement of development. For example a journalist EBCS6 notes it as "a community journalism to achieve social justice, good health, education and progress for society".

There are, however, journalists who perceived development journalism as journalism that only report the positive angle of an issue. Accordingly, a journalist ORTVO3 remarks development journalism as it "reports positive aspect of an issue". It is also perceived as the type of journalism that linked with the law of the land.EBCAO1 notes, "DJ is all about practising journalism in accordance with the rule and regulation of the state". There is the perception that DJ works in favour of the government plan. A journalist coded as (EBCAO11) has the view, on DJ, as "It is a kind of journalism that focuses on reporting

government ideas, policies, programmes and events". Another journalist (EBCT5) from the same media house also related DJ as a journalism that reports what the government has achieved "DJ is reporting government works". The idea of these journalists seems contrary to what Banda described as "development journalism should sometimes engage in 'constructive' criticism" Banda (p.6) mentioning Galtung and Vincent (in Gunaratne 1996).

Another editor emphasised development journalism heavily depending on reporting positive side of a development activity.

> It should focuses more on development positive side than negative side. For example if the work done for development is 25% and the problem exists on a certain development project is 75% we should stress more on the 25% of the work achieved and promote more of the positive side. If you stress more on the negative side, you are showing that that development project will not have hoped to serve the public. Stressing more on the negative aspect of development project, creates hopelessness in the community. The journalist should indicate the way to solve problems in the development project. EBCIed2 June 1 2016.

The view of this EBC editor shares the idea of Banda's "development journalism should sometimes engage in 'constructive' criticism, highlighting success stories, where necessary" Banda (2006:6) mentioning Galtung and Vincent (in Gunaratne 1996). But almost all of journalists, editors and media managers lack the concept of development journalism which scholars described as DJ should "include comparisons with how development is progressing in other countries and regions" (Shah, p.6 (in Wimmer & Wolf 2005: 3).

An editor from ORTVO has defined development journalism as experience sharing among the citizens in different development sectors.

> Development journalism is showing progress, because it is sharing experiences among the peoples of the country. For example, if a farmer in Anfilo District (Qellam Wallagga Zone, Oromia state) is specialized in coffee production and showed on television, farmers in Hararge can share his experience and follow his footsteps in coffee production. This experience sharing is expanded in all directions in every walk of life. ORTVOIed1 June 3 2016.

The idea of the above editor is supported in experience sharing by Melkote and Steeves. Mass media pays great role in emancipating the people. Mass media served as the vehicles for transferring new ideas and models from the developed West to the developing Third World and from urban areas to the rural countryside (Melkote and steeves 2001).

All informant media managers have the idea that development journalism is sharing good experiences by pointing out challenges of development processes so as to achieve better living standard. The following media manager's idea shares with what (Shah, p.6 (in Wimmer & Wolf 2005: 3) indicated DJ "Should examine critically, evaluate and interpret the relevance of development plans, projects, policies, problems, and issues".

> The level of understanding on the concept of development journalism varies among persons. In my opinion it digs out the problems that exist in the community and finds solutions for the challenges of development of that community. Showing threat of development with their origins and indicating solutions for them in the reporting. It does not report from one side only. It includes information from the public and government and serves as a bridge between the two. ORTVOIMM1 June 14 2016.

The media manager's idea has the concept what Banda (2006:6) mentioning Galtung and Vincent (in Gunaratne 1996) journalists should try to make it concrete in terms of human beings. They should report people as subjects, actors and agents of development rather thanas objects or victims with needs deficit.

EBC informant media manager replied development journalism is a journalism that functions in developing nations and used to curb poverty. "Development journalism is a journalism that works in the developing country. It is a journalism that supports the activities of development in order to curb poverty. It does not have the intention of retarding the started development activities. It investigates to find out the success and failure"EBCIMM1 June 14 2016.

Most journalists, editors and media managers see development in economic increment and construction of infrastructure they lack the concept of development news incorporates tertiary needs "such as cultural diversity, recognition and dignity" (Shah, p.6 (in Wimmer & Wolf 2005: 3).

Journalists, editors and media managers of the two media houses lack having the concept of DJ which Banda noted development journalism should focus on more than economics because all other factors – military power, political power, cultural power, etc. – have to do with development in some way or another (Ibid).

They also lack working on all walks of life which Banda(2006) retorted as development journalist should focus on all walks of life, the rich, the middle class, the working class, the poor, the dirty poor, etc. should be entertained. In other words, human life is rarely captured in black and white; there are always shades of grey.

Ato Tamirat stated development journalism as follow:

> Motivating the public toward development because it is not only bring about development by specific number of people or those who have knowledge only, all the people from top to bottom must cooperate. In the meantime the public should be beneficiaries and shared from development. When problems are created, development journalism using investigative journalism reveals why the problems are created. It works the problems not to be created. June 21st 2016

Ato Fikadu also described development journalism as "it stands for the interest of the larger masses. It helps the public participate in the development activities. It exposes the challenges clearly. Not only exposing the challenges but also showing how the public solves the problem. It does not report desperate reports but creates hope in the public how to solve challenges of development" June 22 2016.

Journalists were asked how they perceive the relationship between DJ and IR. Majority of the journalists have the perception that DJ and IR have common principles. They noted that they are inseparable to bring about development, help each other, both work for the betterment of the society. For example ORTVO43 states "They are interfacing phenomenon which are inseparable, promoting the good experience and digging out chronic problems of the society". EBCAM 2 states that both are interrelated. He notes, "The way in which reports are told whether they are developmental or not an investigation of insightful information (elicit evidence) is needed".

There is a perception that as if IR denies the development of a country. With this view, EBC journalist coded as EBCT6, states, "Development journalism always reports the development, the positive side of an issue, investigative journalism reports negative perspective about good

governance, and denies a country's development". Furthermore, there is a perception that IR focuses on the failure of good governance in the government institutions, not DJ does this. Accordingly, EBCAO11 "Development journalism focuses on success story of government, but investigative journalism focus on government institutions, business companies, and other organizations that fail in good administration". Journalist EBCS4 also notes as they are different. He explained there difference as, "DJ is showing government goals to the people and IR is investigating cases like corruption".

Oromia Radio and Television Organization informant also stated that in development Journalism Investigative reporting can be exercised.

> Investigative journalism can be part of development journalism. Development Journalism in reporting development can investigate shortcomings of the development processes. A development journalist therefore, instead of praising development, investigates shortcomings of the development processes that affect the beneficiaries of the project. ORTVOIJ1 1st June, 2016.

An EBC informant has said there is no relationship between Development journalism and investigative reporting. "Development journalism and IR are not part and parcel of each other. They are totally different. IR is to uncover the hidden agendas or activities. It may be to uncover the corruption. IR reporting therefore needs even scarification. But DJ only needs follow ups on an issue of development activity". EBCIed1 June 1 2016.

Another editor from ORTVO has described DJ does not need deep investigation unlike IR. "Investigative reporting is harassing an issue or problem and reports it. It reveals what has been hidden. DJ does not need deep reporting. It is shallow". ORTVOIed2 June 6 2016.

The media managers responded that development journalism uses investigative reporting to dig out challenges of development so as it will be corrected for the future.

> Investigative reporting depends on an issue and tries to dig out relying on it to the end. On the other hand, development journalism uses techniques of investigative reporting and deal on different issues at the same time. These issues are finding challenges, origins of challenges and indicating the solutions. It enables others to learn from one development report. Development journalist works for the unity of the country not demolition. ORTVOIMM1 June 6 2016.

An informant media manager of EBC philosophically development journalism and investigative reporting are different. But development journalism uses techniques of investigation in addressing development.

> Way of thoughts of development journalism and Investigative Reporting are different. Their ways of communication are different but they address the same thing. A journalist of development investigates and criticizes decision makers or executives on a development agenda. When a journalist criticizes the public are benefitted, they have got justice. If a journalist declares there is shortage of something, he is advocating development so that the public get in adequate what they lack. Therefore, development journalism and investigative reporting are two sides of the same coin unless they differ in ways of communication. EBCIMM2 June 17 2016.

Ato Tamirat said investigative reporting can exactly be used in development journalism. Ato Fikadu also told that "Investigative reporting is allowed in the practice of Development journalism. DJ when reporting challenges of development activities can show the responsible bodies for the problems created in the development process". June 22 2016. But according to these government officials investigative reporting has faced problems from journalists and government officials or politicians. Ato Fikadu said, "Journalists hurried to attack and ridicule individual officials". June 22 2016. Ato Tamirat also added the problem journalists have regarding investigative reporting as

> In order to identify and investigate the limitations in the development process there are so many weaknesses. The limitations are from the limited capacity of the journalists. To investigate they have to have the capacity to conduct research. They have to identify the problems in the development process by research and confirm by research. They have to interview all the stakeholders of the development process. To undertake all these it needs time and knowledge. However the there are limitations in these regard. 21st June 2016.
>
> Ato Tamirat further stated that journalists are not clear with policy of the government. "There is lack of knowledge on the policy that allows learning by reporting failures in the development process of our government. If you ask journalists on the policy, they may tell you that there is no policy that allows to learning by reporting from failures" 21st June 2016.

They lack what Banda (2006) noted as development journalist should see aspects of democracy in his reporting.

4.5. Journalists, Editors, Media Managers and Government Communication Officials on How Government Issues Are Reported

Table 3Journalists response on How Government Issues Are Reported

no	questions	Level	No of respondents	% (per cent)
1	A development journalist should always report the positive side of the government	5	3	4.22
		4	6	8.45
		3	3	4.22
		2	24	33.80
		1	35	49.29
2	In developing nations like Ethiopia, journalism should be in line with the government plan.	5	6	8.45
		4	27	38.02
		3	3	4.22
		2	23	32.39
		1	12	16.90
3	Development journalism should facilitate, thoughtful dialogue among the people, and between the people and their governors at different levels	5	25	35.21
		4	29	40.84
		3	2	2.81
		2	13	18.30
		1	2	2.81
4	In the practice of development journalism in developing nations, like Ethiopia, the government should not be criticised one way or another	5	6	8.45
		4	12	16.90
		3	6	8.45
		2	25	35.21
		1	13	18.30

Most Journalists (83%) believe that journalists should not always report the positive side of the government in reporting development activities. A few of the respondents (12.67%) on the other hand, have agreed with the idea that is stated as *journalists should always report the positive side of the government* when reporting development activities. About half of the respondents (49.29) have disagreed with the point of *in developing nations like Ethiopia; journalism should be in line with the government plan. On the other hand about 48% of the respondents agreed with the idea stated. The majority of the respondents (76%) have agreed with the principle of Development journalism should facilitate, thoughtful dialogue among the people, and between the people and their governors at different levels. On the other hand about 20 of them have not agreed with this view. More than half of the respondents (53.51) have not agreed with the idea of that government should not be criticized one way or another in developing nations like ours. However, 25.35 of them have agreed with the idea that stated as government should not be criticized while practising development journalism in developing nations like Ethiopia. These journalists lack the concept* (Xiaoge (2009b in Solomon 2014) described as development journalism should be independent from government and to provide constructive criticism of government. *A few of them have not decided their view of the government is to be criticized in practising development journalism or not in developing countries.*

The number of journalists (12.67%) above are contrary with the notion that 'Development journalism', (Xiaoge, 2009b) in (Solomon 2014) focuses on the empowerment of the ordinary people so as they achieve their development goal. It is reporting both achievements and limitations in development plans and processes, in the meantime criticising the government.

Respondents were asked to comment their view on what they have experienced when journalists report government issues in relation to reporting positively or negatively. Almost all of the respondents have responded journalists report government reporting positively. Respondent EBCAM3 wrote as "It depends on the journalist. Many of them are reporting positively the government issues. This originates from biasness and pressure from bosses". Another respondent EBCAO1 responded as "It is difficult to report negative side of the government, you report positive side only. If you report comparing negative and positive side, you are denied of your democratic and human rights. In general EBC is taken as a mouth piece of the government". A respondent ORTVO6 notes "since the media organization is not free from government officials' interference, journalists also make self-censorship".

It is hard to criticize the government as EBCIJ2 described "with regard to criticizing the government I don't dare to say, we criticized the government. Because, the organs we are reporting about them have long hands. There were reports that we have recorded from the field and brought here to EBC and we were ordered not to produce them. The bosses ordered journalists not to produce and prohibit such reports not to be publicized"

A journalist from ORTVO noted that they don't criticize the government. "Since we fear, we read unwritten laws. On the brief meeting of journalists early morning the directions are given. We always report the positive of the government according to the direction". ORTVOIJ2 June 6 2016.

Similar idea was described by EBC informant journalist.

> For what journalists have reported it is them who suffer most. There is a chain of officials that have power and attack journalism and journalists. They attack in different ways either directly or indirectly. They de promote journalists. They dehumanize journalists. They depose from levels. For example on an issue of a certain town's sport club I have faced a serious challenge. I produced a programme and officials of the town were furious about me. I told them I have not reported false report. There was a sport club that was destructed. The officials did not want the information to be disclosed on the media. But, I reported it. They intimidated me. Now, those members of that sport club are dispersed and they lost hope. There are many such difficult cases happened against journalists when reporting any negative of the officials. EBCIJ2 June 1 2016.

According to the perception of another EBC informant journalist, journalists don't want to face challenges.

> Normally, there is interference in the media by different stakeholders, whether private or government media. So, most journalists do not want to face challenges from the stakeholders. First the blame lays on the journalists for the failure of journalism, in particular DJ in Ethiopia. There are journalists who do not defend or confront even their editors. There are journalists who do what they are told to do and keep silent submissive. EBCIJ3 June 1 2016.

Most respondents pronounced government issues or any development issues are reported from the success stories or positive angle. For one thing there is lack of knowledge how development journalism has been perceived second interference from government officials in journalistic principles.

> There is a problem of understanding on the principles of DJ in this country. If a journalist has good understanding of DJ for example, the editor or the manager may not have good understanding of the principles. We normally say we are practising development journalism, but we don't have equal understanding of DJ. All have perceived as if DJ always reports growth only and not reports the problems, challenges and mismanagement. There is self-censorship of journalists thinking that if reported according to the principles editors may not be happy or the top manager may stop it publicized. EBCIJ3, June 1, 2016

Editors also have similar view with informant journalists with regard to reporting government issues. They report from the positive angle.

> If the reports touch the interest of government, we don't report negatively. Normally with serious interests of the government direction is given to us how to report. For example, with the issue of Addis Ababa and Finfinnee Surrounding crises in 2015 and 2016 in Oromia, we reported positively. If there were protests in relation to this issue, we used to report as if there was no protest on the matter. EBCIed3 June 1 2016.

Another ORTVO editor said media is serving as public relations (PR) organ of the government rather than media that serves both the government and the public. "Currently the media under the government control looks like an organ serving as public relations of the government rather than media that serves the public and government. What we are reporting every day is like public relations; and PR is different from journalism" ORTVOIed1 June 3 2016

ORTVO media manager described there are internal and external challenges to report government news from the positive angel.

> External influence is that the way government officials perceived the media. They want the media to report only their interest. Internal influence is lack of knowledge, skill and unethical activities on the part of journalists.

> Occasionally journalists are unsecured for their reporting. Even the media organization is not secured sometimes. Since journalists are poor, the lashes or clubs (beats) comes from outside affects journalists' life. Journalists are dependent on the media economically. These factors lead government issues to be reported in most cases from the positive angles. ORTVOMMI1 June 6 2016.

According to the information from EBC media manger the intention of their report is positive. "We orient our journalists critically observe news they produce. Basically our intension is positive. We don't want to make the news sensational because making news sensational is not the intention of development journalism". EBCIMM1 June 14 2016.

The idea of some of the above journalists, editors and media managers share the idea of scholar Boyd who noted, Journalists who try to expose corruption and human rights abuses are also targeted in developing and people under the control of dictatorial regimes (Boyd 2001). Their perception description seems the journalism practiced in the country is loyal to the government rather than the principles of journalism. In addition, the idea of journalists, editors, media managers, and government officials noted above describe development journalism in Ethiopia is not critical or investigative type journalism. Their idea similar with what, (Xiaoge, 2009b in Solomon 2014) described, 'Development journalism', also named as 'investigative and critical type of development journalism' was and still is being practised in many Asian countries. In many African countries, on the other hand, a form of 'developmental journalism' also called as 'loyal to the government journalism', 'government say-so journalism' or 'development reporting' was practised.

Development journalism practiced in Ethiopia lacks the idea (Shah, p.6 (in Wimmer & Wolf 2005: 3) sees development journalism as consisting 'news' that "Should examine critically, evaluate and interpret the relevance of development plans, projects, policies, problems, and issues".

As indicated in table 3 above 20% of journalists lack the principle of development journalism which Banda (2006) noted development journalism should facilitate, thoughtful dialogue among the people and between the people and their governors at different levels. When journalist facilitates conversation among the people, dialogue arises. When this is done then the reporter learns, that people have a good understanding of issues that directly affect them.

Ato Tamirat noted as "there is no doubt that there are government officials everywhere who say not to reveal any negative of them". Ato Fikadu's idea also matches with Ato Tamirat's, "government officials don't have understanding on the concept of development journalism. Whenever media report they want positive reporting".

The two media houses since they work on certain issues in campaign siding the government they lack the idea of Djokotoe (2013) a reporter should pursue unusual angle of the story to be told. For example if the government wants to expand the town to the city, the reporter should see another angle of reporting, like how many people will be affected, the number of hectares of forest land as a result will be lost and etc.

Negeri Lencho (2013) states that promoting success stories is the duty of development journalism. Since they depend on positive angle most of the time they lack the idea of Negeri which is stated as relaying on reporting only the positive aspect has negative impact on the media. His justification for it is that "relaying on only success stories may damage the credibility of the media and limits the impact of the message. It may also lead to public apathy and dislike of the media and stereotyping journalists and the government" Negeri Lencho (2013:7)

4.6. The Concept and Practice of Journalists, Editors and Media Managers on Society and Development Journalism

Table:-4 Concept and Practice of Journalists, on Society and Development Journalism

no	questions	level	No of respondents	% (percent)
1	The concern of development journalism is reporting on rural development not urban development	5	7	9.85
		4	10	14.08
		3	3	4.22
		2	20	28.16
		1	32	45.07
2	Development journalism does not report the interest of the masses and marginalised groups of the society	5	6	8.45
		4	13	18.30
		3	5	7.04
		2	20	28.16
		1	27	38.02
3	Development journalist should report comparing the life of top rich and bottom poor in the community	5	15	21.12
		4	32	45.07
		3	2	2.81
		2	16	22.53
		1	6	8.45

As depicted from table 4, the majority of the respondents(73.23) have disagreed with the concept development journalism is concerned about reporting rural development not urban and about a quarter (23.93) of them agreed with this idea. These 23.93 % of journalists lack the idea of Negeri on development, "Journalists were expected to be the first in investigating and exposing the corruption related with land management in Addis Ababa and almost all big towns in the country where few corrupt officials managed to swell their stomachs with the revenue from 'urban land businesses' which is constitutionally prohibited".

Most of the respondents (66.18) of the journalists in this study disagreed with the idea of development journalism does not report the interest of the masses and marginalised group of the society. But, more than a quarter of the respondents (26.75) have agreed with the stated idea. A few of them (7.04), nonetheless, have not decided their choice on this point. On the point of development journalist should report comparing the life of top rich and bottom poor in the community, 66.18% of the respondents have agreed and about 31% have not agreed with the concept. They (31%) lack what Banda (2006) described as development journalist should compare the life of bottom poor and top rich of the society.

Regarding reporting issues of the marginalized groups EBC still has not equally entertained the religions in the country.

> The coverage given for religious institutions are not equal. Christians and Muslims are not treated equally. Protestant and orthodox are not treated equally. Protestant and *wakefeta* are not equally treated. For example, when it is the holly day of Muslims, the media gives coverage nominally. But when it is the holly day of orthodox Christians, there is big coverage for many days. Even we start before one month of the day and continue for about two or three weeks after the holly day promotion. Protestant and orthodox are not given equal opportunity on the media. Orthodox prevails over protestant on the media. Orthodox acts as state religion. The others are still marginalised. EBCIJ2 June 1 2016.

Another EBC informant journalist has supported the above journalist idea. "According to the principles or motto of EBC it should respect diversity. But practically we don't see diversity of ideas. We are trapped in limited areas of reporting. As a country which comprises diversity in age sex, religion, ethnicity, etc. the media didn't entertain diversity issues, particularly issues of the marginalised groups". EBCIJ3 June 1 2016.

ORTVO informant journalist also explained the media focuses on the agenda of the government most of the time. "There is lack of entertaining the voices of voiceless marginalized groups in our media. We focus mostly on the government agenda. If those marginalised groups are not the agenda of the government they don't get coverage". ORTVOIJ1 June 6 2016. According to another ORTVO informant journalist since the media works like campaign it doesn't cover issues of marginalised groups.

> We haven't addressed all marginalised groups. The work activities in this media house are like campaign. Example if anniversary of May 28 (Ginbot)20) which Ethiopian Peoples' Democratic Front (EPRDF) controls Addis Ababa in 1991, has arrived the whole month's reports on media are about May 28. There is no plan and doing accordingly. So we haven't addressed issues of marginalised groups and diversified community. ORTVOIJ2 June 6 2016.

EBC media manager described, "We haven't addressed issues of marginalised groups adequately. The challenge is from the lack of journalists' initiation to ward issues of marginalized groups." EBCIMM1 June 14 2016. Another media manager of EBC designated, "We haven't addressed marginalised groups yet. "We haven't reported issues of marginalized groups by planning. We accommodate them when they come to the media having their agenda. For example when physically disabled people have certain events, they request to cover the event and we do that. We are most of the time trapped in covering events, celebrities and inauguration ceremonies". EBCIMM2 June 17 2016.

Therefore EBC and ORTVO lack the idea of (Xiaoge (2009b in Solomon 2014) stated as development journalism empower the ordinary people in improving their own lives and their communities.

Almost media in Ethiopia in particular EBC and ORTVO lack the idea emphasized by (Xiaoge (2009b in Solomon 2014) to empower the ordinary people in improving their own lives and their communities.

EBC and ORTVO also lack the idea Eric Loo (2009) states as development reporting should be from bottom up. If it is reported from bottom-up it allows the ordinary citizens to make their concerns to the policy makers known, through the media. Media must be voice to individuals to articulate alternative visions of society.

By its definition and purpose, development journalism is assumed to serve the ordinary people, not the elite. In this regard the term 'ordinary people' is to mean the marginalised, poor and less privileged people (Xiaoge, 2009a in Solomon: 2014).

But, in its practice it was found out that development journalism was criticized for neglecting the ordinary people (Pandian, 1999) in (Solomon Ibid). Therefore, as indicated in the responses of journalists, editors, media managers and government officials, Ethiopian development journalism lacks working on the marginalized groups of the country. This idea is supported by what (Pandian, 1999) in (Solomon 2014) described here above.

4.7. Journalists' Perception on their Media Organizations in Relation to the practice of Development Journalism

Table 5:- Journalists' Perception on Their Media Organizations in Relation to the practice of Development Journalism

no	Questions	level	No of respondents	%
1	Your media organization creates awareness to the public about democratization by creating public forum for free debate and exchange of opinions, providing unbiased quality, complete and timely information	5	7	9.85
		4	11	15.49
		3	8	11.26
		2	26	36.61
		1	19	26.76
2	The media organization you are working for usually avoids using technical jargons that are not clear for the audience	5	4	5.63
		4	25	35.21
		3	8	11.26
		2	30	42.25
		1	4	5.63
3	Investigative reporting has been continued successively in your media organization	5	1	1.40
		4	6	8.45
		3	7	9.85
		2	39	54.92
		1	18	25.35
4	Your media house has been inherently working to aware the citizens find realistic solutions to on-going issues inherent in areas ranging from race and religion to public health, environment, education and human rights.	5	10	14.08
		4	22	30.98
		3	5	7.04
		2	16	22.53
		1	18	25.35
5	Your media organization encourages going deep into the community and reporting real life existing there.	5	2	2.81
		4	24	33.80
		3	7	9.85
		2	33	46.47
		1	5	7.04

According to table 6 above 63.52% of the respondents disagree with the idea suggested as of journalists *Your media organization creates awareness to the public about democratization by creating public forum for free debate and exchange of opinions, providing unbiased quality, complete and timely information.* This means EBC and ORTVO lack the idea Banda (2006) noted as development journalism should facilitate, thoughtful dialogue – among the people and between the people and their governors at different levels. When journalist facilitates conversation among the people, dialogue arises. When this is done then the reporter learns, that people have a good understanding of issues that directly affect them (Banda). Some a quarter of the respondents (25.34) however, have showed their agreement. A few of them (11.26%) have not yet decided whether to agree or not to. It is also depicted that with the idea *the media organization you are working for usually avoids using technical jargons that are not clear for the audience*, the majority (47.88%) have disagreed, and 40.64% have agreed. This means media uses technical jargons which are not clear for the audience. So it is contrary to Djokotoe (2013) who forwarded a journalist should avoid technical jargon it enables the reporter focus on the concrete issue. If need be to use technical jargon the reporter is advised to define it clearly and simply.A few of them (11.26%) have not decided their agreement or disagreement. Responding to the idea of "Your media house has been inherently working to aware the citizens find realistic solutions to on-going issues inherent in areas ranging from race and religion to public health, environment, education and human rights", 47.06% have responded by disagreeing with and 45.06% have agreed with. Since 47.06 % of the respondents answered negatively the media lack the idea of a scholar who stated development journalist should not only aware the people there is a problem but in a way they find realistic solutions to on-going issues inherent in areas ranging from raceand religion to public health, environment, education and human rights (Loo quotes journalism educator Shelton Gunaratne 1999).

With another point related with the performance of their media house journalists were asked to respond on a question if their media organization encourages going deep into the community and reporting real life existing there, respondents a little bit more than half (53.51%) have disagreed, 36.61% have agreed and a few (9.85) have not decided their agreement or disagreement with the point. Development journalist has to report from the field. The media lack the concept of the scholar which is stated as journalist must go out and see what is going on in the field rather than reporting by remote control which is actually impossible. Reporters are advised to go out and meet the real people Djokotoe (2013).

4.8. Journalists, Editors and Media Managers Response on Internal Challenges Affecting Development Journalism

Table 7:- Journalists Response on Internal Challenges Affecting Development Journalism

no	Questions	level	No of respondents	%
1	Journalists, editors and managers of news room in your media house favour the political party to which they are members, rather than encouraging independent journalism practice	5	21	29.57
		4	26	36.61
		3	5	7.04
		2	12	16.90
		1	9	12.67
2	There is lack of commitment from journalists themselves to practice development journalism	5	2	4.19
		4	33	46.47
		3	8	11.26
		2	14	19.71
		1	14	19.71
3	Lack of editorial independence is the loophole to exercise development journalism in your media organization	5	8	11.26
		4	33	46.47
		3	10	14.08
		2	16	22.53
		1	4	5.63
4	Journalists low living standard affect the practice of development journalism in your media organization	5	15	21.12
		4	18	25.35
		3	28	39.49
		2	9	12.67
		1	1	1.40
5	Shortage of budget and logistics affect journalists not to exercise development reporting as per the principles of development journalism in the media organization you are working in	5	9	12.67
		4	39	54.92
		3	11	15.49
		2	11	15.49
		1	1	1.40

As indicated in the table 7 here above, with regarding the journalists, editors and media managers in relation to the political party and their jobs, 66.18% responded that they have

agreed that journalists, editors and media managers favour the political party to which they are members rather than encouraging independent journalistic principles in their jobs. 29.57% of the respondents, however, stated their disagreement with the idea forwarded. With another point which is stated as there is lack of commitment from journalists themselves to practice development journalism, half of the journalists(50.66%) in this study have agreed with the idea and some large number of them(39.42%) have disagreed with the point. Yet a few of them (11.26%) have not decided if they agree or disagree with the point. In relation to the third point in the table, Lack of editorial independence is the loophole to exercise development journalism in your media organization, 57.73% have agreed, 28.16% have disagreed and 14.08 have not decided their agreement or disagreement with the point. Journalists low living standard affect the practice of development journalism in media organization is another point to suggest their agreement or disagreement. Accordingly, 46.47% have agreed, 14.08% have disagreed and large numbers of the respondents (39.49%) have not showed their agreement or disagreement on the idea. As with regard to shortage of budget and logistics as the factor that affect the practice of development journalism 67.59% have agreed, 16.89% have disagreed and 15.49 have not decided their view on the idea.

As it is shown in table 7 regarding the journalists, editors and media managers in relation to the political party and their jobs, 66.18% responded that they have agreed that journalists, editors and media managers favour the political party to which they are members rather than encouraging independent journalistic principles in their jobs.

As it has been indicated in table 7, 67.59% of journalists said there is shortage of budget and logistics as the factor that affect the practice of development journalism in their media organizations.

Almost all informant journalists responded there are logistics and financial problems in their media organizations. According to informants lack of these thus, leads to influence the practice of development journalism.

> I don't say we are fully equipped. When you get camera, you may lose car and vice versa. It has negative impact on journalism practices. Since the resource is limited it is difficult if not impossible to report go deep into remote areas. You prefer to report in the nearby towns, zones and districts due to shortages of logistics. Some organizations request the media to report their activities. This has negative impact on journalist's

> independence since they paid you allowance, and fulfilled all the facilities. Since the journalist go for reporting in such cases, without investigation, they do not take you where there is weak achievements of their own. So the journalist has the opportunity to report only success stories as usual. ORTVOIJ1, June 6, 2016.

Another journalist also described the problem in relation to camera and vehicle as follow:

> There is problem of logistics. Different departments go for reporting in one car and one camera operator. The departments are news, programmes of education and entertainment. So there is disagreement on the field. Every journalist wants the camera man to fulfil his need. When one journalist works the others are idle. ORTVOIJ2 June 6, 2016.

Some media organizations use the system of convergence where a journalist reports for both radio and television. One EBC journalist when he goes to report for radio he observed the following challenges.

> Radio journalist faces many challenges like transport services; nobody cares about radio journalist in the country side. District or zone administrators do not concern about radio journalism. They host and cooperate with a journalist when they see video camera. They give you information when a journalist is television journalist otherwise they are reluctant. Radio journalists now days are abstaining from planning to report from the field. Because they are resisting the challenges they face while reporting from fields. For example, the daily allowance we are given from EBC does not match with the work journalists are going to explore. EBC doesn't pay transport allowance for journalists' travel in the towns or cities. Radio journalists are not paid for transport on the mule or horse back to report from rural areas.EBCIJ2, June 1, 2016

Almost all of the editors also say there is challenge in logistics and finance in their media houses. Logistics include according to this context, cars, camera, and voice recorders. Finance is daily allowance for editors and journalists. In paying daily allowance to its employee Ethiopian Broadcasting Corporation is better than Oromia Radio and television Organization. EBC pays 300 Birr whereas ORTVO pays 228 Birr a day. In terms of vehicles editors from the two media houses have responded similarly.

> There is problem. Unless we travel from different departments of languages we are not given camera and vehicle to report for television. We are told to take camera from regional, zone or district government communication affairs offices. When we work in such a way it is a big challenge for our work. Those camera personnel assigned from another region may have different behaviours, like drinking and smoking. They might have lost interest in recording video for EBC. Since the camera operator considers the work as an additional business, he does not work effectively for us. Journalists lose time to deal with them. when we go to the country to report for radio, there is serious problem in getting public transport. Sometimes we even travel with tracks. For example recently I went to *Afdem,* (Somali Region of Ethiopia) I came back travelling with FSR (A track to transport goods), to Harar. There is serious transport problem to reach deep in to the society. EBCIed1 June 1 2016.

An editor from EBC said the organization does not give them logistics unless it is national issue. They work in cooperation with region.

> when we report regional issues we work with logistics from the regional government communication affairs bureau. A reporter with public transport travels to Samara (Afar Regional Government Sit). He reports to the Regional Government Communications Affairs Bureau. Then according to the reporters' plan they give him logistics, a car, and allowance, camera with operator and travels to the districts for his reporting. Finally the reporter comes back to Addis Ababa with the document recorded. EBCIed2 June 1 2016.

Oromia Radio and Television Organization editor responded that they work in collaboration with external organizations.

> Sometimes we work in cooperation with other government or non-government organizations to report on their issues. Actually it depends on the strength of journalists; some lose their independence when they go for reporting in such ways. They may report only positive side of the organizations that facilitate logistics. ORTVOIed1 June 3 2016.

All media managers responded there are scarce resources like cars and cameras. But there is progress when comparing with previous times. "There is lack of vehicles. The journalists to report the interest of the public has to stay in the community for a long period of time. But we have limited cars; we let them to report in limited number of days. Especially in investigative reporting there is challenge of logistics". ORTVOIMM1 June 6 2016.

ORTVO informant retorted since they have logistic problem, especially cars, they work in collaboration with other organization.

> Regarding logistics we use two methods. These are internal and external. We cooperate with government offices for logistic and report their development achievement. They fulfil cars and daily grants of journalists. We assign a journalist and a camera operator for television and radio recording material and a reporter for radio reporting. In doing so however, we are pushed to their interest. They want us to report success stories of their achievements. They even paying additional allowance to reporters and divert to their interests. ORTVOIMM2 June 6 2016.

As EBC media manager added they take cars from another government organization but prohibited daily allowance for journalists from such organizations.

> We are weak in deciding the vehicles for the appropriate purpose. We work in collaboration with government organizations and non-government organizations in terms of vehicles. We will continue doing as in the future also as there will be vehicle problem. It is disgrace that this media was working without having editorial policy for 47 years or so. Our editorial policy prohibited our journalists and other workers not to take daily allowance from other organizations. Even so the motive to bribe journalists has not been declined. When the vehicle for journalists transport is provided by other organizations we believe it violates journalism principles. Journalists are reluctant to criticize the organization. EBCIMM2 June 17 2016.

The problem in relation to logistics and finance journalists, editors and media managers mentioned is similar with the idea of NegeriLencho stated as some of the economic factors that has effect on the media are insufficient financial support to undertake journalistic

activities, poor media infrastructure, and limitation of material resources and journalists' low salary.

The logistics and financial problem is a challenge for Ethiopian Journalists in particular EBC and ORTVO journalists to go deep into the community. In Order to achieve the idea of Pant and Kumar (1995) in Negeri which stated logistics and finance is a challenge for the journalists go deep in to the people and reporting the facts existing there.

4.9. Journalists, Editors and Media Managers Response on the Living Standard of Journalists

The respondents were asked, *Do you think journalists' livingstandard affect the practice of development journalism in the media organization you are working for?* For this question most of the respondents agreed it affects journalistic activities. Low living standard leads them to be irresponsible and reports recklessly. A respondent, EBCAM4 "Housing and transportation are problems journalists have. So, these and other problems affect journalists' not to effectively utilize their effort for their job". Another respondent coded as EBCAM6 expressed the problem related with low living standard of journalists as, "Many Journalists usually complain about salary, incentives of their media organization. This leads them to report recklessly not only on development journalism but also as a whole routine." EBCAM1 stated as "Some journalists may need to receive money/ reward from an individual or organization they are covering story for".EBCT5 and EBCAO5 also responded low living standards of journalists make them to receive money as a bribe from an organization or persons for reporting their story.

Most of the respondents have the view that journalists' living standard is difficult. One EBC journalist who joined the main station since one year said life is hard to afford.

> To tell the fact I and three of my colleagues used to work in Harar city branch of EBC. I worked there for 9 years and it is one year since I came to Addis Ababa. We can't afford the house rent here. I pay 3000 birr for a single room. My salary is 3700 birr. When we were at Harar, we can afford the house rent. We used to rent two or three classes house for 1000 birr. Here, in Addis Ababa, it is difficult to live. If we are not supported by our relatives, it is difficult to exist. Three of us have reported to the organization to help us. The basic need for human being is house. It is where you can take rest. If you are hungry, you can share food from others but it difficult to

> share a house. We were 8 in Harar. Five were refused to come to Addis Ababa. Three of us come here because we love our organization (EBC) and determined to work for it. We are suffering here. We reported to the organization but no response yet. EBCIJ1 June 1, 2016.

EBCIJ2, responded journalists' living standard is unaffordable. There is discrimination between journalists and managing staff in giving incentives like car and house allowance.

> The life of journalists is very bad. We do not have good place from the government neither from the public. We do not have good name from neighbours, either from our family. We do not have happiness from our work place. Our bosses kick us from top down. The society kicks from down up. These all have negative impact on the practice of development journalism. The salary is not enough. The house rent fee is high the school fee for our children is high. The food for family is expensive. In this organization some benefits which are allowed for managers are not allowed for journalists. We are living in a hardship condition. EBCIJ2 June 1, 2016.

As one ORTVO informant also sated challenges related with not having house is serious.

> The life is expensive. Most live in rental houses from private individuals. Especially news presenters, go to work early in the morning and go home late in the evening. We ask the owners of the house to open a gate at down and late in the evening. They don't like to be disturbed and let us leave their homes. We don't have freedom. We change houses repeatedly. The money we are paid and living standards don't match.ORTVOIJ1 June 6, 2016.

Majority of the informants have the view that low level living standard of journalists challenge journalism profession. "Our life status made us not to practice our profession according to principles". ORTVOIJ3 June 6, 2016. Another informant journalist also said low living standard leads journalists seek additional money from other organizations. "Daily allowance is not enough when you go out of your home for reporting. For example, our daily allowance is 228 Birr a day. This sum does not enough for food and bed room, for example in Addis Ababa. This leads journalists to seek advantages for their reporting from organizations. This is also a challenge to report objectively". ORTVOIJ1 June 6, 2016.

In EBC according to an informant there are attempts of taking additional money for reporting.

> Even if not to say living poor life leads journalists to corruption and such things there are symptoms of rent seeking on journalists as well. There are attempts that journalists take additional allowance from other organizations for their report in addition to the allowance they have taken from EBC. EBCIJ4 June 1, 2016.

Editors from both media houses responded journalists' living standard is poor. ORTVO editor replied that journalists who are members of the ruling political party live better life than those who are not. "Journalists who are independent are poor economically. But those who are members of the ruling political party are rich. Poor journalists live in houses rent from private owners, their living style is desperate". ORTVOIed1 June 3 2016.

All of informant media managers responded journalists are poor. ORTVO informant manager said poverty may be one factor that leads journalists to be bribed.

> In general human needs are unlimited. Poverty on the part of journalists may be one factor for their rent seeking. They have accustomed to seek additional money from external bodies due to they have heard such experiences from the senior journalists. Others are not stick to the discipline of the editorial policy of the media house. ORTVOIMM2 June 6 2016.

EBC informant media manager said the organization has improved both salary and daily allowance for journalists. But it is still not satisfactory to retain journalist, especially senior journalists in the media house.

> There was salary increment recently. However economically it is still challenging. It is not enough. We have done their daily allowance improved. They used to go to cheap bed rooms. Though improved, it is not enough. Due to low salary of the organization we have lost strong journalists. Organization should create certain incentives that enable retain senior journalists. Senior media managers are provided with cars and housing allowance. But journalists are not yet benefitted with this opportunity. EBCIMM1 June 14 2016.

Another EBC informant also described challenges of journalists due to low living standard as "journalists handling a million birr worth camera they search to sleep in a very low status pensions". EBCIMM2 June 17 2016.

EBCIMM2 has also added clothing and costume are big challenge for journalists.

> The journalist should be neat and clean on the television screen. Female journalists have big challenge. Costume here is too expensive. Journalists can't afford the price. A little standardized costume of 150 gram is 3000 birr. When can a journalist whose salary is 4 or 5 thousand birr buy this costume? You should change clothes. There is a journalist here who always wears one coat. He told me what the audience told him that 'the coat was tattooed on you?'. June 17 2016.

In general journalists, editors and media managers agreed that journalists' living standard is low. The challenges related with low living standard of journalists are:

- The daily allowance is not enough they wanted to be bribed by individuals, government organizations and NGOs for their reporting.
- To be seen on the screen clean and neat, the salary is not enough for clothing and cosmetics
- Journalists working in investigative reporting as a result of their low level standard they are abused by authorities
- Most of the journalists live in houses they rented from individual owners; gates are not to be opened for them when they got to work early in the morning and when they come home late in the evening. This challenge is serious for journalists working in a younger media institution, ORTVO. The problem reaches to the extent that if individual house owners learn they are journalists, they refuse to rent houses for them.
- Since media managers are given incentives such as house allowance and cars, which journalists didn't get, they are hopeless and work their journalistic duty recklessly

The above idea share some points with the idea Negeri (2013) noted as since the journalists' salary is low, they are easily deceived by whatever benefit they get. When they go for reporting their daily per diem is not enough; they do not discard when government officials and NGOs offer them extra benefits for what they have reported.

4.10. Journalists, Editors, Media Managers and Government Communications Officials' Response on the knowledge and Skill of the Concept of Development Journalism in Ethiopia

All of the respondents have responded that there is big knowledge gap in exercising journalism, in particular development journalism.

> The majority of journalists are not educated journalism profession and development journalism in particular. There are graduates of management who are working the job of journalists. There are chemistry graduates working as journalists. There are mathematicians who turned journalists without taking even journalism training for a day. EBCIJ2 June 1, 2016

Another journalist sated that the philosophy of development journalism has not been well understood by journalists at equal status.

> .DJ is a philosophy that is very important for those who formulate policy and for the government in general. The audience also fades up with our reporting. They do not like always similar reporting. They are tired of always hearing growth reporting on the media. This comes from the way we perceived development and development journalism in general. The majority do not have reached on the consensus on development journalism concept. I have not experienced situations where the government gives trainings on the philosophy of DJ. EBCIJ3 June 1, 2016

Another journalist also added that media managers are appointed by their political party not by their ability to lead the media.

> The managers and editors are recommended by political party. They might have taken short training. Even if a person is a media manager, without passing through different processes of journalism from the bottom to the top, he cannot have enough knowledge and skill to lead media organization. He can't understand challenges in the journalism profession. EBCIJ2 June 1, 2016.

There is difference on perception of development journalism among media managers according to a respondent from EBC.

> There are some media managers who have the knowledge and concept of development journalism in the media managing staff. On the other hand others understood DJ as reporting growth only. There are people who want journalists report according to the principles of DJ but others don't because of the way they perceived development journalism. There is no equal understanding among the managers on the concept of development journalism. EBCIJ3 June 1, 2016.

There are media managers who see journalists reporting in terms of politics rather than journalism principles and also media managers fear senior government officials. Respondents from ORTVO designated this idea as follow. "There are media managers who see every journalist activities in terms of politics. The managers also fear top government officials. There is a fear at every level". ORTVOIJ2, June 6, 2016. "I don't think they have enough knowledge and skill of development journalism. There are pressures on editors, media managers from senior government officials and politicians". ORTVOIJ3 June 6, 2016.

All of the informants have responded that there is lack on the understanding of the principles and concept of development journalism. For example ORTVOIMM1 responded as follow:

> There is a perception that government media does not expose government weaknesses. There is lack of understanding the concept of development journalism principles among journalists. They perceived as reporting the data of development told by the government authorities. They have shortage of scrutinizing and analysing the meanings beyond the figures told by the government officials. There are some journalists who have understanding of DJ but report as government officials wanted to report. One for security reason, another rent seeking concept developed in journalists. ORTVOMM1 June 6 2016.

Ato Tamirat Dejene explained the low level of journalists as "there are problems on journalists to give balanced information on strengths and weakness in the development reporting".Ato Fikadu has similar idea, "it is impossible to say a development journalism that serves this developmental system and the public has been created".

The response from media practitioners and managers and government officials is similar with what Negeri (2013) stated as media management is dominated by managers and editors who are members of the ruling party appointed by the government who impose restrictive media laws. By and large as we can deduce from the journalists, editors and media managers' response there is knowledge gap in Ethiopia in particular in EBC and ORTVO on the concept of development journalism. This is due to practising, editing or managing the news without studying journalism, lack of training and appointed politically.

4.11. Journalists Response if politicians or Government Officials interfere in the Activities of Media Houses or Not

Table 7:-Journalists' Perception on External Factors

no	questions	level	no of respondents	%
1	In the practice of development journalism in your media organization, there is interference from the politicians or government officials either directly or indirectly	5	21	30.39
		4	32	45.07
		3	4	5.63
		2	12	16.90
		1	2	2.81

As seen in the above table more than $3/4^{th}$ (75.46) of the respondents have agreed and 19.71 have disagreed with the idea in *the practice of development journalism in your media organization, there is interference from the politicians or government officials either directly or indirectly.*

A journalist from Oromia Radio and Television Organization described that there has been interference in journalists' jobs to the extent of cancelling programmes from broadcast.

> A journalist working in the department of investigation went to the then head of Oromia Education Bureau inquired what did the Bureau do when 130 students learning in one class room. How do we justify quality of education where there are 130 students attending in one class room in the region? It was recorded more than two hours in the studio for investigation. After recording the chief executive officer of the bureau called manager of ORTVO and told him not to broadcast his recordings. It was cancelled accordingly. ORTVOIJ2 June 6, 2016.

Anther journalist observed there was interference in issues related with politics. "If it is political issue there is censorship. I am afraid there is journalistic independence". ORTVOIJ3, June 6, 2016. Another journalist from the same organization claimed that the officials or politicians interfere in even technical journalistic performances.

> There are politicians or government officials watching themselves on television and angry about their sound bites on the television if didn't talk too much. They call you and order to prolong someone's sound bite. They question if a reporter doesn't mention an official's name on the lead story. They also complain why another official speaks before another one on television. Why silent picture of an official is showed on television is another complains.ORTVOIJ1 June 6, 2016.

Most informants answered there was interference in the journalistic performance from government officials and politicians. The interference is from both the regions and federal level officials.

> Once I remember from a regional government they ordered not to broadcast a certain programme after we produced and got it ready to air it. In another occasion my boss was ordered not to broadcast a program and we cancelled it from broadcasting. Especially on television programs, interference of the politicians or government officials is obvious. EBCIed1 June 1 2016.

Another informant added, "Occasionally government officials and politicians interfere in the practice of journalists and they give direction how to report certain issues". ORTVOIed2 June 6 2016.

All informant media managers responded interference from government officials or politicians is serious. Their interference goes up to trying to decide sound bites. ", there are attempts to enforce journalists report only success stories. They interfere before and after broadcasting the news" ORTVOIMM2 June 6 2016.

EBCIMM1 June 14 2016, described there is unhealthy interference from government officials. "There are some stakeholders that want to tell how the news is produced. This is to the extent of orienting what sound bite the journalist should take in his reporting. There are some officials who dare to watch the news produced before it would be aired"

The manager also added officials bribe journalists to interfere in the journalistic activities. The reason for bribing journalists is, "Politicians/Officials don't want to hear little negative about them. They don't want criticism. If you speak negative about them they trap your way". EBCIMM2 June 17 2016.

General Director for media diversity in FDREG Communication Office, Ato Tamirat when explained the interference of government officials in the media independence as "They are not willing to give information to journalists and if investigated they harass journalists".

In general journalists, editors, media managers and government officials described that there is interference from government officials or politicians in the journalistic practices in the two media houses. This idea is supported by Negeri Lencho who stated as in Ethiopia it is dangerous for journalists investigate corruption. Exposing corruption and corrupt officials is so dangerous to journalists (Negeri Lencho).

Ethiopia is one of the countries which are dangerous for journalists Herbert (2001) notes, "Journalists were killed in Nigeria, Ethiopia, Sierra Leone, Burkina Faso, Angola, the Republic of Congo and Rwanda. Another acute problem is arbitrary and often illegal arrest and detention, especially in Ethiopia, the Democratic Republic of the Congo and in Nigeria" (Herbert2001:16).

4.12. Journalists, Editors, Media Managers and Government Officials Response with Regard to the Influence of Global Media Outlets and Social Media on Development Journalism

Table 8:- The Concept of Development Journalists on Other Media Outlets

no	Questions	level	No of respondents	% (percent)
1	Journalists in your media organization aspire to report in a similar way as Western media like BBC, CNN, and etc. report.	5	11	15.49
		4	16	22.53
		3	6	8.45
		2	23	32.39
		1	15	21.12
2	The media house you are working for should present information to the public as international media such as Aljazeera, BBC and CNN do	5	9	12.67
		4	19	26.76
		3	7	9.85
		2	29	40.84
		1	7	9.85
3	Information from global media outlets such as Aljazeera, BBC and CNN have negative impact on your journalistic performance of the media you are working in.	5	20	28.16
		4	26	36.61
		3	6	8.45
		2	16	22.53
		1	3	4.22
4	Social media like Facebook negatively affect the practice of development journalism in your media house	5	7	9.85
		4	27	38.02
		3	20	28.16
		2	19	26.76
			8	11.26

We learn from table 5 that more than half of the respondents (53.51%) disagree with the statement *Journalists in your media organization aspire to report in a similar way as Western media like BBC, CNN, and etc. report*. Some of the respondents (38.02%) on the other hand, support the idea. With regard to another idea related with international media,

more than half of the journalists (50.69) have disagreed with the *statement the media house you are working for should present information to the public as international media such as Aljazeera, BBC and CNN do.* But, about 40% have remarked their agreement. On this idea almost 10% have not decided their agreement or disagreement.In relation to whether Social media like Facebook negatively affect the practice of development journalism in your media house or not, 47.87% have agreed and 38.02% have not agreed. On the same idea, 28.16% of the respondents have not decided whether it affects their journalistic practices or not.

In open-ended questions journalists were asked to respond on the influence of other media organizations. Accordingly they were asked if global media outlets affect development journalism or not. For this question most have agreed in their response that their reporting was influenced by these media outlets. For example ORTVO10 retorted "the philosophy of western media challenges ours". Another journalist ORTVO35 reacted "when global media such as BBC, CNN etc. report everything what is happening in our country, they report truly and in a wise manner, we are not allowed to do so. For example, we are not allowed to report the true result of election and grievances of the people. We always are reporting about agriculture". There are a few respondents who replied that they are not influenced by the global media outlets reporting. EBCAm3 testified "No, because every media runs for the interest of their countries' economy, policy, we are also standing for our Africa, economy, democracy, peace building."

Another EBC informant on this point has said as follow:

> The information we consume from media houses that promote neo- liberal ideology have negative impact on ours. Their interest is different from ours. They report from their interest side and their influence is inevitable. Some of our journalists are also aspiring to report like journalists of giant media houses. Sometimes journalists say mentioning other media houses to report the way they report. EBCIJ4 June 1, 2016.

Some informants answered there is influence and others responded influence is not eminent. "Journalists have trust to report the way western media reports, especially in investigative reporting". EBCIed1 June 1 2016. Another informant reacted, "I like if I can work as international media do". EBCIed3 June 1 2016. An informant editor from ORTVO answered, "There may be influence however; we can't entertain their influence in our journalistic practices in this country". ORTVOIed1 June 3 2016.

Almost all of informant media managers replied information from global media has negative impact on the practice of development journalism in their media houses. Informant from ORTVO answered they face challenges to fit such information to the audience. "Especially if information released from these media organizations is negative of our country, we face challenges to fit to the situation and interest of our media house to report it to the public".ORTVOMM1 June 6 2016.

Another media manager also said:

> When there is conflict in the country, information from global media outlets aggravates the situation. They report freely. For example during the conflict between government and Oromo protesters in connection with Addis Ababa and Finfinnee Surroundings Zone Master Plan, international media made the situation volatile. Influenced by such information there are journalists who wanted to report the killings against the protesters by the security forces as global media did. ORTVOIMM2 June 6 2016.

An EBC media manager also observed the challenges of global media out lets to development reporting as follow:

> When they investigate their intention is to punish the responsible persons. They use techniques of beating those who they don't like, and promote the one they want to favour. There is such influence in our news reporting. There is influence of making the news sensational which is contrary to our intention. This challenge is both from journalists and audience. The audience want the news to be reported in the ways Western media out lets report. EBCIMM1 June 14 2016.

Most journalists, editors, media managers and government communications officials indicated that global media outlets have negative impact on the practice of development journalism. Their idea is similar with what Ndlela (2009) in Negeri indicates Western-based international media outlets such as the BBC, the CNN, and VOA affect the practice of development journalism in developing countries.

For the question, "Do you think *social media such as 'Facebook' affect the practice of development journalism in your media organization?"* many of them have replied that it affects or they are influenced by Social Media, like Facebook. ORTVO45 conveyed "Facebook and many other social media are far better than our organization because they are

always on the side of the public but we favour the government". EBCS3 recounted, "People put about us on their pages that we are government defenders and reality hiders". EBCAf4 answered, "Now days Facebook and other social media outlets are leading the breaking news and different stories". EBCAm1, "Of course social media report some negative part most of the time so somehow affect balancing concept".

Most of the respondents say social media has negative impact on their practice of development journalism. There are respondents who believe social media is the voice for the voiceless citizens in the country and therefore it has negative impact on Ethiopian media which sides the government and preaches government development plans. Others believe it is affecting information before the main stream media dissiminates. There are others who say information from the social media are extreme negative and hurts the audience psychologically. "The country does not have the media that presents balanced information. Both extreme negative and extreme positive are not serving the public. Actually I prefer thinking and talking positive ideas. Psychologically it has negative impact on the people when you present always negative information" EBCIJ3 June 1 2016.

Another EBC informant has observed the effect of Social media as follows:

> Social media have negative influence on developing countries like Ethiopia. Development journalism does not disseminate information to the public unless it is evaluated in terms of different angles. But social media releases information as they are and this creates tension and instability in the country. This intern affects development journalism and development of the country. For example, the crisis in Oromia in 2015 and 2016 is one of the influences caused by social media. In this regard the information from Jawar Muhammad, Oromia Media Network Director, and Ethiopian Government Media were contradictory. EBCIJ4 June 1 2016.

Almost all informants have reacted social media affect journalistic practices in this country.

> When we are given direction to report on certain issue by violating journalistic principles and see its truth on the social media, I understand that it affects the way we report. Especially it is not good for this organization (EBC) because it sides the government very strongly. Therefore social media disproves the information from EBC to the public. EBCIed3 June 1 2016.

An informant editor of ORTVO reacted influence of social media on DJ depends on the knowledge level of the audience.

> Some audience may identify what are posted on social media and others don't have the capacity and take everything for truth. For example if government media reports students are learning when a school in certain zone of Oromia is closed as students stay at home due to unrest in the zone, and if somebody posted the truth on the social media, then government controlled media may lose credibility. The implication is that development journalism is affected by social media. ORTVOIed1 June 3 2016.

Another informant feared with the expansion of social media, DJ will be influenced negatively. "Public are now journalists. I think the expansion of Social media has negatively affected our DJ practice". ORTVOIed2 June 6 2016.

The majority of informant media managers responded that social media affects mainstream media or development journalism negatively.

> The unrest created in Oromia in 2015 and 2016 is due to information the public fed from social media. Social media makes the audience emotional. Responsible media don't expose the body of a dead person close-up. But we have experienced this on social media. This leads the public to more anger and unrest. It has drawbacks on the development media organizations. We totally lost our audience during Oromo protest in Oromia in 2015 and 2016. ORTVOMM1 June 6 2016.

EBC Media manager also replied "Social media are challenges to traditional media organizations globally and the same is true in our case".EBCIMM1 June 14 2016.This manager also adds," It makes journalists to hesitate in reporting certain issues".

Ato Fekadu Tesema described the challenge he sensed as "In relation to the Oromo protest created in our region in 2015 and 2016 people say that they have got information on Facebook rather than OMN (Oromia Media Network). It is sensed that it has influence on development journalism". Ato Tamirat too feel Social media is a threat for development journalism as "We can take the pressure from social media as a threat".

From the responses of journalists, editors, media managers and government communication officials we understand that social media affects the practice of development journalism in

Ethiopia. We can conclude the following points from the information gathered through questionnaire and in depth interview on the influence of social media.

1. Enforces journalists to hesitate reporting on certain issues
2. Shows real situations existing in the country which was not given due attention by development promoter media houses
3. Disseminating unbalanced information
4. Disseminating information faster than the traditional media
5. Enabled the public journalists
6. Serving the public as cheap channel of information dissemination and obtaining
7. Feeding the public negative information
8. Taking away audience from the developmental media organizations
9. Creating social unrest

The information obtained from journalists, editors, media managers and government communication officials share the idea of (ALEJANDRO, 2010) stated here above. The web has been changing the world and revolutionised how information is stored, published, searched and consumed. The wave effect of the web not only influenced businesses and industries but also spread to politics, medicine, media and breaches geographical locations, cultural boundaries and ultimately, affects people's day to day lives (ALEJANDRO, 2010).

CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS

5.1.Conclusions

The purpose of this study was to find out factors affecting the practice of development journalism in Ethiopia in general and in EBC and ORTVO in particular the media houses supposed most to practice development journalism in the country. EBC is a national media house serving the country for about a century, whereas ORTVO is also a regional media house intended to serve the larger regions of the Federal Democratic Republic Government of Ethiopia. The data of this study were gathered in both quantitative and qualitative. The data were gathered from EBC and ORTVO journalists, editors and media managers. In addition, the student researcher collected the data from FDREG Communication Affairs Office and ORGC Affairs Bureau. Therefore the following conclusions were drawn from this study.

There is lack of understanding the concept of development at journalists, editors, media managers and government communication officials. They perceive development in different forms. There is no similar understanding at all levels on the philosophy of development.

There is lack on the perception of the philosophy of development journalism at all levels. There is inclination to report infrastructures such as schools, roads, electricity, agricultural development and health service facilities. Development journalism has been wrongly perceived in Ethiopia as it reports only success stories of development activities.

Media houses report success stories and events. They lack follow up processes of development activities and reporting success, and challenges in the process to bring about development.

Media houses seem lack of reporting issues of diversity and marginalized groups in the community. They lack including the voices of different groups in their reporting.

There is inclination that journalists living standard affect the practice of development journalism in the media houses. They claim salary is not enough to enable them better living condition. The media houses especially EBC did provide journalists with incentives like house allowance which it has already guaranteed media managers. Most journalists claim that they do not have houses of their own. They live in houses rented from private owners. In Adama, journalists when explain challenges in relation to houses individual house owners inclined to decline renting houses for journalists since journalists go to their work early in the morning and come back home late in the evening.

Shortages of logistics and budget are challenges media houses face in the course of reporting development issues. There is shortage of cameras and transportation services. The media assign journalists from different departments to work with one camera. Therefore journalists are forces to wait for their turns while reporting from the field with one camera. Sometimes they quarrel on the field in relation to using camera. Sometimes media houses especially EBC assigns journalists to report using regional communication affairs camera and camera operators. This is also another challenge for journalists to work with the camera operators they are not familiarize with. The camera operators from regional or zone or district communication affairs offices take as additional work when they work with journalists from EBC. The media houses report issues of development activities of government and non-government organizations in collaboration with the organizations. The organizations collaborate by providing the vehicles and the media the journalists. This way of collaboration has impact on journalists not to exercise journalism independently. Another challenge is lack of finance where journalists are looking for cheap bed rooms and restaurants when reporting from the field.

Absence of strong independent journalistic association in the country in general and at the media level in particular is another factor that has affected the practice of development journalism. Journalists do not have confidence and commitment to report according to the principles of journalism as there is no independent organization that stands for them during problems from internal and external governing bodies.

There is serious interference from government officials in the practice of development journalism. Government officials lack the concept of development journalism. They perceived development journalism as it reports only success stories. Therefore when journalists report downsides of government officials or their organizations they intimidate and harass journalists, editors including media managers.

Information from global media houses such as Aljazeera, BBC, CNN, etc. seems to affect development journalism in the Ethiopian media houses in general in EBC and ORTVO in particular. There is inclination from journalists to report exposing everything the way international media houses report. Editors, media managers and government communication officials however, have the tendency of reporting information selectively. For example in issues related with the crises and protest in Oromia in 2016 Journalists wanted to report the killings by the security forces as Aljazeera and BBC did. But, media managers give direction to journalists to report ignoring the killings taken by government security forces.

Social media especially Facebook, seems affect the practice of development journalism in the two media houses. This is serious during crisis in the country. For instance in relation to the Oromo protest against the government plan Addis Ababa and surrounding Oromia Zone Master Plan, social media discloses and displays the bodies of those killed by the security forces which EBC and ORTVO ignored. This makes EBC and ORTVO to lose credibility and audience as only government propagandist and truth hiders.

In general the concept of journalists, editors, media managers and government officials on development and development journalism, internal and external factors affect the practice of the media houses supposed to practice development journalism in the country.

5.2 Recommendations

Government officials and politicians at every level should respect journalistic independence. They should stop intimidating and harassing journalists, editors and media manages for not reporting only success stories. Senior executive body of the government must orient government officials on the concept of development journalism and how it is to be practiced

Media organizations should train journalists, editors and media managers on the concept of different types of journalism, in general and in particular development journalism. Media managers should defend journalists and editors from the pressure of government officials or politicians unless they violate editorial independence, and law of the land.

Media houses should equip themselves well with logistics and finance to be free from dependence on government and non-government organizations for logistics.

There should be strong journalistic associations that stand for the right of the journalists and the profession in the country in general and media houses in particular.

Media houses should be voices for the voiceless or marginalized groups in the society such as religion, ethnicity, and gender, physical or mental disability.

Future Research

Future research can be conducted on social media and development journalism.

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Appendixes

Appendix I

Questionnaire to be responded by journalists

Dear Respondent,

I am a prospective graduate student of Addis Ababa University School of Journalism and Communication. I am working on my Masters of Arts (MA) thesis titled **'Factors Affecting the Practice of Development Journalism in Ethiopia'.** I want to use your response for my study. Your genuine response will contribute a lot in making this study reliable and valid. The information in this questionnaire does not put you in any danger. Therefore, please feel free to provide your genuine response.

Thank You!

Please **do not** write your name

Personal information

Gender: ----------

Age: ----------

Religion: ----------

Marital status: ----------

Level of education: ----------

Field/s of study: ----------

Service year in the current carrier: ----------

How do you perceive the level of the listed factors on development and development journalism? Please, indicate your agreement or disagreement by encircling to the numbers 1, 2, 3, 4, or 5

Key:-

5=strongly agree, 4=agree, 3=neutral, 2= disagree, 1= strongly disagree

Appendix I

Questionnaire for Journalists' view on the Concept of Development

How do you perceive the level of the listed factors on development? Please, indicate your agreement or disagreement by encircling to the numbers 1, 2, 3, 4, or 5

Key:-
5=strongly agree, 4=agree, 3=neutral, 2= disagree, 1= strongly disagree

No	factors	Scales				
	Development related factors	strongly agree	agree	neutral	disagree	strongly disagree
		5	4	3	2	1
1	Having lots of money alone is sufficient measurement of development					
2	Development comprises the betterment of an individual and community in terms of education and health					
3	Peaceful democratization process is a sign of development					

Appendix II

Questionnaire for Journalists' Concept on Development Journalism and investigative reporting

How do you perceive the level of the listed factors on development journalism and investigative reporting? Please, indicate your agreement or disagreement by encircling to the numbers 1, 2, 3, 4, or 5

Key:-
5=strongly agree, 4=agree, 3=neutral, 2= disagree, 1= strongly disagree

No	factors	Scales				
	Development and investigative reporting related factors	Strongly agree	agree	neutral	disagree	Strongly disagree
		5	4	3	2	1
1	Development journalism incorporates investigative reporting					

Appendix III

Questionnaire for Journalists' response on How Government Issues Are Reported

No	factors	Scales				
	Factors related with government issues	Strongly agree	agree	neutral	disagree	Strongly disagree
		5	4	3	2	1
1	A development journalist should always report the positive side of the government					
2	In developing nations like Ethiopia, journalism should be in line with the government plan.					
3	Development journalism should facilitate, thoughtful dialogue among the people, and between the people and their governors at different levels					
4	In the practice of development journalism in developing nations, like Ethiopia, the government should not be criticised one way or another					

Appendix IV

Questionnaire to know Concept and Practice of Journalists, on Society and Development Journalism

No	factors	Scales				
	Development journalism and society related factors	Strongly agree	agree	neutral	disagree	Strongly disagree
		5	4	3	2	1
1	The concern of development journalism is reporting on rural development not urban development					
2	Development journalism does not report the interest of the masses and marginalised groups of the society					
3	Development journalist should report comparing the life of top rich and bottom poor in the community					

Appendix V

Questionnaire for Journalists' Perception on Their Media Organizations in Relation to the practice of Development Journalism

No	factors	Scales				
	Questions	Strongly agree	agree	neutral	disagree	Strongly disagree
		5	4	3	2	1
1	Your media organization creates awareness to the public about democratization by creating public forum for free debate and exchange of opinions, providing unbiased quality, complete and timely information					
2	The media organization you are working for usually avoids using technical jargons that are not clear for the audience					
3	Investigative reporting has been continued successively in your media organization					
4	Your media house has been inherently working to aware the citizens find realistic solutions to on-going issues inherent in areas ranging from race and religion to public health, environment, education and human rights.					
5	Your media organization encourages going deep into the community and reporting real life existing there.					

Appendix VI

Questionnaire for Journalists Response on Internal Challenges and Development Journalism

No	factors	Scales				
	Questions	Strongly agree	agree	neutral	disagree	Strongly disagree
		5	4	3	2	1
1	Journalists, editors and managers of news room in your media house favour the political party to which they are members, rather than encouraging independent journalism practice					
2	There is lack of commitment from journalists themselves to practice development journalism					
3	Lack of editorial independence is the loophole to exercise development journalism in your media organization					
4	Shortage of budget and logistics affect journalists not to exercise development reporting as per the principles of development journalism in the media organization you are working in					

Appendix VII

Questionnaire for Journalists' Perception on External Factors

No	factors	Scales				
	Questions	Strongly agree	agree	neutral	disagree	Strongly disagree
		5	4	3	2	1
1	In the practice of development journalism in your media organization, there is interference from the politicians or government officials either directly or indirectly					

Appendix VIII

Questionnaire for Concept of Development Journalists on Other Media Outlets

No	factors	Scales				
	Factors related with other media organizations	Strongly agree	agree	neutral	disagree	Strongly disagree
		5	4	3	2	1
1	Journalists in your media organization aspire to report in a similar way as Western media like BBC, CNN, and etc. report.					
2	The media house you are working for should present information to the public as international media such as Aljazeera, BBC and CNN do					
3	Information from global media outlets such as Aljazeera, BBC and CNN have negative impact on your journalistic performance of the media you are working in.					
4	Social media like Facebook negatively affect the practice of development journalism in your media house					

Appendix IX

Open-ended questions

Please write your response for the following questions.

1. In your opinion what is development? ----------
2. How do you express development journalism? ----------
3. How do you relate development journalism and investigative reporting? ----------
   ----
4. How do you relate your media editorial policy and journalistic practice? ----------
   ----
5. How do you evaluate journalists in your media organization when reporting government issues in terms of reporting positively or negatively?
   ----
6. Do you think journalists' living standard affect the practice of development journalism in the media organization you are working for? A.yes B. No Explain -------
   ----
7. Is there influence from officials or politicians not to properly practice development journalism in your media organization? A. yes B. No If your answer is 'yes', explain how;
   ----
8. Do you think social media such as 'Facebook' affect the practice of development journalism in your media organization? A. yes B. No If your answer is 'A' justify your response ----------
9. Do you think information from global media organizations affect your journalistic practice?

---

10. Do you fear someone or an organization to practice journalistic principles? A. yes B. No If your answer is yes, explain please ----------
11. What are the factors affect the practice of development journalism in your media organization?
12. What do you suggest for development journalism to be appropriately practiced in the media house you are working for? ----------
13. What else do you suggest regarding the practice of development journalism in the media organization youare working for? --------

Appendix X

Questions for in depth interview for journalists

Dear journalist I would like to thank you for your responses in advance

1. How do you tell development?
2. How do you define development journalism?
3. Is there relationship between development journalism and investigative reporting
4. What concept you have on development journalism and libertarian type journalism?
5. How do you report issues of government? (positive/negative)
6. How do you report on issues of marginalized groups, religion, gender, religion, and ethnicity?

Internal challenges related Questions

1. How is Logistics, editors, managers of media, journalists'capacity?
2. Managers /editors knowledge and skills on development journalism?
3. How is journalists' living standard?
4. How is the independence of editorialin your media organization?
5. Is there influence from managers and editors?

External challenges

1. Is there interference from government officials and politicians?
2. Do other media organizations (global media) affect the practice of development journalism in your media outlets?
3. What about social media?
4. What do you add on challenges and what do you think is the solution

Thank You!

Appendix XI

Questions for in depth interview of Editors of the news rooms

Dear editor I would like to thank you for your responses in advance

1. How do you tell development?
2. How do you define development journalism?
3. Is there relationship between development journalism and investigative reporting
4. What concept you have on development journalism and libertarian type journalism?
5. How do you edit/orient issues of government? (positive/negative)

6. How do you report on issues of marginalized groups, religion, gender, religion, and ethnicity?

Internal Challenges

7 Logistics, editors, managers of media, journalists capacity

6. Managers knowledge and skills on development journalism

External challenges

7. Is there interference from government officials and politicians?
8. Do other media organizations (global media) affect the practice of development journalism in your media outlets?
9. What do you add on the factors that affect development journalism

Appendix XII

Questions for in depth interview for Media managers

Dear manager I would like to thank you for your responses in advance

1. How do you tell development?
2. How do you define development journalism?
3. Is there relationship between development journalism and investigative reporting
4. What concept you have on development journalism and libertarian type journalism?
5. How do you orient journalists report issues of government? (positive/negative)
6. How do you tell / orient journalists report on issues of marginalized groups, religion, gender, religion, and ethnicity?

Internal Challenges

1. Logistics, editors, , journalists capacity
2. Commitment from journalists and editors knowledge and skills on development journalism
3. Journalists' low level living standard?
4. Lack of editorial independence
5. How about media editorial policy
6. Absence of independent journalistic associations

nal challenges

1. Is there interference from government officials and politicians?
2. Do other media organizations (global media) affect the practice of development journalism in your media outlets?
3. What do you add on challenges and what do you think is the solution

Thank You!

Appendix XIII

Questions for Government Communication officials for in depth interview

Dear head of --- / Director general I would like to thank you for your responses in advance

1. What is development for the Government of Ethiopia?
2. What is the philosophy of development journalism in the case of Ethiopian government?
3. Does the government allow development journalism and investigative reporting in the journalists reporting?
4. What if journalists report in the way libertarian media outlets report?
5. How does the government want journalists report issues of government? (positive/negative)
6. How do you tell / orient journalists report on issues of marginalized groups, religion, gender, religion, and ethnicity?

Challenges

1. Do you think government officials have adequate knowledge on the concept of development journalism?
2. Do you have information that the government officials interfere in journalists activities?
3. Does your office interfere in journalists activities in certain cases, especially in serious issues of government?
4. Do other media organizations (global media) affect the practice of development journalism in your media outlets?
5. Do you think social media like Facebook affect journalism practices in Ethiopia?
6. What do you add on challenges and what do you think is the solution

Thank You!