

**Addis Ababa University School of Journalism and  
Communication Graduate Studies**

**Assessment of News Source Usage: among State and Private  
Print Media in Ethiopia**

**A Comparative Analysis of Addis Zemen and Reporter**

**Muhaba Oumer**

**A Thesis Submitted to School of Journalism and Communication**

**Presented in Partial Fulfillment of the Requirements for the Degree of  
Masters of Art in Journalism and Communication**

**Addis Ababa University**

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**November 2019**

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**School of Graduate Studies**

This is to certify that the thesis prepared by Muhaba Oumer entitled: Assessment of Nature of News Source Usage: among State and Private Media in Ethiopia: A Comparative Analysis of Addis Zemen and Reporter Newspapers and submitted in partial fulfillment of the requirements for the Degree of Masters of Arts in Journalism and Communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

**Signed by Examining committee:**

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Chairman of Department or Program Coordinator

## Declaration

I, the undersigned, declare that this thesis entitled “Assessment of Nature of News Source Usage among State and Private Media in Ethiopia: A Comparative Analysis of Addis Zemen and Reporter Newspapers”, is my original work and has not been presented for a degree in any other university and that all sources of materials used for the thesis have been duly acknowledged.

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## ***Abstract***

*This study was an assessment of News Source Usage: among State and Private print Media in Ethiopia; which is a comparative analysis of Addis Zemen and Reporter Newspapers. To achieve this objective, the researcher used both qualitative and quantitative descriptive research design. The researcher used questionnaires and relevant documents to collect primary and secondary data from the data sources. The main sources of data were news stories published in the two Newspapers during June-August, 2010 E.C. Journalists and editors were selected purposively, while systematic random samplings were employed to pick the news stories. Content analyses were made to each news in the sample and data regarding various categories of news sources were tallied and recorded. Descriptive percentage analysis and chi-square tests were performed to compare news source usage practices by the two newspapers. In dependent sample t-test was also employed two compare the practice of news source usage of the newspapers as rated by their respective journalists/editors.*

*Both media were found to have used human source as their major sources of news. The usage of other sources were emphasized differently between state and private media; where state media were somewhat better in using nongovernmental sources, and addressing the issues from independent institutions. The two newspapers were found to have covered the entire news category; although the newspapers have different level of consideration of each news topics. The state media had much higher coverage of social services; while the environment topic was have much better covered in the private media. Records and document usage as sources of fully attributed news were used more frequently in the state media. However, private media was relatively much better than the state media in usage of multiple sources.*

*On the basis of these findings, recommendations to review editorial policy, fully attributing news and having reporters across the world were made to Addis Zemen Newspaper. The reporter Newspaper was recommended for proportional coverage of all news categories, and usage of non-governmental institutions, and usage of document archives. Moreover, a concerted effort between the state and private media regarding news sources usages, and draw a strategic media relation plan for a win-win situation and uphold professionalism.*

*Key Words: News Sources Usage, Private and Government Newspaper*

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## Acronyms

AZ.NP:	Addis Zemen
BBC:	British Broadcasting Corporation
CNN:	Cable News Network
NYT:	New York Times
ODT:	Oddity Central
APA:	ROUTERS
E.C:	Ethiopian Calendar
ERIS:	Electoral Reform International Services
GMT:	Greenwich Meridian Time
NGO:	Non-Governmental Organization
ENA:	Ethiopian News Agency
FBC:	Fana Broadcasting Cooperation
EBC:	Ethiopian Broadcast Cooperation
R.NP:	Reporter Newspapers
PMC:	Population Media Center
UPI:	United Press International
US:	United States

# Chapter One

## 1.1 Introduction

News is traditionally defined as reports of new and factual events. If the daily press were limited to this definition, very few pages would remain. Over the last century researchers have found that journalists have evolved this traditional definition to include discourse on discourse (Nylund, 2003), talking news items into being (Boden, 1990), and the occasional use of bias (Stovall, 2002).

In light of the media's tremendous influence on public opinion, researchers have struggled to understand the nature and impact of the changing definition of news sources usage newspapers. Sources are useful in a communication process (Tannenbaum, 1953). Even though there are different types of communication and medium, sources could be taken as an initiator of the message in the communication process (Rupar, 2007). Sources are also known as a sender, communicator or encoder. Hiebert, (1982) define a source as a person, publication, record or document that gives information.

Sources could be official records, officials in government or business, organizations or corporations, witnesses of crime, accidents or other events, and people involved with or affected by a news event or issue. News sources make the news. That is the type, identity and character of the source determines the understanding of the news by the audience (Sigal, 1986). If sources "make the news" then knowledge of who they are and their motives is important for understanding both the content of news and how citizens come to understand the news (Fishman, 1980). The sources the news media employ matters not just for the accuracy of their information but also for whom the public views as trustworthy and believable.

If we are to develop a richer and wider understanding of how the local Amharic newspapers used different news issues, it is critical to know where and from which source the newspapers get their information. Different studies have showed that news sources affect the shape of news coverage. It also shapes how people understand news (Fogarty, 2009).

The way news is collected helps to determine what is reported. The way newspapers gather information helps to determine what insight news sources provide and what information is shared with the audience. When sharing the available information for readers, describing

the source of the news is also another issue. Through attributing ideas to sources, the audience credibility on the story will increase. Attribution can be a necessary element for the reader in order to take the story undoubtedly by increasing understanding of the information (Fogarty, 2009).

The credibility of texts like the newspaper may also depend on which news sources it gives expression to, or more formally, which organizations and institutions and public charts it takes as valuable sources of information and comment (Fishman, 1980). In this sense, an assessment of the types sources of information used in the newspapers can provide useful information.

A range of findings related to news media source practices highlights the variations and patterns across media in our countries, thereby questioning common generalizations about the use of sources by government and private newspapers. Finally, a case is made for comparative media research that helps enhance the news media's key role as a social institution dedicated to informed citizenship. Throughout the years, the media have become trustworthy sources of information for individuals and our country. The public searches for information about events happening around the country and the media is considered as the main source. Thus this paper attempts to assess news source usage of *Addis Zemen* and *Reporter* newspapers comparatively.

## 1.2 Statement of the Problem

Anecdotal evidence and the reading of Ethiopian newspapers, *Addis Zemen and Reporter*, over many years had created the impression (in the mind of the researcher) that they diverse perspective on the news coverage. This lead to the formulation of the problem statement of this study, that is, state owned media such as *Addis Zemen* and the private media like *Reporter* newspapers vary in their news sources usage.

According to Fogarty (2009) audiences actively scan and monitor sources when processing the news. It means in analyzing a news story the impact of sources could be highly taken by that news consumers. Different research conducted on the communication area has shown the ability to process a message will be influenced by a range of external and internal factors. Today, newspapers have carved a niche for themselves and are an essential part of modern life (Peter, 2015).

General reading and observation also indicate that there is a gap between the state and private newspapers in news sources usages. As Zawge (2010) asserted, there is a clear cut

demarcation between the state and private press: most of the time the government press presented a picture of homogeneity with very little evidence of investigative, critical, or even middle original journalistic activity, while the private press acted as a host of highly variable quality. Therefore, this study will attempt to the assessment of nature of news sources usage among state and private media in Ethiopia; which is a comparative analysis of the case of Addis Zemen and Reporter newspapers.

### 1.3 Objective of the Study

The research has the following general and specific objectives.

#### 1.3.1 General Objective of the Study

The general objective of the study is to assess the nature of news source usage among state and private media in Ethiopia a comparative analysis Addis Zemen and Reporter Newspapers.

### 1.4 Specific Objectives of the Study

The specific objectives of this study are the following:

1. To identify the factors that influences the selection of news sources.
2. To find out the sources of information frequently or continuously used by the newspapers.
3. To describe the criteria of news source selection by the government and private newspapers.
4. Identify the visibility and accuracy of source citation in reporting the news story.

### 1.5 Research Questions

The purpose of this study was to identify the news source usage among state and private newspapers in Ethiopia. Thus, it aims to answer the following research questions:

1. What are the common types of news source used in Addis Zemen and Reporter newspapers?
2. What influenced the selection of news sources?
3. What are the types of attribution used in the newspapers?
4. What are the nature and issues of news story mainly addressed in newspapers?

## 1.6 Significance of the Study

The researcher believes that the result of the study would have considerable benefits: First, it may develop awareness in working journalist on the use of attribution so that properly using news source will increase the value, trustworthiness, correctness and accuracy of the news. Second, the researcher believes that the findings of the study could serve the newspapers as feedback to look into their respective shortcomings. Hence journalist and staff workers would review and make relevant corrections accordingly with regard to their practice of news source selection, cultivation and usage. Third, the finding of the study could help others who want to conduct research on related topic. Media institutions and practitioners that provide news for their audiences might also use this thesis to enhance their news source usage.

## 1.7 Scope of the Research

The scope of the study is based on assessment of news sources usage among state and private print media in Ethiopia. For this reason study is delimited to analysis of the news source on the both newspaper the study 2010 E.C. This is also being the time frame of the research to show the current status of the news source.

## 1.8 Limitation of the study

This study was not free of certain limitations. The research had the constraints of time and financial resources to deal with the broad concept of news source usage. The Media is a very broad sector which encompasses different forms. Hence, it would not be feasible to look at all forms of the media as well as all institutions that make up the Media Sector in Ethiopia.

The choice of print media, and in particularly state and private media in *Ethiopia Addis Zemen and Reporter* newspapers, automatically excludes a very big area both in terms of form and language used by different newspapers currently operating in the country. This constitutes the major limitation of this study, as it presents a narrow view to assess the of news source usage among state and private print media in Ethiopia.

Another shortcoming of this research was that the news analysis were conducted excluding footnotes of photo charts, information charts, sidebars, boxes, mappings and advertisements.

## 1.9 Organization of the Thesis

This study consists of five chapters. The first chapter gives an introduction on background of the study, statement of the problem, objectives of the study, significance of the study, scope and limitation of the study. The second chapter reviews the relevant literatures, i.e. the theoretical approach of the study and issues that are related to journalists and newspaper media utilization as a source of news.

The third chapter presents discussions on the methodology employed to conduct this study and the reasons why researcher has chosen quantitative and qualitative (mixed) methodology. The chapter also depicted the samples and sampling techniques, the data and sources of data, and the coding and analysis of data employed by this study.

The fourth chapter discussed the analysis and presentation of the data. This chapter also presented the results and findings of both the quantitative and qualitative data analysis; and discussed them in light of the major theoretical backbone of the study. Finally, chapter five provides conclusion and possible recommendation.

## Chapter Two

### Review of Literature

#### 2.1 Understanding the Concept of News

Different scholars give different definition to news. As Pamela (2006) writes, people are interested in news whether the news comes from other people or from mass media, and people like to know what is going on in faraway places or in our neighborhood. Of course not everyone is equally interested in general news and people may be more interested in one topic than other. Thus, as different topics require different interest it is not an easy task to provide strict and the same definition as common and universal which works at all times and in all situation. But, this does not mean there are no similarities at all. Though different scholars defined news to various meaning, there are underlying common values on which most scholars agree. With this regard, Tai (2005) quoted in Teshome (2006) states that “understanding what news is and how it is presented or not presented to the local or global audience is of special significance in understanding the dynamics of the reality construction process by the mass media.”

News is information about events, people or issues that the public wants or needs to know (Mark, 1999). The managing editor of the New York Times, Susan Edgerley defined news as “anything you find out today that you didn’t know yesterday.” News is something which interests a large part of the community and which has never been brought to their attention (Anna 2006). This stresses the two most obvious points .It needs to be something that would interest the readers, and if they already know it, then it is not news.

In addition, Herbert (1992) also stated with regard to the definition of news as follows: News reporting textbooks lists the criteria for deciding if an event or issue qualifies as news. A beginning-reporting student can recite these criteria quickly, including human interest, timelines, conflict, proximity, consequence and prominence. Experienced reporters may not use these terms but instead may offer working definitions, such as news is what I say it is, news is what is reported in the papers, news is something that you know today that you didn’t know yesterday.

According to ibid (1992), news has not got similar weight and value among beginners and experienced reporters. If beginners focus on certain fixed criteria to differentiate events of news worthiness, however, experienced reporters often based on their own understanding.

Generally, it is true that there are some guidelines and criteria to judge whether something is news or not. These guidelines on which academicians agreed upon are called elements of news. These elements enable us to judge whether it is news worthy or not. As many scholars like Mark (1952) and Herbert(1992) stated, some elements of news are:

- **Timeliness:** - Is it current or new? Audiences want news as quickly as possible. Even though it depend on the medium, length of time for which a piece of information continues to be newsworthy is necessary.
- **Proximity:**-Is it happening nearby? News, which is close to the audience, is the most news worthy than the news, which is far from the audience.
- **Impact:** -Will it affect your audiences in an important way? How many people an event or idea affect and how seriously it affects them.
- **Human interest:** - is it about other people's lives and emotions? Hiebertet (1988) says we can identify criterion that we refer to only vaguely as human interest. Matters that catch and hold our attention because of physical and emotional those are built in human beings”
- **Prominence:** - Is it well known to your audiences? It is believed that the more widely known the participants in an occurrence, the more news worthy the event.
- **Conflict:** Does it involve tension, surprise, or suspense? This refers story that affect large numbers of persons and involve conflict, suspense, or change.

Thus, as the idea of the above scholars indicates, elements of news are important to judge the value of news and before can become news it should fit these qualities.

Based on these news judgments, news provides several functions to different people on various issues. Hiebert, (1988) pointed out that media news is vital to the sustenance of society. People turn to the news every day because of the facts that are communicated have direct consequence on their lives. It is news media, which provide necessary information to the people. As Schudson (1995) also stated, news media provide various

information on different topics that people want, and news media represent the public and speak for the public interest.

## 2.2 News Sources and Types of News Sources

Sources have a crucial role in the profession of journalism. They are information providers and “the lifeblood” of journalism (Rudin and Ibbotson, 2002). Without sources, the information released by media professionals cannot be trusted. Dary (1967) defines sources as who supply information and that information must be accurate and affects the lives and interests of the general public. Unless it is accurate, current, and reliable, the information may not be called news. Journalists by themselves cannot write and report news based on their assumptions. Rather they rely on information gathered from different sources. Even though reporters can observe what is going around their working and living area, they are advised to attribute some sources of information in order to be trusted. Newsom and Wollert, explain how journalists can access information by contacting people and referring documents:

Reporters ask other people what they have seen and heard. Reporters interview the participants in news events to learn their thoughts and feelings and to gain new information from a different perspective. Reporters check records and documents to background information and to verify the assertions of participants and observes.(Newsom, and Wollert, 1985).

A political scientist Leon Sigal (quoted in Schudson2003,) asserts that, “News is a product of transactions between journalists and their sources.” This indicates that journalists contact people who are authorized to provide relevant information, and then they analyze and selectively and finally broadcast as news. McQuail (1994) acknowledges that all media institutions depend on reliable information provided by news sources. Unconsciously, some reporters usually define source as only a human being, and Listeners can trust a person who is in a position of high status. They want to rely too much on word-of-mouth information (Neal and Brown, 1976).

However, scholars who criticize this thinking and argue with considerable justification say that the best source is the written document because of its legal status. But

documents are not always available for journalists especially for broadcast media that struggle with deadline, written documents may not be available to report fast breaking news. So reporters still rely heavily on firsthand information (Ibid),but as much as possible, reporters are advised to use both human and non-human sources in their news reporting.

#### Human as Sources of News

Since news is about people, the most suitable sources of information to news media are people. "Human sources add a face, credibility and color...provide expert testimony; elaborate on the statements of other sources; explain evidence; provide opinion and confirm or corroborate what you already know" (Forbes, 2005).

People become part of news in different ways. When they do good or bad things, achieve some goals and disagree on especial issues. Newsom and Wollert, (1985,) explain how people become part of news, "When people accomplish something, does something wrong, say something important, or even when they die, and a news story may result. The more prominent the person, the more likely his or her activities will qualify as news". When those people directly involved in issues, they are primary sources. Most of the time, listeners want to hear people in the news rather than hearing from reporters.

Pulitzer Prize –Winning investigative reporter Sydney Freedberg advises her students regarding the importance of people as a source. She cited in Soley (1992) and said, "The only thing that makes a story come alive is people. Go out and talk to them. Figure out what is on their minds...If you rely completely on documents to do a story, you are going to have a dead story", (1992).

Garrison (1992) on the other hand explains the assumptions of some reporters in human source usage. "In focusing only on human sources, you must remember there are different types to use in reporting. Some beginning reporters make the mistake in believing that only person is a good source, as long as the person is someone who is quotable and make sense" (1992,).

According to Gibbs and Warhover, (2002), reporter has a great responsibility in the decision of using these sources. First, reporter must consider the source relating to the

event. They are many people around, but among them, few become vital sources. The sources must be official (authorized to the issue or idea), expertise, horse mouth, and ability to explain the event in a very clear and concise ways.

This implies that reporters must find the best possible sources for every news story. The best in a sense, a person who is directly involved in or the issue concerns him. Garrison lists at least five common types of human sources (Garrison, 1992).

#### Expert or Professionals as Sources of News

These are individuals, who have specialized in the specific fields and have more professional knowledge than any other. They are authorized and experienced in the subject area.

Keeble (2001) stresses the ability of experts in explaining their subject area. “Journalists often use expert such as academics, think-tank members and pressure group campaigners...they can use them more subtly to add extra weight to a view they (or their proprietors) wish to promote.”

#### Public Sector Officials as Sources of News

These people are sources who sometimes are expert or authoritative and more importantly inclined to official status. Official in a sense, they are politicians, anyone who appointed or elected, bureaucrat, civil servant or other responsible person who can serve the public. They speak authoritatively on the behalf of group of people.

#### Private Sector Officials and Spokespersons as Sources of News

Officials may also be private individuals who are posted and represent companies, factories, institutions or other groups like associations.

#### Eyewitness and Typical Citizens as Sources of News

These people are who in some circumstance have become valuable to a story. Because they were present when event like traffic accidents, disasters and other events occurred. They can elaborate how the event occurred and what it was looked like. And also Typical Citizens as Sources of News: For some stories, the average residents of an area

are needed. According to (Garrison, 1992), they give their opinion or reflection on particular issue. They are directly or indirectly concerned with the issue. Journalism stands for the public; it reflects citizen's reflections for their society to become better place to live and work (Warhover, 2002).

### 2.3 Sources Considerations for News

Journalists determine the appropriateness of human sources based on a number of interrelated source considerations Gans, cited in Tumber, (1999). The criteria are interrelated and reporters who have not enough time can quickly select few of them. Gans (1999) identifies the five major source considerations. Those are suitability, productivity, reliability, trustworthiness, and authoritativeness of sources.

Past Suitability- If the sources have provided suitable information in the past, they have opportunity to be selected again and use as regular news sources. However, some reports as well as listeners may be bored with the repetition of these sources. But if the sources are prominent like a president, no body may be bored. Listeners and journalists bored when the same source come regularly to a single purpose.

Productivity- Sources are judged by their ability to supply a lot of information in a short period of time. Again, productivity also elaborates in line with government plans and new policies in the news. These can be obtained from official sources and need to include of responsible sources in the effort of its implementation.

Reliability- Reporters need reliable sources whose information requires much time to check. But, if the issue is controversial or not yet believed, reporters expected to find those who oppose the fact and independent sources. When journalists attribute information to source, they must not worry about the validity because the listeners can judge the credibility of sources by themselves.

Trustworthiness- If reporters cannot check quickly enough. They have to look for other trustworthy sources. They are required to gather accurate and reliable information and they expected to check the honesty of sources.

Authoritativeness- Journalists prefer information of officials rather than other sources. They believe that officials are authorized and responsible. Journalists trust them because they are believed not to lie. Even when the issue is controversial, journalists can defend themselves relying on the authorized sources. However according to, Gans this fact which emphasis more on top officials may undermine the ordinary citizens.

### 2.3.1 Non-Human Sources of News

As human sources are valuable to journalists in the work of newsgathering, non-human sources also play vital role to media institutions. Journalists can find many additional clues for human and non-human sources from variety of written documents. Telephone directories, city directories, media directories, public and higher educational libraries contain a wealth of source materials that enable journalists to find background information for every story (Rich, 2003).

Potter (2006) acknowledges the importance of document, data and public records in the effort of utilizing news in sources. Documents are classified into various categories. However, it is better to classify into public and non-public.

#### Public Documents for News

In democratic society public documents are open for any one including journalists to refer it. In most countries journalists are granted in law to access public records (White, 1996). Forbes (2005) describes the kinds of public documents. "Public documents can include Judicial or court records, minutes of parliamentary committee meetings, government budgets and expenditure reports, public tender documents and deeds or property files" (2005).

Reporters who cover city, regional states and country will find much information in the public records (Gibson, 1991). The files of former officials, formal actions of governmental units and minutes and day-to day activities of government agency reports are available. Reporters who establish smooth relation with official and civil workers can easily access such records.

Sometimes governments fail to disclose information to the public because they believe

disclosing all information to public may result security problem as Ted White (1996) describes. But they publish volumes of manuals and directories that use journalists. Government officials do not fail to disclose some information only for security purpose; according to White they hide some information for embarrassment of their agencies (Ibid).

#### Non- Public Documents for News sources

Nonpublic documents are many in number among others; individuals' credit history, income tax returns, bank records and medical files (Forbes, 2005). Documents are not limited to those records or people. Books, published reports, government research, individual and academic reports, property records, contacts, video and audiotapes, diaries are other types of documents (Ibid).

Records and reports provided by the private sector are available for public consumption and journalists (Garrison, 1992). Business and private institutions such as schools, hospitals, colleges, foundations, charities and other institutions produce reports for public use (Ibid).

However, most of the time the difficult one for reporters will be the documents, records and reports kept by private organizations. These materials are kept secure unless reporters try to establish good relationship with employees providing these materials. Gibson (1991) also elaborates the difficulty of accessing private business for reporters, but he says that some records are public. Garrison also emphasizes the difficulty of accessing private records. It needs to have permission to access them. It is common that reporters can only get those materials by purchasing them or by oral or written permission to access.

Even this is an important step to purchase those materials because most enterprises are in the business of collecting and publishing materials for profit. Therefore, reporters may be forced to buy or copy the most important one (Garrison, 1992).

#### 2.3.2 Keeping List of Sources

Sources can be listed in two ways in newsroom. Garrison advices that reporters to keep

lists of sources in newsroom which all reporters and editors can access it. Many newsrooms keep common lists of information for all journalists to access at any time. These sources are filed in computer by name and specialization and not protected by password. The other way to list sources to reference is personal. Every reporter can create his own list and keep for further usage. It may be telephone and address book or personal directory. Gibson (1991) says that without information available in records, reporters are victims of conflicting ideas and viewpoints. They can't judge until they access all necessary information.

## 2.4 Attribution

Attribution simply means telling your readers where the information in the story comes from as well as who is being quoted. Generally, attribution means using a source's full name and job title (when relevant). Information from sources can be paraphrased or quoted directly (Forgary, 2009).

### 2.4.1 Advantage of Attribution

Attribution gives complete news, tells the owner of the news and also for the reader a sense of trust is developed by writing sources of news. For news to have a complete and full message one of the requirements is to write sources, In addition to this one of the purposes of attribution is to make clear that this is the news makers point of view not the reporters, (Lanson, 1994).

Attributing sources in a news story for ambiguous issues is highly recommended. When any controversial statements appear in the newspapers, it must be carefully attributed. (Lanson,1994). Attribution is not always necessary when the information is commonly available and especially easy for anyone to look up.

According to McIntyre (1991), it is not necessary to attribute for general truth events; Hohenberg (1978) believes that there are times in which attribution might not be needed. Pointing out that it was often impossible to give sources on sensitive stories, such as matters involving national security. Hohenberg argues that in governmental or non-governmental institutions, events that are classified as secrets by institutions may

have danger on the personal (private life's) of the sources if their names are attributed. So here is a big question to the reporter: How can the reporter use the information? Does it create a sense of mistrust about the reporter's stories by the audience without attribution? The answer for this is that there is an agreement between the source and the reporter, which uses different types of attributions (Brooks, 1992)

#### 2.4.2 Different types of Attribution

Mencher (1993) in his book of "News Reporting and Writing" outlines four distinct types of attribution:

**On Deep Background:** Anything that is said in the interview is usable but not in direct quotation and not for attribution. The reporter writes it on his or her own. Example: the U.S. has no plans to invade Iran.

**Off the Record:** Information by the reporter is used only and is not to be printed or made public in anyway. The information is also not to be taken to another source in hopes of getting confirmation.

**On the Record:** All statements are directly quotable and attributable, by name and title, to the person making the statement. Example: "the U.S. has no plans to invade Iran," said White House Press Secretary Jim Smith. Reporters should strive to have their sources speak on the record whenever possible. A named source gives a story greater credibility.

**On Background:** All statements are directly quotable, but can't be attributed by name or specific title to the person commenting. Example: The U.S. has no plans to invade Iran, a White House spokesman said (Mencher, 1993).

It is not a must to use all Melchers categories in interviewing a source but establishing how the information a source gives can be attributed should be given attention (Mencher, 1993).

#### 2.5 Anonymous Sources on News

When reporting anonymous sources, the reporter uses representative statements and phrases like according to closed sources: Diplomatic sources, eyewitnesses: according to political observers...etc. (Hohenbrg, 1978). These phrases partial attribute sources but partially attributing a source is not supported by many editors in chiefs and news agencies but if the information is of high public interest and if there exist no other source it is possible. Quoting associated press stand using of anonymous source is only possible if the information is true and has clear advantage to the public but anonymous sources are not used to inject personal opinions (Mencher, 1996).

Given the above points it is highly recommended to use non-anonymous sources. As Brooks, (1992) said, not naming sources is dangerous for two important reasons first such information lacks credibility and makes the reporter and the newspaper questionable. Second the source may be lying.

#### 2.5.1 Place of Attribution on News

According to Lansen (1994), since attribution is vital for news story it is good to know where to attribute in a news article. Lansen explains that journalists should know the perfect time and place of attribution.

A news article has three sub-parts; headline, lead and body from these sub parts on which place to attribute scholars below suggest a source.

Some news-writing scholars explain that attribution in the lead sometimes makes it too long or spoils the needed effect. They prefer to cite the source in the second or third paragraph (Mencher, 1996).

According to Mencher there are necessary occasions to write sources on the lead part especially if the news contains accusation and charges then it is highly recommended to cite on the lead part. Contrary to the above, there are scholars who argue who say citing of a source in the lead will make the news unreadable. Tell and Brook supports this, since lead is a summary of the news and tells what happened in a very short number of words, so adding sources on this will create bizarre (Tell, 1995 & Brook, 1992). Udotia (1988) supports their idea by saying, “a reporter should ask himself if he has written a very good lead, being very good should contain source of the information”.

Different scholars have forwarded different ideas on the placement or citation of sources above, but Mac (1977) presented a common theory most scholars agree. When citation of sources on the lead part is needed, putting a tip of the source will help in order for the lead to be simple and clear, and on the body part of the news story, it is possible to elaborate and give detail about the news source. The body part should encompass how and where the event happened; and other elaborative, detailed explanations could be given. It is also possible to give detailed information of the source.

Citing a source on the lead part is possible in the beginning, middle and at the end (Vivian 1990) but this kind of citation is not mainly used in Ethiopia since the lead most of the time is a single sentence. There are different types of leads. Leads that talk about an action, place or person ...etc. If it is about an action occurrence and outcome then citation should be at the end, but if the lead gives more emphasis on the doers of the action then the citation should be in the beginning.

### 2.5.2 Citing Guidelines of News

Here are some other guidelines advised by Brooks (1988) to follow when attributing information.

- ❖ If the direct quote is more than one sentence long, place the attribution at the end of the 1<sup>st</sup> sentence.
- ❖ If direct quotes from two different speakers follow one another it should start the second with the attribution to avoid confusion
- ❖ Do not follow a fragment of a quote with a continuing complete sentence from question. Avoid this constriction. The correct form is to separate partial quotes and complete quotes
- ❖ The first time in attributing a direct or indirect quote, identify the speaker fully, how fully depends up on how well the speaker is known to the reader
- ❖ Don't attribute direct quotes to more than one person
- ❖ In stories covering past news events, use the past tense in attribution and use it throughout the story. However stories that do not report on news event such as features may be more effective if the attribution is consistently in the present tense.
- ❖ Ordinary place the noun or pronoun or pronoun before the verb in attribution

❖ If including a long title identifies a person it is better to begin the attribution with the verb (Brooks, 1988).

## 2.6 Journalists Perspectives as Sources of News

Traditionally the fundamental rule of sourcing has been that for a fact to appear in print it needs to be confirmed by at least two reliable and independent sources. If this is not possible, then, the reliability of the source and the journalist's belief that the facts are correct, will dictate whether the source is used or not (Bickler, 2004).

However, Mollenhoff (1981,) commenting upon the use of sources in the Jimmy's World and Watergate scandals argues that, 'one good solid source, a direct witness with no axe to grind and with a record of high credibility, is better than two, three, or four sources who are relating second or third hand hearsay.' He contests the two-source rule on the grounds that it is meaningless without any standard for weighting the credibility of the source.

Steele (2002,) suggests that a better guideline for evaluating sources is to ask, 'what is the source's motive for providing this information? What does this source have to gain or lose? Will this information make the source look better, worse, guilty or innocent?' The requirements for journalists to produce reports that are corroborated by credible and authoritative sources may, as some argue, lead to a bias towards official sources (Hall, Critcher, Jefferson, Clarke, & Roberts, 1978).

However, for journalists, the search for an authoritative source should not be conditioned by perceptions of status. An official or authoritative statement may not provide all the relevant facts. Communication professionals will attempt to spin or frame an issue so that events are portrayed in a favorable light (Bickler, 2004).

## 2.7 Conventional and Nonconventional as Sources of News

Conventional news sources as stated, Strentz (1989) explains are those sources that give reporters readymade news through and from beats or governmental offices; public relations or promotional sources; attendance at newsworthy events; and use of public records.

This is the way that the news media gather most of their information. The nonconventional sources are 1, so-called precision journalism 2, and contact with minority groups and the disenfranchised 3, response to the bizarre role of terrorist groups. Beats according to Strentz are social and political institutions like the courthouse, city hall, police and fire departments that are by and large valued for their roles in society. Strentz claims that the reporter may confuse acquaintance with the beat and the news sources, empathy with a source's problem and a sense of responsibility for the success of the source's programs with responsibility to the news audience. (Eden Taye)

## 2.8 Factors Determining News Selection

The decision of news selection can be determined by various factors. Involvements of government, advertisers, media owners, news values or editorial policy of the medium and even audiences influence news selection. Government controlled media are more influenced by the ruling party of that country. Campbell (2004,) emphasizes this influence as "... the greater the state's involvement in news production the more restrictions journalism has up on it." He also emphasizes, absence of government control doesn't mean absolutely the medium is out of controls especially, in terms of economic control.

Advertising is the other factor in the decision making of news selection. Most of commercial broadcast media rely on advertisements since their revenues depend on it. At this time advertisers attempt to influence the editorial content of news. Even non-commercial media which have their own sources of income significantly affected by advertising (ibid).

Fedler raises another factor that determines news selection that is owner of the medium. He says publishers (media owners) who deeply engaged in politics sometimes order their news staff to broadcast only the positive side of their favorite politicians and also order their reporters to broadcast the negative side of their rival politicians (Fedler, 1993). Campbell (2004) also agrees on the big influences of media owners on news content.

Media owners have the power to influence or manipulate editorial content by dictating

their editors. Editors decide which news must be transmitted or news sources used or not. News values have their own impact in the decision of news selection journalists outline professional checklists in order to select news. Campbell cites the research findings of (Galtung and Ruge 1973; Gans 1979; Golding and Elliot 1979, Hetherington 1985 and Shoemaker, 1987) which are called the most news value that enables journalists to select news. According to those findings, some of news values which help to select news are importance or significance, balance, quality, proximity, timeliness, surprise, conflict, attractiveness, prominence, etc. (Campbell, 2004).

Audiences are other factors who influence news content. Tiffen (1989, cited in Campbell 2004) indicates, journalists make their decision of news selection based on the interests of their particular audiences. If journalists assume the story is news worthy to audiences, they select and cast that news story, otherwise they reject.

In general, Gans (2004) summarized factors that influence news selection into three theories. He says that journalist; news organization and event determine news selection. The first one is journalist-centered theory; this means journalist's judge news based on their professional news judgments (values) described above. The second one is organizational centered theory. News organizations have their own criteria in the process of news production and transmission. They determine story selection by designing editorial policy. Finally, an event-centered theory proposes how the kinds of event influence news selection.

## 2.9 Theoretical approach

This chapter will examine the theoretical model of gatekeeping as a method for interpreting the roles that journalists and editors, as well as their newspaper structures and various wider societal influences, play in determining assessment of nature of news sources usage among state and private newspapers in Ethiopia, and why. The agenda-setting model and the concept of newsworthiness will also be discussed briefly.

### 2.9.1 The Gatekeeping Model

Since newspaper journalists receive more news than they are able to print, they have to make decisions about what to leave out. As a result, the original message is changed

(Oosthuizen, 2004) and readers “are presented with only a part of daily reality” (2004). This process of decision-making is known as “gatekeeping”, a term coined 60 years ago. It is “the process through which certain information passes a series of checkpoints (gates) before being finally accepted as news material” (Oosthuizen, 2004).

The linear model of mass communication states that senders transmit messages to receivers through mass media channels (Campbell, Martin & Fabos, 2007).

In the process, gatekeepers (such as editors, producers, and other media managers) function as message filters. Media gatekeepers make decisions about what messages actually get produced for particular audiences.

The gatekeeping metaphor is described by McQuail (2005) as a general term for “the role of initial selection and later editorial processing of event reports in news organizations.

News media have to decide what “events” to admit through the “gates” of the media on grounds of their “newsworthiness” and other criteria.

Gatekeepers are not only journalists, nor only editors (who decide where to place the articles and how much space to allocate), but also boards, senior managers, “the norms and standards of the institution” and the journalists’ desire to “protect their jobs and avoid conflict”, as well as the influences of time, space limitations, physical proximity and cultural relevance (Oosthuizen, 2004). In fact, the gatekeeping process begins with journalists’ sources, which can “distort or withhold information” (2004).

### 2.9.2 The Agenda-Setting Model

Agenda setting (“the way the media set the order of importance of current issues”) is closely linked to the gatekeeping process (Watson & Hill, 2003) and will therefore be explored briefly in this chapter. Although gatekeeping forms the predominant theoretical framework for this study, the agenda-setting model is employed to interpret the interaction and inter textually between articles and letters news sources (in other words, between journalists and readers) in the newspapers.

The first systematic study of the agenda-setting hypothesis was done when McCombs and Shaw studied the 1968 American presidential campaign and hypothesized in a 1972 article that the mass media set the agenda for political campaigns (Severin & Tankard, 1988). They found that readers do not only learn about an issue “but also how much importance to attach to that issue from the amount of information in a news story and its

position” (McCombs & Shaw, 2004).

Since then, agenda-setting research has tested the idea that “priorities found in media (as measured by space and prominence) will shape the priorities of public (or audience) opinion” (McQuail, 1995).

Agenda-setting researchers have argued, “The mass media do not so much tell us what to think as *what* to think *about*” (Campbell, Martin & Fabos, 2007). In other words the influence of the media “is not on the direction of opinion but only on what people think about” (McQuail, 2005).

There are different schools of thought regarding agenda-setting, with some researchers believing that the media influence their audiences by emphasizing problems that are not the most important problems in reality (Severin & Tankard, 1988), and with others arguing that the media merely respond to the public and give them what they want (Williams, 2003).

Despite much research, the agenda-setting process is poorly understood (Severin and Tankard, 1988)

What takes place when issue saliences are transferred from the media to the minds of individuals? Are some cues (headline size, front-page play, and position in a news broadcast, use of photographs or visuals) more important in suggesting salience than others? Or is the important factor the accumulation of cues over time, no matter what their particular form?

Closely related to agenda setting is the framing theory, which describes how news sources content is {typically shaped and contextualized by journalists within some familiar frame of reference and according to some latent structure of meaning} (McQuail, 2005).

Framing constitutes “selection and salience – what is perceived to be most meaningful” (Watson & Hill, 2003) and causes journalists to introduce “(unintended) bias” (McQuail, 2005).

It involves the use of news angles (“interpretative and ideological frameworks from which journalists report about an issue and the contextualization of news reports within a specific (ideological) framework”), which affect how the public’s interpret the articles (Fourie, 2004).

### 2.9.3 Newsworthiness and News Values

Any investigation into gatekeeping (and agenda-setting) inevitably leads to the topic of newsworthiness and news values, as originally defined by Galtung and Ruge. As Watson & Hill (2003) ask: “The agenda controls the gate, but what controls the agenda?” The answer, according to Oosthuizen (2004), is news values:

News is not something that happens out there and which is then reported. News is primarily the events that are selected as newsworthy by journalists...

News values are criteria applied by journalists and editors to “determine whether or not to carry particular items of news” (McQuail, 2005).

In commercial media, the consensus “value” is whether or not the item concerned is likely to interest a potential audience. However, there are other sources of value, including judgments of intrinsic significance or the pull or pressure of influential interests other than the audience.

De Beer observes that good news is often seen as not being newsworthy (2004) and that the nearer and more intense the news event, the bigger its news value will be (2004). He summarizes Galtung and Ruge’s list of factors that make up news selection and which are still seen as applicable in today’s newsrooms (De Beer, 2004).

- ❖ Time span: The event should best fit the time schedule of the news medium;
- ❖ Intensity or threshold value: Magnitude or sudden increase in the normal level of events;
- ❖ Clarity lack of ambiguity: A story with clear facts would rather be published;
- ❖ Cultural proximity or relevance: The closer the event, the better;
- ❖ Consonance: Stories that are “expected” – for instance, corruption in certain countries – are more likely to be selected;
- ❖ Unexpectedness: The more unusual or unpredictable (also the reverse of consonance) will add to a story’s news value;
- ❖ Continuity: Once a story is “running” there will be some momentum to carry it further;
- ❖ Composition: News stories should normally fit the overall balance of the medium; and
- ❖ Sociocultural values of the society and the gatekeepers at the particular news medium.

McQuail (2005: 309) observes that these factors include socio-cultural (ideological) influences stemming from Western values, as well as organizational (bureaucratic) and

genre-related factors. There is a bias towards events and stories that “fit the machinery of selection and retransmission” (2005). Researchers generally believe that the selection of news according to whether it is “newsworthy” is systematic and largely standardized, although specific details vary from journalist to journalist. According to Watson & Hill (2003). The selection or rejection of material is made according to a set of criteria determined by a number of factors the gatekeeper’s class background, upbringing and education and his/her attitudes to the world (values); plus the values, norms and traditional wisdom of the organization for which the gatekeeper works. Finally, a word of caution: Although much gatekeeping research has been done, researchers have not been able to shed light on what news selectors regard as “relevant” news because so many factors play a role (McQuail, 1995). Thus, any study, which examines gatekeeping factors, should realistically admit that its qualitative findings are neither definitive nor conclusive, but are open to interpretation and debate.

#### 2.9.4 Framing

The concept of framing, despite its omnipresence in various branches of social science, is loosely defined. Entman (1993) argues that framing as a theory of communication is fractured like many other concepts in the field. He captures a common feature in the definitions of framing that:

Whatever its specific use, the concept of framing consistently offers a way to describe a communicating text. Analysis of frames illuminates the precise way in which influence over a human consciousness is exerted by the transfer (or communication) of information from one location-such as a speech, utterance, news report, or novel-to that consciousness (Entman, 1993: 51/2).

In a more precise context of journalism, framing is a way of providing some general interpretation to isolated items of fact (McQuail, 2005). The exercise of framing stories within a certain context makes it inevitable for journalists to introduce bias (ibid). According to Entman (1993:52), “Framing essentially involves *selection* and *salience*” and the process entails defining problems, provide causal interpretation, make moral judgments and forward recommendations (Entman, 1993, McQuail, 2005).

Framing, like other media effect theories, has undergone a number of paradigm shifts. According to McQuail, the first stage of conceptualizing framing was dominated by the

assumption that mediated propaganda during World War I influenced attitudes. The second stage, which ended in the late 1960s, assumed that personal experience as opposed to media messages has the main influence on attitude change. With regard to the media effects, the thesis established that the media messages rather influenced existing attitudes.

The issue of strong media effects came again onto the research scene in the early 1970s when focus shifted from attitudes to cognitive effects of the media (McQuail, 2005, Scheufele, 1999, McCombs, 2004). The fourth and present stage is characterized by 'social constructivism' in which "The description of media and recipients ...combines elements of both strong and limited effects of mass media" (Sheufele, 1999: 105). While the media, on the one hand, have a strong impact by constructing social reality, their effects, on the other hand, are "...limited by an interaction between mass media and recipients" (ibid: 105). Defined and operationalized within the realm of social constructivism, the mass media provide a frame of reference within which the audience interpret and discuss public events.

At the same time, "...people's information processing and interpretation are influenced by preexisting meaning structures and schemas" (ibid: 105). One can easily notice how this assertion very much tallies with the argumentation that characterizes agenda setting theory which also describes the media as providing the public with frames of information, thereby influencing not directly people's thinking and attitudes but their choice of what to think about.

In a nutshell, it is a common position for both theories of agenda-setting and framing that the effects of media on people emerge not by mere reception of the media message by the audience but as a result of active interaction between the media messages and the audience in order for the audience to make meanings out of the messages received. By selecting items or salient issues for their reporting (agenda-setting) and putting them in perspective (framing), journalists strive to draw public attention and influence opinion.

## 2.10 Review of Related Studies

For this study the researcher has tried to see certain related studies below. It was tried to put the similarities and differences this studies have with the researchers study.

The first one is Edan's (2011), compare the state owned and private owned newspapers

Addis Zemen and Addis Admas extent of coverage and representation of known and unknown newsmakers in the news, It shows similarity on news source usage but has differences on the application of the usage. He also tried to see how it is collected and used.

My other review is Admasu's (1990) *The Techniques of News Gathering and The Art of Reporting in the Ethiopian Herald*. There exists a similarity on type of sources and type of fundamental news sources used but Admasu focused on division of labor of the staff, which is different from this study.

Another related study by Shiferaw (2007) *Implications of types of news sources: survey of HIV/AIDS News stories in Addis Zemen*, have similarities on the usage of sources and have differences while Teshager focused on the representation of ordinary members of the society as sources of HIV/AIDS news stories. He also tried to answer, what implication does the appearance of news sources from a limited section of the society have HIV/AIDS communication?

The last overview is on Zawge, understanding local media environmental as a source for local news in five Ethiopian newspapers. They were similar in areas like news source types; fundamental news sources and their usage of different sources. And difference exists in their model of attribution, anonymous sources, and usage of technology, purposes and approach of the study.

Over viewing this related studies and finding differences in purpose and approach of study the researcher has decided to make the study.

## Chapter Three

### THE RESEARCH METHODOLOGY

#### 3.1. Introduction

According to Rajasekar (2013) a research methodology refers to a science of how research is to be carried out and a systematic way to solve a problem. It is also concerned with the procedures by which researchers go about their work of describing, explaining and predicating phenomenon. Hence, this chapter presents the research design and methodology. It covers the research method, the sources of data, the study population, the sample size and sampling technique, the instruments and procedures of data collection, and the methods of data analysis.

#### 3.2. Research Design

As indicated in chapter one, this study mainly aimed to explore nature of news sources that were utilized in *Addis Zemen and Reporter* newspapers. In order to carry out the study, both qualitative and quantitative methodologies were employed. As Gay (2009), quantitative research used to describe, explain, predict or control phenomena of interest. It is based on the measurement of quantity or amount of variables. The study has employed mixed method (qualitative and quantitative) content analysis. Quantitative content analysis has not been able to capture the context within which a media text become meaningful and advocate attention to qualitative approach as well (Yin, 2003).

The researcher preferred the dichotomy approach believing that using only the quantitative content analysis could not indicate the desired result because it would be too simplistic to base decisions in this regard on mere charts obtained from a statistical content analysis (Newbold, 2003). Since the research questions need more analysis beyond counting and recording what newspapers use as a news source. So a combination of the two seems to be the ideal approach. Following the categorization of the selected news items in terms of their news source meaning direct observation,

humanistic records and documents in a quantitative content analysis, the qualitative version of the content analysis is used to explain and describe in detail.

Using different methods of data gathering strengthens reliability of a research. Mixed/triangulation research method, which combines both qualitative and quantitative methods, is better than either qualitative or quantitative research method (Creswell, 2009). According to Creswell (2009), the problems addressed by social science researchers are complex; and using either qualitative or quantitative approaches by themselves is inadequate to this complexity. So that, mixed method strategy reduces the risk that the researchers conclusions will reflect only the systematic biases or limitation of a single source, and it enables the researcher to gain a broader understanding of the issue he/she investigates (Maxwell, 2005; Creswell, 2009).

In other words, using triangulation strategy provides and expands the understanding of research problem. Therefore, in order to overcome such limitations, the triangulation (mixed) method was thought to be appropriate to this study. Hence, a combination of quantitative and partly qualitative analysis is used because the researcher expected to process a large amount of information during the study period that encompasses three months from June 01 - August 31, 2010 E.C.

### 3.2. The Sources of Data

In order to obtain relevant data for this study, both primary and secondary source of data were considered. Primary data sources, which are considered to be more accurate, are prepared by individuals who were participants in or direct witnesses to the events that are being described (Fraenkel, 2008). Primary data was collected from journalists and editors; who were participants in the interview or filling the survey questionnaire. In addition, the news stories were the main source of data generated using content analysis.

In addition, secondary data were used to support the findings of the study. Information from secondary data was used to supplement data obtained from primary data sources. Secondary sources are prepared by those who were direct witnesses to events but who obtained information from someone (Fraenkel, 2008). Secondary data were obtained

from the existing literature in previous research paper findings, journal articles, books, studies, annual abstracts and e-sources.

### 3.3. Target Population and Sample Size

According to Singh (2006), target population or universe is the entire mass of observations from which the sample is drawn. Since the purpose of this study is to examine the nature of news sources usage by examining news stories and surveying journalists, the target population of this study included the newspapers published during the period of June, July and August 2010 E.C. In this period 90 and 24 newspapers were published by *Addis Zemen and Reporter*, respectively.

### 3.4. Sampling Techniques and Procedures

From the population of three month *Addis Zemen and Reporter* Amharic newspapers; the entire issue of the weeklies has been taken for the study. For the dailies, the sampling scheme the researcher used for the newspapers issues was adapted from Shoemaker and Cohen (2006). Starting with randomly, newspaper issues based on a composite week of newspaper content was collected that is Monday as the first week, Wednesday of the second week, Thursday of the third week and so forth. If the newspapers were not published on a particular weekday, then the next available issue following that day was collected. Such a sample ensures that news coverage particular to a certain day of the week does not skew the results and such a sample is large enough to sufficiently represent a typical year's coverage (Riffe and Aust, 1993).

By using this sampling technique, the researcher picked a sample of 19 and 17 newspaper issues from *Addis Zemen and Reporter* where 92 and 90 news stories from the respective newspapers were identified and analyzed for their news source usage.

Purposive sampling technique was used to select *Addis Zemen and Reporter* Newspapers representing government and private owned media, respectively. All the 67 journalists and editors from both media were involved in this study. From whom 41 from *Addis Zemen* and 21 from *Reporter* professionals had participated and responded to structure questionnaire. According to Riffe (2005) purposive sampling is used in studies of particular types of publication; or in a particular time that may be of interest.

### 3.5 Data Gathering Instruments

The research tools that become means of collecting data for the study were primary and secondary sources. The rationale for choosing both sources is ample sources of evidence essentially rated more highly to insure the quality and credibility of the study. The most important advantage presented by using multiple sources of evidence is the development of converging lines of inquiry (Yin, 2003). In this study the following data gathering tools were used:

#### Questionnaire

For the purpose of this study a quantitative involving a structured questionnaire was used as the data collection instrument. Questionnaires can be administered to groups of people simultaneously, since they are less costly and less time consuming than other measuring instruments. The questionnaire had both open ended questions to enable guide the respondent through filling of the questionnaire as well as probe them for more information.

#### Content Analysis

The newspapers published in the particular study period were sampled and used as source of data. These news stories were analyzed for their forms and contents in order to extract the basic quantitative primary data about kind of news sources used, patterns and frequencies of attributions in the newspapers.

This study uses content analysis as one of the data gathering techniques. According to Krippendorff (2003), content analysis is the research technique for making replicable and valid inferences from the texts (or other meaningful matter) to the contexts of their use. Krippendorff also explains that a content analysis requires reliable and replicable techniques. It means researchers working at different points in time and perhaps under different circumstances should get the same results when applying the same technique to the same data. In this thesis, content analysis is used to analyze the textual journalistic content of comparative analyze in the two newspapers.

Riffe (2005) says that quantitative content analysis is a systematic and replicable examination of symbols of communication, which have been assigned numeric values according to valid measurement rules and the analysis of relationships involving those values using statistical methods to describe the communication, to draw inferences about its meaning or infer from the communication to its context, both of production of

consumption. A systematic content analysis requires identification of key terms or concepts involved in a phenomenon, specification of possible relationships among concepts, and generation of testable hypotheses.

A content analysis examines symbols; because all communication uses symbols, whether verbal, textual, or images. This research technique involves assigning numeric values to symbols. In quantitative social and content analysis, the researchers transformed answers, which are not numerical into numbers using coding procedures. This quantification process eases the work of a large amount of data. Riffe, (2005) argue quantification of content units makes it possible to reduce a very large set of data to manageable form and to characterize the variation in the data with summary statistics such as percentage, averages, and ranges. The use of quantitative measures on representative samples of data permits researchers to assess the representativeness of their samples, and thus use powerful statistics tools to test hypotheses and answer research questions.

One of the advantages of quantitative content analyses is the possibility of studying the content without gaining access to journalists and editorial staffs. It facilitates the acquisitions of the material and the management of the information. Easy reliability for future investigation and the capacity to study a high amount of information are also advantages of content analysis. And also quantitative content analysis has.

#### Unit of Analysis

In this thesis, stories used are only those that appeared on the front page. According to Benoit et al (2005), headlines and the lead paragraph of front pages can reflect the trends in news coverage of a medium. The assessment looked at the entire article of each story from the front page of the newspaper, typically features the most newsworthy stories of the day. Therefore all news articles and attribution, independent of their sizes, were coded. Footnotes of photo charts, information charts, sidebars, boxes, mappings, advertisements, and analyses are not coded.

#### Subjects of the Study

The study that was conducted in the two Addis Ababa based Amharic Newspapers. These papers are The Ethiopian *Addis Zemen daily and Reporter* newspaper weekly two times published Amharic version.

Frequency: The Ethiopian Addis Zemen are the only Amharic daily newspaper in the country, Reporter is weekly newspaper two times published.

Size and circulation: The Ethiopian Addis Zemen is the only broadsheet Amharic paper in Ethiopia. It has a circulation of 9,000 to 11,000 copies per day (Mass Media Profile in Ethiopia, 2008). The Ethiopian Addis Zemen covers almost the entire country. On the other hand, The Reporter weekly two times published in Amharic version have 6070, 8050, 3000 and 2023, circulations respectively.

Experience: Berhan ena Selam Printing Press, a modern, almost monopoly institution run by the government, was established in 1965. The Printing Press played a role in the publication of two national weekly newspapers, Addis Zemen (New Era), in Amharic (1941) these newspapers served as the main official press organs of the state and as the main source of information for literate people.

Established in July 8 1991, the Ethiopian reporter is one of the oldest surviving private weekly newspapers that operated for the last twenty-seven years.

Ownership Structure: Addis Zemen is state-owned newspapers, published by the Ethiopian Press Agency. Reporter is privately owned weekly newspaper. The Amharic versions of these two newspapers were considered.

Editorial Policy and News Angle: since the newspapers are published by different organizations, their editorial policies are intended to manifest the interest of the owners. The newspapers also create different news angles for the same story according to their interests and policies.

#### Document Review

The document analysis used to supplement the in-depth interview. The newspaper's news, policy documents and other related studies were procured as pertinent documents to enrich the quality of the study. According to Bloor (2006), newspapers reports have been a key source of data for researchers working within journalism and media studies.

#### Interview

To enrich the data gathering method, interview was an indispensable instrument. It has been combined with other research techniques to confirm or explain the research results (Manning 2001). The study procured data from an individual in-depth interview

questions with the editor in chiefs, and journalists of the newspapers and media houses.

The choice of this technique for collecting data is important to insure the quality of the information. Interview can be more in-depth. Such intensive interviews are used as qualitative technique by which we can gather information for several research methods (Manning 2001). The researcher we will do an in-depth individual interview with the editor-in-chiefs of the newspapers. The interview had semi-structured nature. A Guiding list of questions is prepared to stay focused on the desired subject matter. During the interview, the researcher has raised several follow-up questions to the editor-in-chiefs to dig out detailed and thorough information about the subject matter.

### 3.6 Methods of Data Analysis

Analysis is a research technique which allows making replicable and valid references from data to their context. The Statistical Package for Social Sciences (SPSS) version 22 was used to analyze the data collected. Tables were created from the data gathered. Representations like graphs and pie charts were used to ensure easy and quick interpretation of data. In order to examine journalists' opinion about news source usage the descriptive statistics such as percentages, mean and standard deviation were calculated. A chi-square analysis was used to compare the government and private media in news source usage practice.

In addition, the researcher considered independent sample t-test to compare the mean responses by journalists from government and private news media. Gay and others (2009) stated that t-test for independent sample used to test the difference between means of two independent groups and t-test for dependent samples used to test the difference between means of two dependent groups.

### 3.7 Variables of the Study

The coding for the news items was relied on the news source primarily that the papers used to print indicates the main focus of the news items. The coding was based on types of news sources, types of attributions, news topics, and news location. The categorizing has more of quantitative nature.

#### Variables and their Categories

The researcher classified news stories into seven categories. These are: news content

category, kinds of sources, number of news used in a single report, ways of attribution, objectivity of news presentation, tone and impartiality used in the newspapers.

1. News content category used on the newspapers
  - A. Politics: These are issues related to democracy and good governance like management, government structure, election, and corruption.
  - B. Economy: This refers to issues related to economy like agriculture, market, business, and hotel and tourism.
  - C. Environment: Issues related to environment.
  - D. Social Services: News related with health, education, water and sanitation, transportation, court, police, culture, art, religion, and sport.
  - E. Science and Technology: Issues related to science and technology.
  
2. Kinds of news sources used in newspapers
  - A. Government Officials: This represents authorities that are posted in different government ranks (from kebele to federal ministry).
  - B. Nongovernmental organization and civic societies: This represents nongovernmental organizations that serve for no profit and associations.
  - C. Private institutions: It refers to commercial organizations serve for profit.
  - D. Individuals: Any citizen who doesn't represent any organization or institution.
  - E. Political Parties: This refers to any organized political part including the ruling party.
  - F. Experts: These are people who are specialized in specific field and give explanation to journalists on their special fields.
  - G. Documents: These are secondary sources/written documents used as sources of news and record and audio video archive.
  
3. Number of sources: these are number of sources used in news items.
  - A. Single sources: It refers to news items only used one source.
  - B. Double sources: News stories used two sources.
  - C. Multiple sources: News stories used more than two sources.
  - D. No sources: News that does not have sources.
  
4. Ways of news attribution: the way journalists attribute the sources of information in news report used in the newspapers.
  - A. Appropriate: The way journalists attributed the sources of information professionally and properly.

- B. Inappropriate: This refers to news stories that journalists didn't attribute the sources of information properly.
- C. No attribution, anonymous: News that were not attributed at all.
- 5. The objectivity of news presentation: this is the way journalist's present information they got from sources without adding their opinion.
  - A. Raw facts: The way journalists presented news without adding their personal opinion (only presented the raw facts received from the sources).
  - B. Opinion added: News which journalists' opinion and comments were added.

#### 6. Source Attributions

- A. In the newspapers the types of source attribution that are made on the news articles have been categorized as full attribution, partial attribution and anonymous sources.
- B. Places of citation have also been categorized as Citation at the headline, News Cited on the Lead Part and citation in the news body part.

#### 7. News Sources

The news events that published on the newspapers come from more than one source.

- A. Categorizing the news stories in terms of their sources was important to examine the type of sources. Direct observation, human sources, reports, documents & reference material sources have been used.
- B. Assessment of Nature of news sources usage, type of the news, and types of News sources by government officials, regional official, and News source by regional sources were also the other categorization used.

## Chapter Four

### Data Analysis and Presentation

#### 4.1. Introduction

This chapter presents the data obtained from the survey questionnaire and content analysis of newspapers observed during the period from June to August, 2010 E.C, along with the data analysis made using descriptive statistics, such as frequencies and percentages, and chi-square test and independent sample t-tests were made to compare the different types of sources used by the two media: *Addis Zemen and Reporter Newspapers*.

The findings in the quantitative data analysis is presented in the form of table with their frequency and percentage, and discussed along with the qualitative information gathered using interview methods; in such a way that the objectives of the study are adequately addressed.

#### 4.2 Major News Sources usage by the Newspapers

The content analysis was conducted to reveal the nature of news sources usage of the newspapers: *Addis Zemen and Reporter* newspapers. According to editors in chief the newspapers, most of *Addis Zemen and Reporter* Newspapers news were gathered by staff reporters. In addition to their staff reporters, the newspapers used different local and international news media as sources of news articles on their newspapers.

Assessment of sources in the news revealed that various source were used by both media. These sources include: communication affaires bureaus of federal official and regional officials, Ethiopian News Agency, EBC (Ethiopian Broadcasting cooperation), Reuters, Oddity central, website of governmental offices, BBC, CNN and Aljazeera. According to the informants from the Reporter, the media house gave priority to news that were gathered by staff reporters and also used those local and international news agents as supportive.

According to editor in chief of *Addis Zemen*, the main sources for international news

are Aljazeera and Reuters. Whereas, Reporters rely on sources obtained by their reporters resides across the world. Thus, unlike *Addis Zemen*, *Reporter* mostly relied on its own reporters to produces news.

By profession, reporters ask other people what they have seen and heard; interview the participants in news events to learn their thoughts and feelings and to gain new information from a different perspective. *Reporters* check records and documents to background information and to verify the assertions of participants and observe (Newsom, Wollert 1985). Hence, using own reporters in news making shows the strength of the Reporter media house compared to the *Addis Zemen*, which mainly depend on external sources. Relying on its own staff reporters is one of the standards that scholars argue about. This quality of the *Reporter* Newspaper enables it to compete with other news media. Hence, the *Reporter* News was mainly from primary sources compared to the secondary sources in *Addis Zemen*.

#### 4.3 Topics of News Categories in the Newspaper

One of the research objectives is to understand the major category of the news published in government and private media. This categorization of news in specific title or theme was done through analysis of the news content, and transcribed by the researcher. The researcher made the categorization of the news by putting related topics under the same major topic/category. For example, the researcher brought issues related to democracy and good governances like management, government structure, diplomacy, election, corruption, political parties, individual experts, conflict, under the umbrella of politics.

Those issues like agriculture, development market, energy/electricity, aid loan/debt, business and hotel and tourism were put under economy. Issues related to health, NGO/civil societies, education, water and sanitation, transportation, culture, religion, world news, art, life, sport, court and police were put under the umbrella of social services. Environment and science and technology were put as separate categories.

Table1. News content categories by the newspapers

		Newspaper			Pearson Chi- Square	Df	p-value
		Addis Zemen	Reporter	Total			
Economy	No.	25	29	54	37.634	4	0.000
	%	27.2%	32.2%	29.7%			
Environment	No.	6	21	27			
	%	6.5%	23.3%	14.8%			
Politics/government	No.	24	35	59			
	%	26.1%	38.9%	32.4%			
Science/technology	No.	5	3	8			
	%	5.4%	3.3%	4.4%			
Social issues	No.	32	2	34			
	%	34.8%	2.2%	18.7%			
Total	No.	92	90	182			
	%	100.0%	100.0%	100.0%			

Table 1 below reveals the news categories identified in the two news media. It was obtained that social issues were given more attention in *Addis Zemen* newspapers as they constitute 34.78 % of the news followed by economy which was found to have 27.17 % of coverage among the news. And also Politics 26.08, environment, science and technology received 6.52 % and 5.43 % respectively.

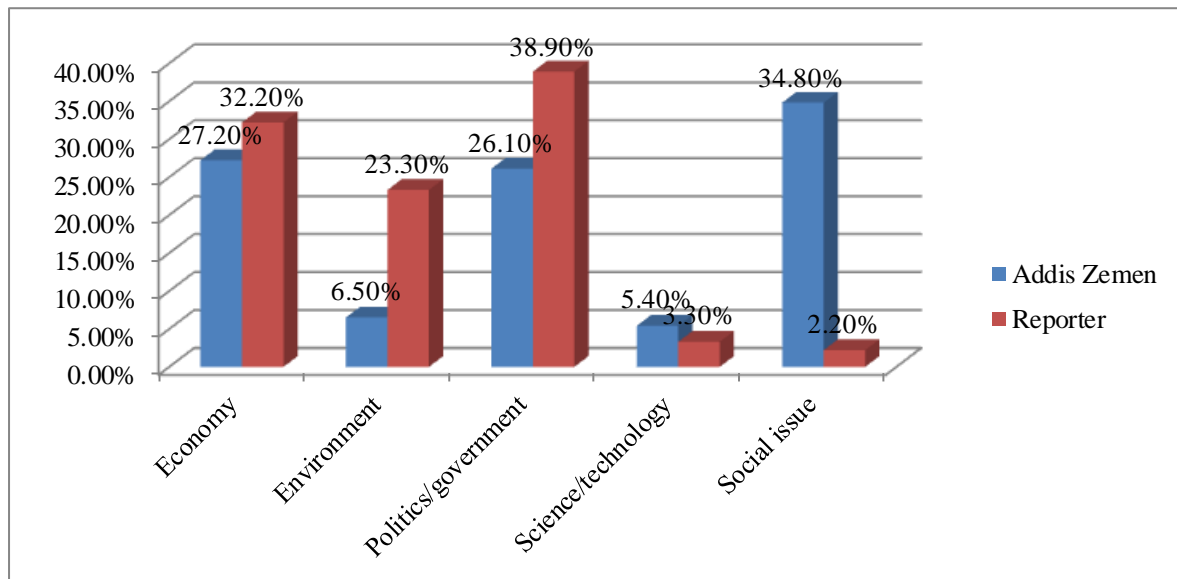
In contrast, the *Reporter* addressed political issues giving more attention in newspapers. It constitutes 38.88% of the news, followed by economy that has received 32.22%, social issues received 23.33%, environment and science and technology received 2.22% and 3.33% coverage's respectively.

The analysis of *Addis Zemen and Reporter* newspapers highlights the number of stories by specific story types, as well as the frequency of types of stories in each of the newspapers analyzed. The researcher found that nature of news sources, which were intended to guide people's decisions and provide information about the community was primarily governmental-related stories and were the most prevalent news articles. This

suggested that the function of the *Addis Zemen daily and Reporter* weekly newspapers were providing information to the community.

The two newspapers were found to have covered the entire news category; although the newspapers have different level of consideration of each news topics. The chi-square test result with chi-value = 37.634 and p-value = 0.000 < 0.05 indicated that the newspapers and news categories are not independent. Further looking into the table, *Addis Zemen* has much higher coverage of social services; while the environment topic were have much better coverage in the *Reporter*.

Chart1: News content categories of Addis Zemen newspapers



#### 4.4 News Sources usage

##### 4.4.1 News Sources and Types Usage in *Addis Zemen Newspapers*

Data gathered from *Addis Zemen* daily newspapers showed that mostly news was selected based on national interest; which was based on the news values and prominence. One of the informants explained how the newspaper selected news, "The newspaper selects news in line with the country's interest. In such a way, the *Addis Zemen* staff always looking for sources to provide them information for their news stories; hence their readers can learn from that news.

As described by the *Addis Zemen informant*, issues related to government policy were given priority in news selection. Hence, prominence and being government officials

were the main criteria to produce news. From the information obtained from the informants, it can be understood that issues related to government policies and strategies were given priority in *Addis Zemen* news gathering and reporting process.

*According to the editor in chief of Addis Zemen, as it is state media, we have to shape things the way the government and the public benefit from. So we are working to build image of the country. We are working to make a kind of agreement between the public and the government. So that democratization, development, security and different things go the way they have to go. (Informant 2),*

This indicates that issues conflicting the government policy and strategies might not get coverage. But, Article 29 sub-article five of the Constitution under indicates the way state financed media operates, “Any media financed by or under the control of the state shall be operated in a manner ensuring its capacity to entertain diversified in the expression of opinion” (The Constitution of the Federal Democratic Republic of Ethiopia, 1995, p.89).

As many scholars agree up on, unusual, timeliness, proximity, prominence, conflict and impacts are factors that determine news selection. According to the editorial policy of *Addis Zemen* daily newspapers news is selected based on its significance and impact, timeliness and current, public interest and prominence. However, *Addis Zemen* mostly relies on the 'prominence' than the other news values.

As it can be seen from the table below, the state media was found to have used different kinds of sources: government, NGO and civic societies, individuals, private institutions, political parties, experts and documents, except the document (secondary sources), all of the rests are primary (human) sources.

Out of 92 news which is relatively the most appearing source in the newspaper. This indicates that government officials are the dominant sources of news in *Addis Zemen* newspapers. David White quoted in Tumber, (1999) identifies five major considerations for source selection: the past suitability, productivity, reliability, newsworthiness, and authoritativeness. As can be observed from Table 2, *Addis Zemen* newspapers however, considered news sources based on their authoritativeness and gave less credit and ignored the other criteria.

Experts who are professionals on their particular field were used as source in about 16.3 % of the news by *Addis Zemen*. As mentioned in chapter two, Garrison emphasizes the importance of experts in news reporting, "These are individuals who have specialized in the specific fields and have more professional knowledge than any other." (Garrison, 1992), with this regard respondents said: "Most of the time our news is timely. Hence, it is difficult to find the most appropriate sources like expert" (Informant 1).

*The other Addis Zemen also mentioned, "The case why experts are not frequently used as sources depend upon the rarity of the specialized field. In most cases communication officers who represent government give briefings to media, so we mostly contact them"(an editor of Addis zemen).*

Schudson, (2003) emphasizes that the media's reliance on government officials doesn't guarantee to provide favorable news. They always work with press for various reasons, and not always come to media to deliver an official administration message, but sometimes they seek to undermine rivals in the government by transmitting embarrassing information.

As can be understood from the information above, the station gave less attention to experts who are authorized and experienced in their subject area. Out of 92 news articles, government officials were used in 21 news articles whereas experts attributed only in 15 news instances.

Table:2, kinds of sources used in frequency and percentage by Addis Zemen newspapers

Kinds of sources	Addis Zemen	
	No.	%
Government official	21	22.83%
City administration official	9	9.78%
Political parties	7	7.61%
Regional official	11	11.96%
Educational/school official	8	8.70%
Parliament	2	2.17%
Document	4	4.35%
Civil society organization or NGO	8	8.70%
Embassy	-	-
Business community	1	1.09%
Independence scholar's or experts	15	16.30%
Court	2	2.17%
Police	4	4.35%
Private institution	-	-
Total	92	100.00%

Document which is called secondary source and gives background information for story, were used as sources for about 4.35% of the news. The news, about 4.35% uses the police as source. Other human sources like city resident, government employee, civil society, court, business community, etc. were used, but in very few instances.

The political parties that were treated in the news have taken 7.6 %. Those political parties were members of the ruling party and against ruling parties. Out of the examined stories, regional officials had been used in 11.96% of the news source.

*The interview question about whether the Addis Zemen newspapers give equal chances to all parts of the society also elicited the response that government officials were used as the major source of news. Informant of Addis Zemen; for example said, "Most of the time our sources are more inclined to government sources".*

The researcher also asked the respondents to reason out their responses to the previous question. They said, "From the beginning, this *Addis Zemen* was established based on the government policy. The editorial policy of the *Addis Zemen* says that the newspaper's serves as a bridge between government and the public, but in the reality, the newspapers is more inclined to government" (Informant 4). Similarly Informant 3 stated, "First when the person appointed as official, he/she will be credible source for the news".

Similarly, informant 1 and 4 acknowledged as government officials were given priority and come frequently in news, "Our sources are related with government officials. We mostly contact government officials. These sources are believed as credible sources" (Informant 1). Informant 4 said: Most of the time government officials as news source to mobilize the public in the implementation of government policies and strategies. Government officials have better understanding than other individuals on government development packages. So, the *Addis Zemen* newspapers mostly rely on those government officials

#### 4.4.2 News Sources and Types Usage in Reporter Newspapers

About 90 news articles by the *Reporter* were examined. The usage of news sources found to have greatly different from that of *Addis Zemen*. Looking at sources being used in the *Reporter* News, the researcher determines the representation of the news actors, main sources and types of news sources of Reporter newspaper.

Unlike; *Addis Zemen* newspapers, In *Reporter* newspapers article or stories news published in the newspapers. The researcher examined the different factors for where the newspapers received information by looking at sources which were and determined the representation of the news actors, and main sources and also types news sources of *Reporter* newspapers private media in Ethiopia.

The researcher examined 90 news items which were reported on *Reporter* newspapers, As it can be seen from the table the private media usages of the different kinds of sources have different usage pattern than observed in the *Addis Zemen* newspapers. Government NGO and civic societies, governmental official sources came 14 times (15.5 %), and individual scholars used in 14.4% for the news. whereas other sources

had been used under 10 of the stories. Hence, looking *Reporter* Newspapers, it used both government and other sources though the usage of each these sources were not a higher level of discrepancy seen in the *Addis zemen* newspapers.

Table3 Kinds of sources usage on Reporter Newspapers

Kinds of sources	Reporter	
	No.	%
Government official	14	15.56%
City administration official	6	6.67%
Political parties	9	10.00%
Regional official	6	6.67%
Educational/school official	2	2.22%
Parliament	7	7.78%
Document	8	8.89%
Civil society organization or NGO	3	3.33%
Embassy	1	1.11%
Business community	4	4.44%
Independence scholar's or experts	13	14.44%
Court	5	5.56%
Police	7	7.78%
Private institution	5	5.56%
Total	90	100.00%

Other news source usage include city administration , parliament, regional officials, private institutions, police, courts, educational/school official, business community, and also embassy were the primary sources of the newspapers. Although these sources were considered utilized as the level of sources from the government.

Document, which is secondary sources for newspapers, were cited in 8.89% of the news; which is double fold compared to the *Addis Zemen*. As source for news making, the usage of embassy and educational/ school official were very low (2.2%), compared to the 8.9% source usage by *Addis Zemen*.

According to editor in chief of *Reporter Newspapers*.....

*“We do not have hard and fast rules where news sources are concerned. Our focus is news value and we use news that is newsworthy. Even if the news is from a high ranking news source...if the news has no value, we are not going to print it,”* said another informant, an editor of a leading Reporter Newspaper. The editor also stressed that he will constantly have briefing regarding reporter-source relationships with his reporters because news sources are critically important, where his newspaper is concerned. *“We need to be fair to the readers. Whenever possible, we need to identify the sources. I will not carry non-credited news by my reporters. I will want to know who the source is and if questionable, I will ask them to check further.”*

From the above table, the Reporter Newspapers in general rely more heavily on sources that were easily accessible such as government official sources including people, news releases and records. In this study, newspaper publishers were asked how important they felt it was to include a range of information sources in their newspaper. Data indicated that most of news sources considered local business, local service groups, and private citizens to all be very important sources. However, opinion was divided about a range of other sources, including government press releases, political parties, and economic development experts.

Another aspect of “localness” can be identified by looking at the sources used by news workers in their reporting. Table 3 indicates sources used were either local (community) or regional (county). The sources from outside the local and regional areas were primarily members of civil societies, mainly consultation groups hired by the local governments to assist with issues of planning and finances.

These primary sources used by Reporter Newspapers were government official (15.56%) and elected political parties (10.00%) (Table3). Reporter Newspapers indicated they perceived local residents as important sources for their news, however, the content analysis revealed that private individuals (contributed 5.56% of the news). This finding was in agreement with Fishman (1980) and Sigal (1973) who stated that reporters generally rely on official sources for government-related news stories and rarely turn to private individuals for such stories.

There are a couple of additional points of interest from the data collected on sources used by Reporter Newspapers. First, as also suggested by the data presented in above Table:3, Reporter news workers seem to report and write their own news rather than simply rely on press releases for news content. The content analysis indicated very few press releases were mostly used for supplemental reporting, such as providing official statements in news stories about political parties. Second, the source-related data indicated that weekly Reporter Newspaper news workers do conduct some level of investigation as part of their reporting for some stories, rather than simply relying on people as sources.

#### 4.5. Sources of Fully Attributed News by the Newspapers

One of the researcher questions of this thesis was to identify what types of patterns and frequency of attribution were more frequently used in *Addis Zemen and Reporter* Newspapers. A detailed analysis is given on the attribution types of state and private newspapers.

According to Mancher, (1996), the fundamental sources of information are direct observation, human sources, people who have witnessed the event, authorities and expert, who knows about the subject people who are involved in the event, reports, documents, and references material in they have it has been tried to summarize the usage of sources in the news two newspapers

Table4: Type's news sources in fully attributed news

Types news source	A.Z N.P		Reporter	
	No.	%	No.	%
Human sources	12	19.4%	21	29.2%
Direct observation	23	37.1%	24	33.3%
Record and document	16	25.8%	12	16.7%
Other sources	11	17.7%	15	20.8%
Total	62	67.4%	72	80.0%

From the table above, 67.4% of the news and 80% of the news by *Addis Zemen* and *Reporter*, respectively, were fully attributed. This tells that *Reporter* have a better practice of fully attributing their news compared to *Addis Zemen*.

These attributions referred to the four types of sources as mentioned in the above table.

A human source means different people like expert dignitaries, concerned bodies entitled to give information about certain events or occurrences, and government employee. Frequently it's through interview that the information is gathered humanistic sources. From totally fully attributed news *Addis Zemen* newspapers uses 19.35%, *Reporter* newspapers human sources uses were 29.16%. this imply that *Reporter* relied more on human resources than *Addis Zemen*; though both newspapers obtained news from human source that mainly focused on political, Economic and social issue in state and private media in Ethiopia.

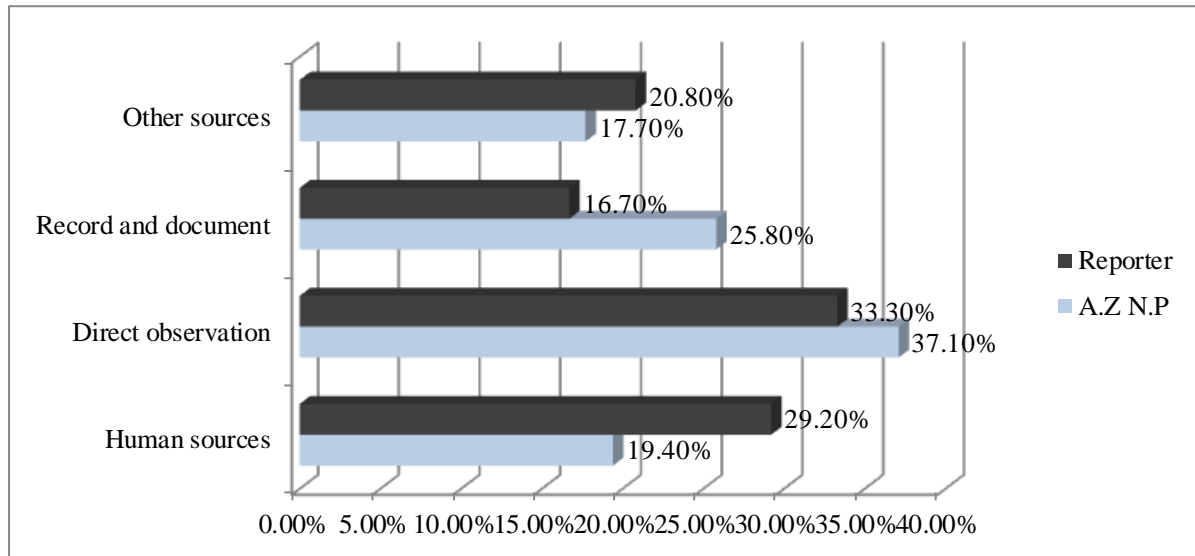
*Addis Zemen* and *Reporter* newspapers also relied on the usage of direct observation, where *Addis Zemen* uses 37.09% and *Reporter* uses direct observation 33.33%. This finding was also confirmed by editor in chief of *Reporter* Newspapers, whose news focused mostly on political economic, energy, and social issues; and the *Reporter* staff are doing well according to the editorial policy of the newspapers.

Records and document usage as sources of news were used more frequently 25.80% by in *Addis Zemen* than *Reporter* state (16.66%). That is, private media in Ethiopia, *Reporter* newspapers, uses record and document sources less often than the usage of record and document by government media. However, *Reporter* is relatively better than *Addis Zemen* was uses multiple sources. From the table, news stories that used two or above sources by *Reporter* Newspapers was in 20.83% of instances, while the state media in Ethiopia, *Addis Zemen* newspapers, gave lesser attention of additional sources, i.e. 17.74%.

It's very important for fully attributed news articles using other additional source that gives reliability, accuracy and trustworthiness. However, the lack of attributing sources appropriately does not related to government officials or using single sources.

*As one of Addis Zemen informants acknowledged, it is the problem of journalists treating the source of information. One of the Addis zemen reporters discussed: When I say no need of attribution in everywhere, I am not saying that it must not be attributed. But instead of mentioning the official name and title again and again, I have to say, 'It is said.' or 'He/she said.' Otherwise, it is difficult to differentiate the journalist's view or fact. If it is not attributed in this way, it is journalist's mistake. (Informant Addis Zemen).*

Chart2: Type's news sources in fully attributed news



#### 4.6. Usage of News Sources from Record Document

Recorded document usage by the two newspapers were observed and recorded as in the following table. Recorded are different documents, report, audio recording, videos recording press release....etc. These sources play key role for getting information. From totally attributed news considered in state and private media, of recorded documents are identified;.See table 5 below.

Table5; Record and document news sources usage Addis Zemen and Reporter Newspapers

	A.Z N.P		Reporter	
	No.	%	No.	%
Documents	17	29.82%	13	30.23%
Report	9	15.79%	8	18.60%
Audio clips	3	5.26%	1	2.33%
Video clips	-	-	-	-
Press release	7	12.28%	5	11.63%
News agencies	3	5.26%	1	2.33%
Other media	5	8.77%	3	6.98%
Online sources	11	19.30%	9	20.93%
Others	2	3.51%	3	6.98%
Total	57	62.00%	43	48.00%

Observing the data on recorded sources, *Addis Zemen* daily newspapers usage of document and record as sources of news (62%) was better than *Reporter* weekly newspapers (48%). *An interview with the editors in chief of Addis Zemen revealed that they have cultivated sources which make them easier to get documents right away after being officially released.* Both media used press releases to supplement their news (1.28% and 11.63%). *Addis Zemen* newspaper uses online sources for news sources 19.29% times, and also *Reporter* weekly newspapers uses online source for a news sources 20.93%, respectively.

The two media also had similar usage of online sources. In the analyzing three month news article published on the newspapers, there is the practice of using internet and online sources in making news by both state and private media.

*The editor in chief of Reporter Newspapers said; custom of publishing documents and reports by institutions is an infant stage, news sources like audio clips and video clips that are highly used in the west are rare. Addis Zemen editor in chief on his part said; the usage to this print media has been growing in country slightly due to the presence and dominance of social media.*

In order to use information properly from document and records, reporter knowledge about it is vital. I have asked the newspaper's editor in chief whether their reports have experience and capacity to monitor different Medias, documents and records. He replied having difficulties in finding hard copy document and reports in the country.

The *Addis Zemen* chief in editor also replied that their reporters find and monitor other media reports from governmental website like published news or press conferences uses for their news stories. Digital archives, data banks and libraries are not that much present in the country, they also said that even though there are small changes in monitoring and finding archives, a lot has to be done

#### 4.7 Usage of Multiple News Sources

It's very important to use multiple news sources that give reliability, accuracy and trust worthiness to the news. On the other hand, using multiple sources sometimes means

that the media are providing checks on what is said, bringing more variety and balance to the views presented.

Multiple sources also often indicate a more active news media orientation as they seek out information themselves rather than relying on limited, privileged sources or reproducing media releases. Increasing pressures on journalistic “productivity”, according to Davis (2002), are leading journalists to produce far more words per day than in the past, but with the risk that there is less rigorous verification and cross-checking.

In this regard the multiple source usage of the two news media under study were conducted; and presented in the Table below.

Table6, multiple sources uses in Addis Zemen and Reporter Newspapers

Number sources usage	Addis Zemen		Reporter	
	N.o	%	N.o	%
One sources	37	45.1%	21	26.6%
Two sources	26	31.7%	36	45.6%
Three sources	13	15.9%	15	19.0%
Four sources	6	7.3%	8	10.1%
Total	82	89.1%	79	87.8%

As can be seen in the table, only 89.1% and 87.8% of the news by Addis Zemen and Reporter, respectively, were found that the sources of their news had been indicated clearly. This indicated that both media were found not to have mentioned the sources in some of their news.

The data revealed that Addis Zemen has relatively used single source for their news (45.1%), while the Reporter usually found to have used two-sourced news (45.6%). Addis Zemen mostly used one source for its news more that the practice by Reporter Newspaper. Considerably high difference between the two media was exhibited in the usage of two or more sources in their news. The Reporter was using multiple sources in their news, 74.7%, compared to the Addis Zemen newspaper, which used multiple sources in 54.9% of its news. The usage of three or more sources by the *Addis Zemen*, 23.2%, and by Reporter, 29.1%, indicated that the use of multiple sources were somehow better in case of *Reporter*.

Attribution is the identification of the source of reported information. Attribution simply means telling your readers where the information in the story comes from as well as who is being quoted. Generally, attribution means using a source's full name and job title (when relevant). Information from sources can be paraphrased or quoted directly (Forgary, 2009).

The sampled news articles from both media were found to have different level of attributing their news sources. Even anonymous news sources have found during the analysis of the newspapers of both *Addis Zemen* and *Reporter* Newspapers. The following table depicted the number news attributed differently.

*Table7: Types of Sources Attribution in Addis Zemen and Reporter Newspapers*

Types Sources Attribution	Addis Zemen		Reporter	
	No.	%	No.	%
Full of attribution	62	67.4%	60	66.7%
Partial attribution	20	21.7%	19	21.1%
Anonymous sources	10	10.9%	11	12.2%
Total	92	100.0%	90	100.0%

The assessment of nature of news sources usage among state and private media, presented in the table above, showed almost similar pattern of attributing their news. *Addis Zemen* newspapers had fully attributed 67.4% of their news; and equivalently. *Reporter* Newspaper had made fully attributed 66.7%, of their news sources. Both news media had majority of their news sources being fully attributed.

*Addis Zemen* newspapers used partially attributed news sources 21.7% and *Reporter* newspapers partially attributed news sources in 21.1% of cases. The close proportions in the two media showed similar resemblance of partially attributing news sources. Moreover, *Addis Zemen* and *Reporter* Newspapers usage of anonymous sources as a news sources usage was found to have no considerable difference. The state media in Ethiopia, *Addis Zemen* newspapers, usage of anonymous sourcing was found 10.9%; and the private media in Ethiopia, *Reporter* Newspaper; tend to anonymously source their news in about 12.2% of their news.

In case of both media, anonymous sourcing was used in very small instances compared with full attribution and partially attribution of news sources. And also *Addis zemen*

leading editor was elaborated. Missing attribution in some parts of news leads journalists to add their personal views.

*Attributing sources in a clear way helps the readers to identify the sources of information. One of the respondents described how she observed the lack of attributing sources and as some journalists reflected their opinion in news, "When I myself read to the newspapers as an audience, some of our reporters add their views. Even they tell us about five paragraphs without mentioning the source. This is the reality" (Informant Addis zemen).*

#### 4.9 Place of Attribution in the News usage

A news article has four sub-parts: headline, lead, body and end of the lead. The place of citing these sub parts were identified and presented below, See Table 7.

Table8: place of attributions Addis Zemen and Reporter Newspapers

place of News sources Citation	Addis Zemen		Reporter	
	No.	%	No.	%
Headline	13	21%	14	23%
Lead	15	24%	13	22%
Body part	11	19%	13	21%
Beginning of lead	11	17%	9	16%
End of lead	12	20%	11	18%
Total	62	100%	60	100%

Place of attribution used by the newspapers was made as part of the content analysis of during gathering of the sample news. The Ethiopian *Addis Zemen and Reporter* newspapers were found in attributing sources in the headlines for 20.7% and 23.3% of the news examined. In addition, the researcher learned that, most of the stories that were made to be attributed in the headlines involved news sources from government official, political parties, parliaments, ministries, economic expertise, NGO, prominent people, artists, the international community and embassies; among others. In an interview, *the editor in chief of Addis Zemen and Reporter newspapers in chief of the Ethiopian* , said that *the paper mainly attribute government official, ministries, political parties and other governmental organization in its headline to promote government*

*ideas.*

Citation in the leads has two forms: one is to give a tip of the source in the lead and to explain in the body part. Second, citation in the leads is used to cite general information. In the reviewed articles of the state and private newspapers, there was considerable number of the news cited in the lead part. It was found that attribution on the lead was used by Reporter for 22.2% of the news, and in case of Addis Zemen 23.9% of the news attributed in similar place.

In an attribution in the news lead part, the action is shortly told in the lead and explained in the body part with the information of the source. Both newspapers mainly used lead citation, which is modern and easy to attribute. From the total news sources that were cited on the news body part 18.5% of the news by *Addis Zemen* and 21.1% by *Reporter* were cited in the body part.

Citations that give general information in the lead part face broadness to introduce the source which is contrary to the ideas of a lead which urges to be small, precise and to the point. Attribution in the news can also be made either at the beginning or end of the lead. When citing in the beginning of a lead, the priority was given to the information (news). If the focus is on dower of the action then citation is in the beginning. In contrary, if the news focuses on the action, then citation is at the end.

Citation at the beginning is not a custom in the Ethiopian Press because priority is mostly given to the message than source of the information. 17.4% of *Addis Zemen* newspapers and 15.6% of *Reporter* News used mainly this type of attribution; which is relatively the least used place of attribution than other place of citing sources.

Citation at the end of the lead is mainly used among state and private media industry because the action takes the first place and then the source of the information. In the visited news articles of the *Addis Zemen* and *Reporter* Newspapers, those news that were cited at the end of the lead constitute 19.6%, and 17.78% of the total news sampled from *Addis Zemen* and *Reporter* Newspapers, respectively.

In general, the two media uses all the places of attributing sources depending on the situation they need to emphasize. Moreover, the place of citation in the two media did not seem to considerable difference. Rather, the two media seem to have followed

similar proportion that depicted almost identical patten in placing their attribution.

#### 4.10 Analysis of Survey data

This section contains the data analysis of the distributed questionnaire among two organization state and private media in Ethiopian) *Addis Zemen and Reporter* newspapers for staff journalists. The data were collated using questionnaire, recorded and analyzed using SPSS statistical package.

This section lays down the analysis of independent sample t-test results comparing news sources usage in the two newspapers under study. The result obtained in the analysis was mainly used to supplement, and cross check, results identified in the earlier sections that were based on data from content analysis.

The table below presents independent sample t-test results comparing news sources usage in the two newspapers under study. The usage of human source in the news were strongly agreed with  $M=4.02$  and  $M=4.25$  by the *Addis Zemen and Reporter*, respectively. The  $t\text{-value}=0.937$  and  $p\text{-value}= .352 > 0.05$  indicated that the two newspaper have no significant difference in the level of using humans as their news sources. In general, the human source with  $M=4.10$  agreement level, is the top-most source of news making compared to news from other types of sources

Direct observation was also equally used by both news media ( $t\text{-value}= .216$  and  $p\text{-value}=.830$ ), with  $M=3.62$  and  $M=3.50$  average agreement by *Addis Zemen and Reporter*, though, as indicated in the respective 95% CIs, the former seems to have above moderate level agreement and the Reporter are using the observational sources moderately.

In all other news sources, the two media have no significant difference of using these sources. Document observation as news source was agreed with  $M=3.75$ , both having above moderate level agreement.

The 2nd highly used news source was record and document on their news sources that the agreement to this source usage was  $M=3.98$ . Press conference reporting as a news source was used above moderately with overall average agreement of  $M=3.60$ .

Usage of multi new sources in the newspapers was agreed above moderate level with  $M= 3.81$  by the *Addis Zemen*. While moderate level usage of multi news sources was observed with  $M=3.35$  by the reporter. Similarly, the citations in the news are used in both medias with  $M=3.48$  and  $M=3.25$  agreement level levels by *Addis Zemen and Reporter Newspapers*.

The usage of anonymous sources were not denied by both newspapers, The *Addis Zemen* staff agreed to the level  $M=2.79$  compared to the *Reporter* staff respondents, who had agreed with  $M=3.25$  level. The figures may imply that the Reporter used more anonymous sources than *Addis Zemen*; although the 95 % CI for both Media falls within the moderate level usage of anonymous source.

Newspaper uses different news source was agreed to high level by both respondent groups; with  $M=3.80$  average level of agreement. Further, the statement newspaper have experienced capacity to monitor different media document and records was moderately agreed by the *Reporter* ( $M=3.30$ ) compared with the  $M=3.77$  average agreement level by *Addis Zemen*.

Newspaper indicate source of attribution was rated with  $M=3.84$  by journalists of the two newspapers indicating a high level agreement to the statement. Whereas: the statement that newspapers sources belonging to groups who share the same opinion as the newspaper was agreed to the moderate level.

In general, the two newspapers had usage of variety of sources in their news making mostly with similarity.

Table 9: Comparison of News sources between Addis Zemen and Reporter Newspapers

		N	Mean	Std. Deviation	95% Confidence Interval for Mean		t-value	p-value
					Lower Bound	Upper Bound		
Human source used newspapers	Addis Zemen	43	4.02	.988	3.72	4.33	.937	.352
	Reporter	20	4.25	.639	3.95	4.55		
	Total	63	4.10	.893	3.87	4.32		
Direct observation used	Addis Zemen	42	3.62	1.081	3.28	3.96	.216	.830
	Reporter	20	3.55	1.356	2.92	4.18		
	Total	62	3.60	1.166	3.30	3.89		
Document Observation uses for news sources	Addis Zemen	43	3.70	1.166	3.34	4.06	.487	.628
	Reporter	20	3.85	1.137	3.32	4.38		
	Total	63	3.75	1.150	3.46	4.04		
Your Newspaper use record and document on their news sources	Addis Zemen	43	4.00	1.134	3.65	4.35	.162	.872
	Reporter	20	3.95	1.146	3.41	4.49		
	Total	63	3.98	1.129	3.70	4.27		
press conference reporting used frequently	Addis Zemen	42	3.48	1.330	3.06	3.89	1.117	.268
	Reporter	20	3.85	.988	3.39	4.31		
	Total	62	3.60	1.234	3.28	3.91		
newspaper used multiple news sources	Addis Zemen	42	3.81	1.110	3.46	4.16	1.456	.151
	Reporter	20	3.35	1.268	2.76	3.94		
	Total	62	3.66	1.173	3.36	3.96		
citation used mainly in your newspapers	Addis Zemen	42	3.48	1.153	3.12	3.84	.729	.469
	Reporter	20	3.25	1.118	2.73	3.77		
	Total	62	3.40	1.137	3.11	3.69		
newspaper used anonymous source	Addis Zemen	42	2.79	1.220	2.41	3.17	1.421	.161
	Reporter	20	3.25	1.164	2.71	3.79		
	Total	62	2.94	1.213	2.63	3.24		
newspaper uses different news source	Addis Zemen	43	3.84	.871	3.57	4.11	.257	.798
	Reporter	20	3.90	.968	3.45	4.35		
	Total	63	3.86	.895	3.63	4.08		
newspaper have experienced capacity to monitor d.t media document and records	Addis Zemen	43	3.77	.868	3.50	4.03	1.773	.081
	Reporter	20	3.30	1.174	2.75	3.85		
	Total	63	3.62	.991	3.37	3.87		

#### 4.11 Analysis of In-depth Interview

##### Pressure on Journalists in the Process of News Reporting and Source Selection

All informants explained to the researcher that there were pressures on journalists in the process of news gathering and reporting. Gatekeepers who were in different ranks influenced reporters unprofessionally. Editors influenced reporters when their bosses pushed them, and bosses who were in the highest rank pushed their editor in chief when they were influenced by external sources (government officials). *For example, informant Addis Zemen elaborated:*

*Once up on a time, when I reported news on one factory, I used different sources including the factory's managers. I also included all sources directly related to the issue. After the news was published, the owner of the factory called to the Addis Zemen. Then my boss criticized me even if I did professionally and according to the editorial policy of the station. This indicates that our editors failed to apply the editorial policy. If I only used the manager of the factory, I might not be criticized. If my report had discovered the wrong doing of officials, our bosses would have favored him instead of serving the public.*

Almost all of the respondents acknowledged that gatekeepers such as editors, newsroom head, editor in chief, and the general manager influenced reporters to include or exclude information obtained from sources. These gatekeepers sometimes ordered reporters which sources must be interviewed or not. Relying on bosses' order, reporters interview the selected sources and report the news on the basis of angles given them. For instance, one of the editors Reporter, *Reporter explained:*

*Regarding to source, the head of news desk decides who must be interviewed. When the issue is serious like government or national issue, gatekeepers who are on the highest rank decide. They say, 'If it is not covered in this direction, it may be worse.' It is believed that it may be cause for conflict among the society. So, sometimes, there is a case that our bosses interfere and order us, and journalists are told sources who they must interview. (Informant, Reporter newspaper).*

According to the above informant interview analysis, when sources need to manipulate editors and reporters, they indirectly contact newsroom head or editor in chief, then these heads order editor to change the angle of news. This informant insisted that

*journalists have the right to contact anyone when they are in field even though they are told to contact particular sources. However, the information will be withheld after it reaches newsroom. In doing so, gatekeepers change the direction of news and sometimes they block the news.*

*The other respondent of Reporter newspapers said that in selecting news sources, he (editor in chief or the head of newsroom and current affairs) assigns journalists who are trusted to accomplish the task. He explained as follow: Orientation will be given before they go out for that given assignment. We also orient them which issues must be included. Remember, we do not urge them not to do, but we tell them to take care off. If it is sensitive, we orient them to include who to be interviewed, what kinds of sources must be asked for including what they think in their mind.*

As the above informant explained, in the case of project news (news that is gathered based on the journalists' treatment plan) all concerned bodies discuss up on it and add some points what are missed. In the case of event report, except sensitive issue like political or religious case, journalists have the full right what they want based on information they get.

*According to Reporter newspapers, the gatekeepers who were his bosses rare to influence him, He said that these heads play their role after the news was published. If some problem happens, these gatekeepers discuss with him. If mistake is made, the editors in chief Reporter order to publish on the next news article. If this respondent believes as the reported news is correct he tries to defend himself as he described.*

Regarding external influence, the informant insisted that sources cannot order the media house to include or exclude information. However, they want to be on published for a long time in media. Gatekeepers have important advantages in order to filter the very crucial information from unnecessary things.

For instance, news editors see news in professional angles, and they do not overlook inaccurate, unverified, and unbalanced information. They edit unnecessary information and add the important information which may leave out by reporters. However, these gatekeepers can also influence the process of news gathering up to its final reaches. They have the power to change, modify and correct or block content of news information.

*As it is expressed by informants, except the informant Reporter gatekeepers had great power to influence the news gathering, editing, and reporting process in reporter newspapers. Most of the times accept some insensitive issues, reporters were influenced by their bosses to interview only the expected government officials and report news stories that might not reflect the public interests.*

Even though sources do not influence journalists directly, they influence them indirectly. Editors were also enforced by their heads and official sources to exclude/include information from news stories. All of them state and private media journalists responded that as much as possible they try to overcome the gatekeeper's influence by defending themselves showing the content of the news.

*This is similar with the argument of Campbell (2004). He warns that unless journalists seriously see, sources have the power to manipulate media content; whatever in individual or institutional level, sources tries to divert the media attention into their (political or personal) interests. Although respondent R.NP denied as sources influence them, it is understood from the five respondents discussion proved that sources indirectly influence the process of news gathering and reporting in state and private media in Ethiopia.*

#### Verification of Information in Addis Zemen and Reporter Newspapers

All of the informants were asked whether they verify information obtained from sources. Except informant Reporter newspapers all of the informants said that when the sources are government officials, they do not bother to check the information from other parts. In one hand, they believe the officials and in the other hand, they fear to verify the information from other body. For example, *an informant of Addis Zemen desk editor elaborated the trend of in verifying information,*

*"If it is press release, I do not try to verify it. I am telling you the norms of our media. When the officials give press conference, we do not need of verification. As I have told you, we trust government officials as the reliable source. Anyone does not suspect them that they tell the public wrong information".*

Specifically, according *Reporter newspapers*, when the sources are senior officials, journalists believe them as those officials give them trustworthy information. The informant further explained, "If the reports are from ministers, senior officials or heads of different bureaus, we do not verify because we believe them.

*According to Woolever (2002,) mention that who advises journalists to verify information they get from one source says, "Once you have the information in front of you, the next step is to decide if source is an appropriate". He also urges journalists must directly go to the people who are the subject matter like experts, and he emphasizes that one sided nature of news which do not add the opposite, neutral views is poor argument or report.*

According to the above informants except informant *Reporter newspapers*, it is really a great problem with according to Addis Zemen to verify information accessed from sources. Almost all informants revealed how information collected from government officials is not verified from other body as well as challenging the officials by raising relevant questions.

In one hand, journalists believe officials as they give them the reliable information. This is related to one of major source considerations raised by David. According to him, Journalists prefer information of officials than other sources because journalists trust them and they believe that those officials are authorized and responsible White in Tumber (1999). But he also notes that past suitability, productivity, reliability, and truth worthiness are the main important in source consideration. If the source is an official and unproductive and unreliable, it is disaster to use only this official without crosschecking.

*In other hand, journalists fear the official to check information from the counter part or from the officials themselves. For instance, one of the respondents said, "When I went to Adama, one government official wrote 'news' article and gave me to report as it is, but I rejected. Then he called to my boss, and my boss ordered me to come up with that script. However, we didn't publish the articles it" (Informant Addis Zemen).*

Even if journalists suspect as officials may give untrustworthy information, they fear to crosscheck from other bodies. Hadland states that recommends journalists to check every facts, "If you are unsure of facts, don't run the story, or else make sure you qualify it to hell and gone. Every fact, every allegation has to be checked, double checked and checked again." (ibid).

Hadland not only insists journalists to use double or triple sources but also he notes that to check the reliability and factuality of information. "Triple source stories may sound like a lot of work" (Ibid). Depending on the finding, it can be concluded that Addis Zemen journalists do not verify information as per the standard of the profession. This

may lead the station to report one sided news stories, and it also may lead to violate others right to express their idea on issues concerning them.

## Chapter Five

### Conclusion and Recommendations

#### 5.1. Introduction

This study mainly aimed to assess the nature of news sources usage among state and private media in Ethiopia; represented by *Addis Zemen* and *Reporter* newspapers, respectively. In doing so, the study attempted to investigate 92 news articles from *Addis Zemen*. And 90 news articles from *Reporter* that were published during the period of June/20110 E.C-August/2010 E.C.

Content analysis on the news were made to generate data regarding sources of news, attribution of news, category of the news, etc. that served to address the research objective and research question. Survey questionnaires and interviews were also conducted to supplement the data obtained in the content analysis.

This chapter is dedicated to summarize the findings in Chapter Four, and present conclusions and recommendations accordingly.

#### 5.2 Conclusions

The findings of this research were the results from the data analyses that were made using frequency distribution, chi-square test, and independent sample tests. From the results, the two media were found to have similarities and differences in aspects of news making, and usage of sources for their news.

It was found that both state and private media used government officials, among others, as the major criteria to identify news sources. In case of *Addis Zemen*, these authorities were found to have influenced gatekeepers to give more priority to government sources.

Hence, journalists had to approach official in their news preparation; and played their roles in selecting news and news sources, in addition to their power to change (modify) the news article. So, the gatekeepers are considered as internal factor for the choice of news and sources of news. External factors were mostly the government officials themselves who approached media to propagate information to the public; they had the

power to manipulate media content by influencing the gatekeepers directly or the *Reporters* indirectly.

However, as private media *Reporter* was not influenced by government officials as well as their gatekeeper's interest. This was justified as more primary sources were used in the *Reporter* news articles than *Addis Zemen* that used primary sources to the lower extent. This concludes that the state media was influenced as well as served by the government in the production of news.

As one of sources selection criteria, issues related to government policy were given priority in their news selection. Hence, prominence and being government officials were the main criteria to produce news. This indicates that issues conflicting the government policy and strategies might not get coverage.

This indicated that *Addis Zemen* mostly relies on the 'prominence' than the other news values. Moreover, *Addis Zemen* newspapers however, considered news sources based on their authoritativeness and gave less credit and ignored the other criteria. Hence, the newspaper is more inclined to government; which is in contrary to its editorial policy that the newspaper's serves as a bridge between government and the public.

The usage of news sources, by *Reporter*, found to have greatly different from that of *Addis Zemen*. Its focuses were news value and news that is newsworthy. While selecting news sources, *Reporter* stressed the need to be fair to the readers. *Reporter* also relied more heavily on sources that were easily accessible such as government official sources including people, news releases and records.

This concludes that, reporters from both newspapers generally relied on official sources for government-related news stories and rarely turn to private individuals for such stories. However, *Reporter* news workers seem to report and write their own news rather than simply rely on press releases for news content; and they conduct some level of investigation as part of their reporting for some stories, rather than simply relying on people as sources.

According *Addis Zemen*, the main sources for international news were Aljazeera and

Reuters. Unlike *Addis Zemen*, *Reporter* in addition relied on sources obtained by their reporters resides across the world. Hence, using own reporters in news making shows the strength of the *Reporter* media house compared to the *Addis Zemen*, which mainly depend on external sources. This quality of the *Reporter* Newspaper enables it to compete with other news media. Hence, the *Reporter* News was mainly from primary sources compared to the secondary sources in *Addis Zemen*.

From the survey data, the usage of human sources in the news was strongly agreed by the journalists from the two media. They used this source more often than other sources. Both media were also considerably used secondary source to supplement their news and provide background information regarding the news topic.

These sources (like documents) were relatively the mostly used sources, about 30%, by the state and private newspaper. As indicated in the result from the survey data, the 2nd most used news sources, next to human source, were record and document.

Other source was from nongovernmental organizations, civic societies, private institutions and experts. The two Media had significant difference in the level of usage of such sources. *Reporter* used such news sources in their stories with a lesser extent compared to the higher level exploitation of similar sources by *Addis Zemen*. Hence, government media were somewhat better in using nongovernmental sources, and addressing the issues from independent institutions.

One of the research objectives is to understand the major category of the news published in government and private media. The two newspapers were found to have covered the entire news category; although the newspapers have different level of consideration of each news topics.

It was obtained that social issues were given more attention by *Addis Zemen* newspaper; while political issues dominated the reporter's news coverage. However, *Addis Zemen* had much higher coverage of social services; while the environment topic were have much better coverage in the *Reporter*.

It was identified that all the news sources by both newspapers were not fully attributed. That is the newspapers lacked to fully attribute all their news sources. However, comparing the two media, *Reporter* has a better practice of fully attributing their news compared to *Addis Zemen*.

One of the researcher questions of this thesis was to identify what types of patterns and *frequency* of attribution were more frequently used in *Addis Zemen and Reporter* Newspapers. From totally fully attributed news the finding implied that *Reporter* relied more on human resources than *Addis Zemen*; though both newspapers obtained news from human source that mainly focused on political, Economic and social issue in state and private media in Ethiopia.

In contrary, Records and document usage as sources of fully attributed news were used more frequently in *Addis Zemen* than *Reporter*. That is, private media in Ethiopia, *Reporter* newspapers, uses record and document sources less often than the usage of record and document by government media. However, *Reporter* was relatively much better than *Addis Zemen* in usage of multiple sources.

The usage of document and record as sources of news was much higher better in *Addis Zemen* than *Reporter*. Both media also used press releases to supplements their news; where *Addis Zemen* use this source to a relatively larger extent. The two media also had similar usage of online sources.

It's very important to use multiple news sources that give reliability, accuracy and trust worthiness to the news. The majority of the news by *Addis Zemen* was reported from single source; while the majority of the news by *Reporter* was sourced by two sources. In the case of number of sources used in the news articles, *Reporter* had better experience of using multiple sources than *Addis Zemen*, which in majority of cases used single sources. In the *Reporter* case, the usage of two or more sources was on about 70% of the news, compared to fewer (56%) of the news by the state media. However, the Newspapers usages of multiple news sources were highly agreed by journalists from both media.

Attributions of news were greatly used by the *Reporter* compared to *Addis Zemen*. Both media had similar level of practice in attributing from direct observation, attribution of sources from records and documents were relatively better in case of *Addis Zemen*, while *Reporter* was much better in attribution of human sources. Regarding the place of full attribution both media have similar pattern of citing sources in their news. The different places of citation were also practiced invariably by both government and private media.

With regard to recorded documents, archives, usage as news sources *Addis Zemen* had used more of such sources relative to *Reporter*. This was also asserted from the survey data that; *Addis Zemen* journalists rating for the usage of document and records were somewhat to a better extent than *Reporter* journalists. The independent sample t-test also identified that the two media used direct observation to a considerably extent. Similarly, journalists agreed the use of press conference as news sources considerably to some extent.

The news articles from both media were found to have different level of attributing their news sources. Even anonymous news sources have found during the analysis of the newspapers of both *Addis Zemen and Reporter Newspapers*. The assessment of nature of news sources usage among state and private media were almost similar pattern of attributing their news.

Where majority of the news were fully attributed, followed by partially attributed. Both news media had majority of their news sources being fully attributed. In case of both media, anonymous sourcing was used in very small instances compared with full attribution and partially attribution of news sources.

In general, the two media uses all the places of attributing sources depending on the situation they need to emphasize. Moreover, the place of citation in the two media did not seem to considerable difference. Rather, the two media seem to have followed similar proportion that depicted almost identical patter in placing their attribution.

### 5.3 Recommendations

The research findings identified that the state and private media had exhibited positive as well as negative practices; and the newspapers showed some similarities and differences in their usage of news sources. Accordingly certain recommendations are forwarded to *Addis Zemen and Reporter* Newspapers so that their practice of news usage would be improved based on Journalistic discipline and ethics.

*Recommendations to Addis Zemen Newspaper:*

- Review the editorial policy to reduce the influence of government in their news making, and encourage journalists to freely investigate the issues in the news story.
- Improve the practice of fully attributing the news to ensure the creditability of their news stories
- Look the option of having journalists/reporters in various countries instead of looking for secondary sources like Aljazeera and CNN

*Recommendations to Reporter Newspaper:*

- The newspaper need to have great focus on other news categories like social issues; along with its dominant coverage in political issues. That is, the newspaper need to be reconsidered for the proportional coverage of different news categories
- Improve the utilization of news sources from nongovernmental organizations like civic societies, private institutions and experts; which are independent institutions that could provide unbiased information. In addition, the usage of supplementary sources from recorded documents and archives should get concern by the Newspaper.

*General Recommendations to the newspapers and Journalists:*

- Concerning citation of sources: In modern journalism, it is mandatory to include news sources in the news. Therefore, the newspapers should include news sources clearly and enhance the capacity of its reporters in areas like citation and attribution.

- Ethical principles may be the best guiding light for a journalist in facing the daily pressures of the newsrooms. Journalists should also try to seek for news source and report the closest truth about events of great concern and interest to the people.
- Regarding anonymous sources usage in order to make reliable sources they need to report or publish their article on newspapers, reporters cannot escape the burden of responsibility for what they report, whether or not within the control of news sources that can choose to be truthful, biased or manipulative.
- In order to maintain responsible journalism, many ethicists suggest that journalists should have control of their environment and situation (Ghani and Ibrahim 1996). They need to be aware of the avenues that can help them maintain or raise their professional standards.
- With regards to record and document: It is vital to use evidences in news stories. The Newspapers have to make effort in using records and documents. The Newspapers should also try to create the awareness of their journalists on the usage of records and documents by giving trainings.
- Journalism operates on a normative basis of objectivity, with reporters operating as objective observers who attribute information to sources (Schudson, 2001). Sources interact with reporters through a variety of means to ensure that information reaches news consumers.

In light of the above recommendations, there should be a concerted effort between the state and private media regarding news sources usages, basically the official spokespersons from the government and private organizations, to draw a strategic media relation plan for a win-win situation and to uphold professionalism.

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## APPENDIX A

### CODING SHEET

Name of publication:

Date and time:

Name of story 1:

Step one: See if the most popular stories are on the newspapers. Score one point if the same headline is found anywhere else on the newspapers, score one more point if that headline has a picture with it.

Presence on newspapers score

Step two: each story and see if it has a presence in newspapers (article, stories, opinion, additional raw documents, etc.)

Multimedia presence

Step three: Code the headline based on the new categories below, then determines if the story is either local, regional, national or international

News

Business

Entertainment

Celebrity

Education

Health

Arts and culture

Sports

Politics & government

Science and technology

Financial

Economy

Public record

Local Regional

National

International

## APPENDIX B

### CODEBOOK AND DEFINITION OF TERMS

Explanation of news categories:

When judging which category a story should fall under, first determine the main thesis of the story.

News

- Stories about crime, accidents, courts, traffic, Ethio -Eritrea peace etc.

Business

- A story about a local deli expanding to different parts of the city would also be business.

Entertainment

- News about music, entertainment, cultural literature, translation, paintings, language, film and photography, museums and fine arts. Stories on gender equality, female circumcision, meetings.

Education

- Stories about any educational institutions, their students, faculty, etc.

Health

- Stories such as cholesterol, the seasonal flu, HIV Aids, etc.

Arts and culture

- Stories such as theater productions, musical performances, artist profiles, etc.

Sports

- Lucy strength is sports; premiere wanting a bigger stadium is sports. Same with World Cup, Russia, etc.

Politics and government

- news that categorized under politics include both national and international news relating to foreign relations, legislative and executive activities, government decisions, constitutional issues, official visits, political candidates, elections, political appointments, diplomatic relations, good governance, internal party and inter-party relations, human rights, referendum, parliament, regional administrations, abuse of political power and corruption, policy statement, international political organizations activities, embargo and other related political issues .Stories that have a political theme such as the election, the ruling party and

against the ruling party, etc. Politicians such as the new Prime Minister DR Abiy Hamed may be a “celebrity”, but he ultimately is a politician so it’s politics.

#### Science and technology

- Stories such as the new Sofia, a new invented by university student, etc. A story about the robot, while used by surgeons, is more a technology devise so it would be science and technology..

#### Economy

- news that fell under this category were those relating to agriculture, trade, industry, economic indexes, buildings, tourism, finance and commerce, donations, business agreements, budget, projects, investment, employment/unemployment, entrepreneurship, capacity building, tax, trade fair and other related economic activities .Stories that affect the economy, such as about the collapse of the financial

Industries, etc.

#### Fun/public record

- Stories that about children stories, novel diaries,

## Appendix C

### Content Analyses Code Book

1: Id of story

2: ID of source in the story

3: Name of the newspaper

4: Type of attribution

1. Full attribution 2. **Partial** attribution 3. Anonymous

5: Nature of the source 1. Direct observation

2. Human Source 3. Record and document 4. Multiple sources

7: Type of Source

1. Governmental source 2. Non-governmental source 3. Other

8: Type of citation

1. Citation at the news body part 2. Citation at the lead 2.1 Citation at the beginning of the lead

2.2 Citation at the end of the lead

9: Type of Source

1. Political 2. Economy 3. Social/ services

4. Science and technology

## **Appendix D**

### **Some excerpt from the editorial policy of state and private newspapers**

#### **The Editorial Policy of Ethiopian Press Organization**

The Editorial Policy Document of the State's Press Organization (hereafter EPEPO) has three objectives, namely:

- To guide responsibility bestowed by proclamation up on the Organization with quality service, thereby serving the public effectively;
- To achieve transparent and accountable editorial work and management;
- Enabling performance evaluation mechanism free from individual bias (EPO, 2002:6).

According to this document, the Organization's press products are presumed to ensure public participation in the process of democratization, fighting poverty and achieving prosperity, setting up the democratic unity of the Ethiopian people on a firm foundation, and ensuring national dignity and freedom (ibid:7-8). The editorial policy emphasizes the need to maintain journalistic values such as fairness, integrity, respect, accountability, etc. As a State entity, the Ethiopian Press Organization apparently expresses commitment to strengthening the relationship between Government and the public. Similarly, it pledges to serve legal political parties by allowing them to use the media and reach the public to introduce their objectives (ibid: 25). Particularly under the coverage of political issues, the policy states that legally registered political parties get media coverage. However, the state media are equally committed to informing the public on any illegal activities carried out by these political parties whether or not they possess legal personality (ibid:45). The question is whether the State media follow suite to possible Government coercion on political parties or they do the shaming and naming in a responsible manner to genuinely prevent threats posed on the public by political groupings.

EPEPO provides a general list of issues prioritized for news in the following descending order.

- i. Positions of the Federal Government on some objective matters;

ii. Statements, resolutions and activities of the President, the House of Federation and the House of People's Representatives;

iii. Statements, resolutions and activities of regional councils;

iv. Meaningful activities of the public and private investors;

v. Activities of political and civic organizations;

vi. Current affairs;

vii. Other relevant news (EPO, 2002).

### **Reporter newspapers identities and intentions**

As a general practice, all staffers should identify themselves as Reporter's employees. This includes gathering information online in chat rooms, etc. An exception would be a restaurant reviewer who is adhering to the company's policy of anonymous reviews. Any decision to not identify you as an employee needs the approval of the editor in chief or the general manager.

### **NO COMMENT**

A person's decision not to answer a reporter's question should be treated with care in news reports.

Generally there are three ways a person's desire not to be quoted in a news report can be worded:

The person refused to comment.

The person would not comment.

The person declined to comment.

Reporter newspapers preference in most cases is the middle one – "Would not comment." "Refused to comment" is a loaded phrase that should be used cautiously; save it for instances in which the person questioned would be expected to respond to a serious allegation – because of his or her public office, job description, relationship to the article of the particular circumstance – but goes out of his or her way to avoid doing so. "Declined to comment" is not a loaded phrase, but it may imply that the person

doesn't have an obligation to comment on whatever is happening. Use it for soft allegations and sensitive situations.

## **SOURCES**

Credibility is the Reporter's greatest asset. For that reason alone, we must make every effort to fully identify the news source in a story.

A story that uses a confidential source should be of overwhelming public concern. Before using an unnamed source, you and your editor must be convinced that there is no other way to get the essential information on the record. The unnamed source must be in a position to know and have firsthand knowledge of the story. We should be willing to reveal to the public why the information.

If the use of an unnamed source is required, follow these guidelines:

Use as a source only someone who is in a position to know.

Make clear that an agreement of confidentiality is between the newspaper and the source, not just between the reporter and the source.

Inform the source that the reporter will not honor confidentiality if the source lies or misleads the newspaper.

**APPENDIX E**  
**Questionnaires for journalist**  
**Addis Ababa University**  
**School of journalism and communication**

**Dear journalist**

I am conducting a survey on the usage of news sources in the Addis Ababa based Amharic newspapers. You have been randomly selected as one of the participant in this survey. The data you have provided will be used exclusively for a master's thesis. Which you may letters use as a point of departure for your own future studies. Your response to item in the scale will be strictly anonymously kept and managed with utmost. Confidentially and ethical care, I almost will have access to the data which will later presented to may thesis advisor as group scores there is no special interest in individual persons, should have special needs you can ask that I scrap the questionnaires' that you fill in only your confidence in the researcher and your genuine responses please take a few moment to complete the survey and return the forms the next day.

**Please don't write your name.**

**Thank you individually for completes the questionnaires.**

**Personal information**

**1, Age**

**A, 18\_30 or above      B, 31~41      C, 41~50      D 51 or above**

**2 Genders**

**A, MALE      B, FEMALE**

**3, Martial status**

A, Single      B, married      C, divorced      D, Separate      E, Widow

**4, Educational backgrounds**

A, High school      B, Certificate      C, Diploma      D, Degree      E, Masters

**5-work experience**

A, 1-5      B 6 -10      C, 11-15      D, 16-20      E, 21-25      F, above

	Questions	1. Strongly disagree	2. Disagree	3. Neutral	4. Agree	5. Strongly agree
1	Human source are used frequently in your newspapers.					
2	Direct observation is used frequently in your newspapers.					
3	Documents are used frequently in your newspapers.					
4	Your newspaper use record and document in its reports,.					
5	Press conference reporting is used frequently in your newspapers.					
6	The newspaper uses multiple news source are used.					
7	The newspaper uses anonymous source mainly.					
8	The newspaper uses anonymous source mainly.					
9	Your newspaper haves the experience and capacity to monitor different media, document record etc.					
10	Your newspaper indicates source attribution.					
11	The newspapers use different news sources.					
12	Your newspaper Sources belonging to groups who shared the same opinion as the newspaper.					

**Part B questionaries'**

1. What kinds of source do you usually uses primary or secondary of for new source?

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2. What consideration do you make when choosing your news sources?

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3. You use single source to provide you all information that's needed for news sourceitem\_\_\_\_\_

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4. Are you influenced by news sources to include or exclude information from news stories? If so how do you challenge them?

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5. Do you use your news source in your news presentation? Do you attribute them properly\_\_\_\_\_

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6. Do gate keepers who are in different levels? (Include news sources influence or reporter newsgathering and reporting process)?How?

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7, which news sources do your organization, (government or non-governmental organization or members of the public) frequently use?

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## APPENDIX F

### **In-depth Interview for Editors**

1. Which news sources does your organization, government or non-governmental organization or members of the public frequently use?
2. Do you frequently rely on government sources? If yes why? If not how?
3. Do you believe that's you give equal opportunities to all selection of the society to express their view on your news sources?
4. What consideration do you make to choose your news sources on newspapers?
5. Who makes the final decision in selecting news and news sources? How?
6. Do get keepers who are in deferent level (including news source) influence Addis Zemen newsgathering and reporting process? How?
7. How do you verify information or sources for your report?