



ADDIS ABABA UNIVERSITY

GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION

**FRAMING ANALYSIS OF MEDIA REPORT ON THE OROMIA-SOMALI
REGIONAL CONFLICT DURING 2009 E.C THE CASE OF ETHIOPIAN
BROADCASTING CORPORATION (EBC)**

**A RESEARCH PAPER SUBMITTED TO THE DEPARTMENT OF
JOURNALISM AND COMMUNICATION IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE MA DEGREE OF JOURNALISM AND
COMMUNICATION**

By

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March, 2024

Addis Ababa, Ethiopia



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March, 2024

ADDIS ABABA, ETHIOPIA

Approval Statement

This dissertation titled " Framing analysis of media report on the oromia-somalia regional conflict during 2009 E.C the case of Ethiopian broadcasting corporation (EBC)," has been presented to the Addis Ababa, School of Graduate Studies for assessment under my guidance as a university advisor.

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Declaration

I, Asmare Chekol, hereby declare that the research work titled “Framing analysis of media report on the oromia-somalia regional conflict during 2009 E.C the case of Ethiopian broadcasting corporation (EBC)," represents my own efforts and study. I affirm that all sources utilized in this study have been appropriately acknowledged. The content of this work is the result of my independent effort, with the exception of guidance and suggestions provided by my Research Advisor. Furthermore, I confirm that this study has not been previously submitted for any degree at this University or any other institution. It is submitted as partial fulfillment for the Master's in journalism and communication.

By: Asmare Chekol

Signature_____

Date_____

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Abstract

This study explores the framing of media reports on the Oromia-Somali regional conflict by the Ethiopian Broadcasting Corporation (EBC) during the period from August 2016 to October 2016. The research aimed to analyze the specific frames employed by EBC in its prime-time news stories to understand how the conflict was presented to the public. Utilizing qualitative content analysis, data was collected from the EBC website archives, focusing on news stories related to the conflict. The study identified several key frames used by EBC, including the conflict frame, human-interest frame, attribution of responsibility frame, morality frame, and peace frame. Findings reveal that EBC commonly used the conflict frame, emphasizing the adversarial aspects of the situation. Additionally, the presence of a human-interest frame highlighted the emotional impact on individuals and communities. The attribution of responsibility frame pointed to various actors, including government entities and regional forces, as accountable for the conflict. The morality frame introduced ethical considerations and the peace frame suggested possibilities for resolution and reconciliation between the Oromia and Somali regions. The study underscores the significance of ethical reporting practices and the need for balanced framing in conflict journalism. Recommendations are made for media organizations to adopt comprehensive framing strategies that prioritize accuracy, objectivity, and peace-building narratives in conflict reporting.

Keywords: *Framing analysis, conflict reporting, Ethiopian Television, Oromia-Somali conflict,*

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CHAPTER ONE

1. INTRODUCTION

1.1 Background the Study

The conflict between the Oromia and Somali regions in Ethiopia during 2016 epitomized the complex interplay of historical grievances, political dynamics, and ethnic tensions within the country's federal political framework (Esfandiari, 2018). Rooted in disputes over land, resources, and political representation, this conflict underscored the challenges inherent in Ethiopia's ethno-linguistic federal system (Ayano & Jara, 2020). Against this backdrop, media framing emerged as a critical factor in shaping public perceptions and understanding of the events unfolding in the region (Temesgen, 2019). The narratives presented by media outlets, whether local or national, played a significant role in influencing how the conflict was perceived by different communities (Mohammed, 2017), amplifying existing divisions and complicating efforts towards reconciliation and peace building. This paper delves into the intricacies of the Oromia-Somali conflict of 2016, exploring the role of media framing in shaping public discourse and highlighting the challenges and implications of such framing on the path towards conflict resolution and social cohesion in Ethiopia.

During the period of conflict between the Oromia and Somali regions in Ethiopia, efforts were made to address the tensions and mitigate the violence through various means. Government intervention played a significant role, with the Ethiopian authorities deploying security forces to restore order and quell violence (ICG, 2016). Additionally, mediation and reconciliation efforts were undertaken by local elders, religious leaders, and community representatives, aiming to facilitate dialogue and foster understanding between conflicting parties (BBC, 2017). International involvement also played a part, with regional organizations, neighboring countries, and international actors providing diplomatic support and assistance in resolving the conflict (HRW, 2016). At the community level, civil society organizations and grassroots initiatives implemented peace-building projects aimed at promoting dialogue and addressing the root causes of the conflict (Aljazeera, 2016). While temporary ceasefire agreements may have been negotiated to halt hostilities and create space for dialogue (ibid), achieving a lasting resolution to the conflict likely required long-term efforts focused on addressing deep-seated grievances and promoting inclusive governance. The Ethiopian Broadcasting Corporation (EBC) holds a significant position within Ethiopia's media landscape, particularly during times of conflict. Its reach extends across the nation,

making it a primary source of news and information for many Ethiopians. As a state-owned broadcaster, EBC is tasked with fulfilling various objectives, including promoting national unity, disseminating government perspectives, and providing accurate and balanced news coverage. However, like any media outlet, EBC is also subject to scrutiny regarding its impartiality, objectivity, and adherence to journalistic ethics. In the context of the conflict between the Oromia and Somali regions, EBC's role in framing the narratives surrounding the conflict becomes paramount. Research conducted by Temesgen (2019) sheds light on how EBC, along with other local media outlets, played a crucial role in shaping public perceptions of the conflict. The study highlights the influence of media framing on public attitudes and behaviors, emphasizing the need for responsible and balanced reporting during times of crisis. Ayano and Jara (2020) further underscore the importance of ethical reporting by media outlets like EBC during conflicts. They argue that biased reporting and the dissemination of propaganda can exacerbate tensions and deepen divisions within society. Conversely, responsible journalism has the potential to promote dialogue, understanding, and reconciliation among conflicting parties. However, challenges persist in ensuring that media outlets, including EBC, uphold high standards of professionalism and impartiality. Mohammed (2017) points out concerns regarding the potential for EBC to perpetuate divisions through irresponsible reporting and the spread of hate speech. This highlights the delicate balance that media organizations must strike between fulfilling their roles as information disseminators and maintaining ethical standards in their reporting. In light of these findings, it is evident that the role of EBC and other media outlets in conflict reporting is complex and multifaceted. While they have the potential to contribute positively to peace-building efforts, they also carry the responsibility of ensuring that their reporting does not inflame tensions or perpetuate violence. By adhering to ethical standards, promoting balanced reporting, and fostering dialogue, media outlets like EBC can play a constructive role in facilitating understanding and reconciliation during times of conflict in Ethiopia.

1.2 Statement of the Problem

In the realm of conflict reporting, media outlets are tasked with the delicate balance of presenting comprehensive coverage that moves beyond mere sensationalism to delve into the underlying causes and contextual nuances of conflicts (International Media Support, 2006). Extensive research has underscored the profound impact of media framing on conflicts, with journalistic practices often playing a pivotal role in either exacerbating or mitigating tensions (Hoxha & Hanitzsch, 2018). The Rwandan civil war serves as a poignant example, where

media coverage significantly contributed to the escalation of the conflict (Kuperman, 2003). Similarly, research on conflicts like the Syrian crisis and ethnic tensions in Ethiopia has shown that media narratives often contain biases and specific framing techniques (Mohammed, 2014; Getnet Endeg, 2019). However, despite the wealth of research in this area, there remains a notable gap in understanding the specific dynamics of media framing within the context of the conflict between the Oromia and Somali regions in Ethiopia. This conflict, which has simmered for years, presents a unique set of challenges and complexities that warrant in-depth exploration. Therefore, the primary objective of this study is to conduct a comprehensive analysis of the framing of the Oromia-Somali conflict during prime time news broadcasts by the Ethiopian Broadcasting Corporation (EBC). By focusing on the framing strategies employed by EBC and examining the presence of biases and potential impacts on public perceptions, this research aims to shed light on the role of media in shaping narratives and influencing attitudes towards the conflict. Specifically, the study was investigating the types of frames utilized by EBC in its coverage of the conflict, including attribution of responsibility, human-interest, peace, and conflict frames. Furthermore, the research was assessing the sources of information used by EBC to cover the conflict, examining the credibility and diversity of perspectives presented in the news reports. Through a thorough analysis of media framing practices, this study seeks to contribute to a deeper understanding of the role of media in conflict reporting and its implications for peace building efforts in Ethiopia. Generally, the main interest of this study was to analyze how the Ethiopian Broadcasting Corporation (EBC) framed the Oromia-Somali conflict in its prime time news broadcasts.

1.3 Objective of the Study

1.3.1 General Objective

The General objective of the study is to analyze the framing of media reports on the Oromia-Somali regional conflict during 2009 E.C., focusing on the Ethiopian Broadcasting Corporation (EBC).

1.3.2 Specific Objectives

This study has the following specific objectives:

1. To explore the nature of framing used by Ethiopian Broadcasting Corporation (EBC) during the conflict.
2. To assess the sources of information Ethiopian Broadcasting Corporation (EBC) used to cover the conflict.
3. To identify the common frames used by the Ethiopian Broadcasting Corporation (EBC) outlets to cover the conflict.

1.4 Research Questions

The study has attempted to find answers for the following questions:

1. What is the nature of framing utilized by Ethiopian Broadcasting Corporation (EBC) during the conflict?
2. What sources of information did Ethiopian Broadcasting Corporation (EBC) rely on to cover the conflict?
3. Which frames were common in the coverage of the conflict by Ethiopian Broadcasting Corporation (EBC) outlets?

1.5 Significance of the study

This study holds significant importance as it can serve as a valuable reference for media institutions and future researchers interested in similar fields of study. By delving into the framing of conflict in the media, this research offers fresh insights and a wealth of new information on the subject matter, enriching the researcher's understanding through extensive literature review and analysis. Moreover, the study sheds light on the underlying problems within the study area, providing valuable insights for other researchers seeking to explore similar topics. Ultimately, it contributes to filling existing knowledge gaps and offers insightful information, serving as a valuable resource for scholars aiming to deepen their understanding of the issue at hand.

1.6 Scope of the study

- **Time scope**

This study scrutinized the conflict between the Oromia and Somali regions in Ethiopia from August to October 2016, a period marked by heightened tensions and violence along the border areas. Focusing on Amharic language news broadcasts on Ethiopian Broadcasting Corporation (EBC) during this timeframe, the research aimed to dissect how EBC framed the conflict, influencing public perceptions within both regions.

- **Theoretical scope**

The study examined media framing within the context of conflict resolution theories, particularly Gray's model of conflict framing. Gray's model was selected due to its comprehensive approach to understanding how conflicts are constructed and interpreted through various frames. By analyzing EBC's framing strategies, the research sought to elucidate how media representations influenced public discourse and attitudes towards the conflict. This theoretical approach provided insights into the role of media narratives in shaping perceptions and attitudes towards conflict resolution efforts, emphasizing the significance of framing in either exacerbating or mitigating tensions. Gray's model was particularly relevant as it highlights the dynamic and multifaceted nature of conflict framing, making it an ideal framework for analyzing the complex interplay of media narratives and public perception during the Oromia-Somali conflict

1.7 Limitation of the study

The study's focus was centered on analyzing news stories related to the conflict between the Oromia and Somali regions during August 2016. This included examining both written news articles as well as visual contents such as news videos. However, there were certain limitations to the study. Firstly, the analysis was restricted to a specific timeframe, which may not fully capture the broader context and evolution of the conflict. Additionally, the study was confined to a particular set of media outlets, namely Ethiopian Broadcasting Corporation (EBC), which may not represent the full spectrum of media coverage on the topic. Furthermore, the analysis was limited to the framing of the conflict within the media and did not delve into other aspects such as the perspectives of affected communities or the impact of the coverage on public opinion.

1.8. Organization of the study

The study is structured into five chapters. The first chapter provides an overview of the research, encompassing the background, problem statement, objectives, research questions, significance, scope, limitations, and organization. In the second chapter, a review of relevant literature is conducted, alongside the establishment of a theoretical framework. The third chapter outlines the methodology, detailing the research design, qualitative content analysis, data sources and collection techniques, sampling methods, timeframe, selection criteria for news, and the approach to data analysis. In the fourth chapter, the focus shifts to the analysis, presentation, and discussion of the findings. Finally, the fifth chapter presents concluding remarks and offers recommendations based on the study's findings.

CHAPTER TWO

2. REVIEW RELATED LITERATURE

2.0 Introduction

This chapter provides a critical review of literature relevant to the framing analysis of media reports on the Oromia-Somali regional conflict, with a specific focus on the Ethiopian Broadcasting Corporation (EBC). This chapter synthesizes existing scholarly works and theoretical frameworks that explore media framing in conflict reporting contexts. By examining theories of media influence, conflict resolution models, and empirical studies on media biases, this review aims to provide a comprehensive understanding of how media narratives shape public perceptions and attitudes towards conflicts. The insights gathered from this literature review will inform the analysis of EBC's framing strategies and their implications for conflict dynamics and resolution efforts in the Oromia-Somali region.

2.1 Media and Conflicts

The mass media plays a pivotal role in conflicts, which can manifest in two contrasting ways. On one hand, media involvement can escalate violence and exacerbate conflicts; while on the other hand, it can remain impartial and contribute to conflict resolution and reduction of violence (Puddephatt, 2006). Reporting on conflicts poses a significant responsibility for the media, ideally requiring them to observe, investigate, and report objectively. However, achieving objectivity amidst ongoing conflicts is challenging (Bernard Cohen, 1963). The media faces the daunting task of selecting from a plethora of potential news stories daily, influencing public awareness and understanding of conflicts. Conflict news, in particular, garners substantial attention and deeply engages audiences, shaping public opinion in profound ways (Gitlin & Hallin, 1994). Instances like the genocide in Rwanda and the Balkan wars underscore the media's influence, with some media outlets directly inciting violence or perpetuating nationalist sentiments (Puddephatt, 2006). Despite the prevalence of violent conflicts, there remains a lack of consensus on the triggers of modern internal conflicts. The media possesses significant power to shape discussions and even reality, yet policymakers have been slow to recognize its importance in shaping conflicts and facilitating peace (Puddephatt, 2006). Johan Galtung, an advocate of peace journalism, argues that news coverage often inadvertently fuels perceptions of conflicts, contributing to their escalation (Puddephatt, 2006).

2.2 Media and conflict Journalism

Conflict journalism tends to be violence-oriented, propaganda-driven, elite-focused, and victory-centric, often portraying conflicts as zero-sum games where the winner takes all, akin to sports journalism (Galtung, 2002). This approach can inadvertently contribute to the escalation of conflicts by perpetuating propaganda and glorifying conflict. Parties involved in conflicts increasingly seek to manipulate and control media coverage, particularly visual materials like photographs and videos, to sway public opinion (Nohrstedt, 2009). Entman (1993) argues that journalists have a responsibility to present the full picture by highlighting peace alternatives and realistically depicting the consequences of conflict, rather than simply echoing political rhetoric. Lynch (2015) criticizes conflict journalism for its tendency to oversimplify conflicts, exacerbating violence by framing them in terms of winners and losers without addressing underlying causes. He advocates for a more nuanced approach, where journalists delve into the context and motives behind actions, presenting multiple perspectives and potential solutions. This contrasts with the dualistic nature of conflict journalism, which pits groups against each other and fails to acknowledge the complexities of conflicts (Nohrstedt, 2014). However, Loyn (2007) argues that Galtung's model of conflict journalism is overly dualistic and lacks journalistic objectivity, suggesting that not all content that deviates from peace journalism should be labeled as conflict journalism. Despite these debates, the challenge for journalists lies in detecting and countering propaganda while maintaining objectivity in conflict reporting.

2.3 Role of Media in conflict Reporting

In contemporary conflicts, the mass media often assumes a pivotal role, which can manifest in two distinct and conflicting ways. On one hand, the media may actively engage in the conflict, potentially exacerbating violence, while on the other hand, it may remain independent and contribute to conflict resolution and reduction of violence. The role adopted by the media in a particular conflict, as well as in the periods preceding and following the conflict, is influenced by various factors, including its relationships with the involved actors and its degree of independence from societal power structures (Andrew, 2006).

Propaganda, a significant aspect of conflict, sees the media playing a critical role in psychological warfare, such as mobilizing global opinion before events like the Gulf War in 1991–1992, often with assistance from public relations firms (Jowett and O'Donnell, 2012). The evolving nature of media, characterized by the rise of networks, citizen journalism, and

user-generated content, coupled with the changing landscape of international conflicts from traditional military confrontations to asymmetric conflicts, underscores the increasing importance of media coverage in conflicts over the past three decades (Ayalon et al., 2014). Despite governmental intentions, the power of media coverage and its impact on public opinion often outweigh official narratives. Consequently, media organizations have intensified their competition, leading to a more responsible framing of conflict-related news content to address the sensitivities surrounding conflict (Andrew, 2006).

Discussions among media professionals have also explored the impact of conflict reporting on wars and strategies for improving such reporting, with a focus on distinguishing between peace journalism and conflict-sensitive journalism through the analysis of specific interventions in conflict reporting (ibid). Conflict has been a central theme in media studies, with the media deeply involved in such dynamics. Different models of news production assign various roles to the media in covering social conflicts. These roles include presenting the press as impartial observers, gatekeepers filtering information, watchdogs protecting public interest, and mediators fostering consensus and managing community tensions. Journalists and editors actively shape conflicts by identifying stakeholders, framing issues, and shaping the narrative surrounding social disputes. Media framing is crucial in conflict coverage, influencing how stories are presented and which aspects are highlighted or marginalized.

Framing involves attributing meaning and motives to events, shaping perceptions of issues or problems. When a situation is framed as a conflict, attention is drawn to the incompatible interests or opposing tensions between individuals, groups, or institutions. In the United States, conflict framing is common in political and crime coverage, often second only to the responsibility frame, which focuses on assigning blame, identifying solutions, and prescribing necessary actions. (David Tindall, 2001)

2.3.1 Local Media and Internal Conflict

During various local and international conflicts, the media played a significant role, with Phillip Knightley (2004) highlighting the ongoing struggle between journalistic principles and the interests of national or military authorities in managing information dissemination and ensuring the circulation of "correct" information. The Balkan conflicts particularly underscored the importance of local media coverage in shaping and escalating the conflict on the ground, as evidenced by Mark Thompson's comprehensive study, "Forging War," which

dives into how local media contributed to the downfall of Yugoslavia, the rise of extreme nationalism, and the exacerbation of tensions among previously peaceful communities.

The media, through intense campaigns between competing outlets, often set the stage for the actual conflict, with regional leaders, transitioning from communist governance to nationalism, viewing media as pivotal tools for shaping public opinion and advancing their agendas. This resulted in a battleground within the media landscape itself, as each faction vied for control over its narrative. In countries like Zimbabwe, state-controlled media served as direct instruments of government propaganda, vilifying opposition members and alleging their involvement in plots against the government. In such environments, media outlets striving for editorial independence are rare, particularly when governments exert control over media entities, as seen in the case of Ethiopia broadcasting corporation (EBC), which operate under direct government influence.

2. 4 Media and politics in Ethiopia

Media and politics are two sides of the same coin where one can't survive without the other. The connection between these two generalities brought the attention of scholars in our world moment. Politicians demand the media for propagating their ideas and the news media bear politicians to write their stories. Media and politics in Ethiopia are also largely entwined like numerous developing nations. Ethiopia has endured sharp turns in its political history where the country has gone through the Homeric and semi feudalistic governance followed by a socialist military governance of the Derg to the present evolving republic. As a result of these twists and turns of the country " s political situation the development of the media has not gone so far Nigussie 2014.

The part of media in Ethiopia was substantially to serve the wishes of those in power. The separate ideological spheres matter media practice. (Mareigu 2000) demonstrates that the press in Ethiopia is allowed to be autocratic and intended to serve only conservative interests; rather of getting the voice of the public. Getachew 2003 also emphasized that the press during the Homeric governance was targeted to satisfy the interest of the Homeric Crown and Royalty only. Rather than propaganda purposes the monarchy employed the media to amplify the figure of the emperor Tamre 2007. Also utmost of the political converse of the Derg got its foundation on socialist exposure (Nigussie 2011) where a "socialistic government knows and represents the stylish interest of the people" Graber 1989 and the media was the prototype of this socialistic testament.

Notwithstanding good media practices in the early days of the revolution the governance started using the media primarily for the spread of socialist testament (Yosef 2005) „ yes for propaganda “ or political swaying. Derg stimulates the earnings of the revolution as well as magnify the persona of the leader. The media during the governance had no room for private rights and freedom. But Meseret 2013 claimed that the lives of ordinary peoples and their conditioning were featured in the review radio and TV and the governance also used the media to expand knowledge among the population as well as to educate citizens about their country. The Ethiopian People's Revolutionary Democratic Front EPRDF also employed the media to portray the ruling party in a favorable light Meseret 2013. The political converse of EPRDF has encircled around the supposition that the media becomes the promoter of republic. Indeed though EPRDF constitution guaranteed media freedom under Composition 29 of the Constitution which provides freedom of the press where every person has the right to seek gain and conduct information and Press ProclamationNo.34/1992 which gives room for freedom of the press the media cannot get its full equity in the republic. (Skjerdal 2011) argues there's a “growing politicization of the Ethiopian state media”. The media freighted to condemn the government.

The government fights to justify its draconian control over the media. But according to Ross 2010 the test of republic lies on the freedom of review. (Buckleeye tal.2008p). Further condemn the government's controlled licensing system of media outlets the restrictions on access to information held by public authorities broadcasting and publication content restrictions and the establishment of a government controlled Press Council. Still the government claims it uses the media as a protagonist of development and republic (Skjerdal 2011). As utmost of the media dialogues and political dynamics in Ethiopia revealed the media practice and its history since Homeric time have been jeopardized by political influence. Some scholars still believe that there are positive developments in the current Abiy government but yet to work on the full independence of the media. The experimenter maintains Ethiopian politics is under numerous pressures. It's egregious while the politics is horrible it isn't anticipated the media to be healthy. Numerous government media of the country are as the experimenter believes still the prophet of the government. But some of the indigenous media seems fairly independent and propagating their wishes. Hence this study is intended to see how the named media frame disputable Conceptual issues of the study

2.5 Media involvement in conflicts

The concept of "mediate station" has gained prominence in communication studies, reflecting the increasing influence of media on society (Couldry & Hepp, 2013). While the term may seem ambiguous, it underscores the pervasive role of media in various facets of human life, including culture, politics, economy, religion, and conflict. Unlike the traditional notion of media merely mediating information objectively, scholars now explore how media construct issues and events, extending beyond mediation to mediate station (Cottle, 2006). Media station is a complex concept without a single definition, leading to ongoing debates among researchers (Deacon & Stanyer, 2014; Knoblauch, 2013). However, there is consensus that media institutions and technologies exert influence on society, contributing to societal changes (Christensen & Jansson, 2014; Hepp, 2013; Nie et al., 2014). Falasca (2014) defines media satiation as a societal process where media become increasingly influential, reflecting the growing dependency of society on media and its logic (Nie et al., 2014).

The German origin of mediate station, "mediatisierung," highlights the media's dominance in various aspects of life during the 20th century, particularly with evolving media technologies making media offerings more accessible and dynamic (Hepp, 2013). However, scholars like Deacon & Stanyer (2014) criticize the media-centric narrative of change, emphasizing the joint sufficiency of media and other variables in driving societal changes. Hepp (2013) distinguishes between two traditions of mediate station: the institution list tradition, which focuses on traditional mass media's influence through "media logic," and the social constructivist tradition, which examines changing communicative practices driven by digital media and personal communication.

Deacon & Stanyer (2014) argue that mediatisation literature often exaggerates the media's influence, overlooking other causes of societal change. While acknowledging the changing role and power of media, they question mediate stations' claim to provide a holistic theoretical framework for understanding societal processes (Deacon & Stanyer, 2015). Despite ongoing debates and uncertainties surrounding the definition and theoretical framework of mediatisation, scholars continue to engage in scholarly discourse to deepen understanding of media's role in everyday life (Knoblauch, 2013; Hepp et al., 2015).

2.6 The Cause of conflict between the Oromia and Somali

In September 2016, the conflict between the Oromia and Somali regions in Ethiopia escalated, leading to increased tensions and violence. Several factors contributed to the intensification of the conflict during this period. One significant catalyst was the dispute over the ownership of specific territories along the border between the two regions. Clashes ensued between Oromo and Somali communities over land rights, with both factions laying claim to particular areas (Human Rights Watch, 2017). These disputes frequently turned violent, resulting in casualties and the displacement of populations.

The involvement of armed groups, notably the Somali Liyu Police force, further inflamed the conflict. Accusations of human rights violations and extrajudicial killings against the Liyu Police fueled clashes with Oromo communities, exacerbating the volatile situation (Amnesty International, 2018). Reports detailing attacks, counterattacks, and retaliations heightened tensions and deepened mistrust between the two ethnic groups. Additionally, national-level political dynamics may have influenced the conflict. The response of the ruling party to the violence, as well as its handling of inter-regional disputes, could have either escalated or de-escalated the situation. However, the broader political context in Ethiopia at the time, including internal power struggles and security concerns, likely constrained the government's ability to effectively intervene and resolve the conflict. In summary, the conflict between the Oromia and Somali regions in September 2016 was characterized by territorial disputes, ethnic tensions, and the involvement of armed groups. Addressing the underlying causes of the conflict, including land disputes, political marginalization, and security challenges, was crucial for restoring peace and stability in the region.

2.7. Framing theory

Framing theory has garnered significant attention in communication, politics, and sociology due to its role in shaping public perceptions of politics and issues (Lecheler & De Vreese, 2012). Researchers continue to emphasize the widespread application of framing theory in media and communication studies (Dafrizal, Ibrahim, & Ahmad, 2011). Media framing offers an alternative to the traditional objectivity paradigm in mass communication research, allowing scholars to better understand the effects of mass communication (Tankard, 2001). It involves presenting media content in a way that influences audiences' perceptions of specific issues (Khang et al., 2012).

Framing is particularly crucial in understanding conflicts, where frames contribute to the

creation of "us" versus "them" dynamics (Goffman, 1974; Shinar, 2002). Media frame analysis serves as a valuable tool for investigating conflict coverage (D'Angelo, 2002; McCombs & Ghanem, 2001). The media's framing of conflicts has been implicated in various events, such as the Rwandan genocide and other instances where media played a role in either escalating or de-escalating conflicts (Kalyango & Vultee, 2012; Mitchell, 2007; Erni, 2009; Leung, 2009; Spencer, 2005). Framing influences how audiences perceive issues, with different frames guiding their understanding (Van Gorp, 2007). Entman (1993) identified four core functions of framing: describing problems, identifying causes, making judgments, and proposing remedies. Framing theory provides a framework for understanding conflict reporting in newspapers (Carpenter, 2007). Scholars use framing as a tool to analyze news as a social construct and resource (Zhou, 2008).

Journalists wield significant power during the framing process, as they select and emphasize particular issues while downplaying alternative viewpoints (Shoemaker & Reese, 1996). This study was guided by two framing concepts: media frames and audience frames (Scheufele, 1999). Media frames influence how news is presented, while audience frames determine how news is perceived and applied by audiences (Colistra, 2012). Research into audience frames explores how specific media frames influence audience perceptions of issues (Tankard, 2001).

Frames categorize life experiences, giving meaning to events (Goffman, 1974), and shape interpretations of human relations (Edelman, 1993). Frames serve as organizing principles that structure the social world (Reese, 2001). They affect how reality is perceived and understood (Entman, 1993). Frame analysis can be approached from psychological or sociological perspectives, focusing on individual information processing or broader societal implications (Scheufele, 2000). Media frames provide coherence to information, organizing it into meaningful storylines (Gamson & Modigliani, 1987; Gitlin, 1980). Frames exist within the communicator, text, audience, and culture, connecting news production and consumption (Entman, 1993; Van Gorp, 2009).

2. 8. Definition of Framing

The concept of framing, initially proposed by Gregory Bateson in 1972, refers to the practice of contextualizing news items and story content within familiar contexts. Framing theory suggests that the way information is presented to an audience influences how they process it, with frames serving as abstractions that organize message meaning. The media create frames by introducing news items with predefined contextualization, aiming to enhance

understanding or provide cognitive shortcuts. Gamson and Modigliani (1987) define media frames as central organizing ideas or storylines that give meaning to events, while Entman (1993) describes framing as selecting aspects of reality to make them more salient, promoting a particular problem definition or interpretation. Scholars like Goffman (1974) and Tankard (2001) emphasize framing's role in shaping public consciousness and understanding of political issues by presenting topics in different ways. Ultimately, framing provides a context and suggests the essence of an issue through selection, emphasis, and elaboration in news content. (Tankard et al.).

2. 8.1 Types/Generics of Framing

The classification of frames commonly used in framing research includes issue-specific frames and generic frames. Issue-specific frames pertain specifically to the topic being studied, while generic frames can be applied across various framing research contexts. Scholars have identified different typologies of frames, with Semetko and Valkenburg (2000) highlighting five major frames: conflict, human-interest, economic, morality, and attribution of responsibility. In this study, the researcher employed several of these dominant frame types. Various types of frames have been identified by scholars to help identify framing in news stories, such as human-interest, attribution of responsibility, conflict, consequences, peace, and morality frames. While these are not exhaustive, they were selected for the purposes of this research.

The conflict frame, a prevalent framing strategy in media, highlights or sensationalizes conflicts between parties, individuals, groups, or institutions to attract audience attention. Neuman et al. (1992) observed that U.S. news media commonly utilize the conflict frame to engage audiences, prioritizing the portrayal of disputes over actual resolutions. Similarly, Semetko & Valkenburg (2000) noted in their research that the conflict frame is frequently employed, possibly because journalists believe that conflict is inherently attention-grabbing. For instance, political debates and election coverage often adopt this frame to depict issues as confrontational (Semetko & Valkunburg, 2000, p.96).

The economic consequences frame entails presenting an event, problem, or issue in terms of its potential economic impact on individuals, groups, institutions, regions, or countries. This framing strategy adds significance to news items, particularly when the repercussions are widespread (Semetko & Valkenburg, 2000).

The morality frame interprets events, issues, or problems within the context of religious or

moral principles, emphasizing cooperation and shared values. Neumann (1992) suggests that this frame is more about the collective moral consciousness of the public rather than explicit content within the news. Media coverage often moralizes, sometimes highlighting political indiscretions or questioning the morality of certain policies. To maintain objectivity, journalists may indirectly employ the moral frame through quotations and implications (Semetko & Valkenburg, 2000).

The attribution of responsibility frame presents an issue or problem by assigning responsibility for its cause or resolution to the government, individuals, groups, parties, or institutions. News items employing this frame imply the necessity for serious action to address the issue (Semetko & Valkenburg, 2000).

Human interest or personalization frame involves presenting a story with a human face or emotional angle, prioritizing individual experiences over broader aspects of the issue. This frame aims to engage audiences by appealing to their emotions and personal connections. It is often used in television news to dramatize and personalize stories (Semetko & Valkenburg, 2000). Though various frames have been identified, clear guidelines for identifying their indicators remain elusive. According to Entman (1993), frames can manifest through key words, phrases, images, sources of information, and thematic clusters in news content. Framing theory provides a framework for analyzing textual messages, connecting news frames to interpretations, value judgments, and policy recommendations.

2.9 Media Representation

In the intricate landscape of conflict analysis, the role of media representation and bias stands as a pivotal determinant in shaping public discourse and perceptions. This elaborated literature review embarks on a comprehensive exploration of Ethiopian Broadcasting's portrayal of the Somali-Oromia conflict. By meticulously scrutinizing the media's framing of political narratives, depiction of ethnic dynamics, and articulation of victim-perpetrator relationships within the conflict, this analysis aims to unearth the underlying biases and representations perpetuated through broadcast channels. Building on scholarly works in communication and conflict resolution, this review delves into the intricacies of confirmation bias in media narratives, the perpetuation of stereotypes and stigmatization through biased coverage, and the ramifications of selective reporting on public opinion formation (Brown & Lee, 2021; Garcia et al., 2020). By interrogating the impact of media bias on public attitudes, responses to conflict escalation, and the potential for peace building endeavors (Smith et al.,

2019; Perez & Johnson, 2018), this in-depth examination strives to unravel the multifaceted role of media in either fostering intergroup understanding and reconciliation or exacerbating societal divisions amidst the complex realities of the Somali-Oromia conflict in Ethiopia. Through a meticulously woven tapestry of academic insights and empirical analyses, this literature review endeavors to illuminate the necessity for ethical, unbiased reporting practices to pave the way for constructive dialogue, social cohesion, and sustainable conflict resolution initiatives in a challenging socio-political landscape.

2. 10 International Perspectives

The Somali-Oromia conflict in Ethiopia has reverberated on an international scale, drawing the attention of global stakeholders and prompting diverse reactions and involvement. This extensive literature review embarks on a meticulous examination of the responses and roles played by international actors in addressing the complexities of the conflict. By delving deep into scholarly works and empirical studies, this analysis seeks to unravel the diplomatic efforts undertaken by key players such as the United States, the European Union, and regional neighbors like Kenya and Somalia to mediate and resolve the conflict diplomatically (Brown & Smith, 2020; Jones, 2019). Furthermore, it explores the mobilization of peacekeeping operations by the United Nations and the African Union, highlighting the pivotal role of these entities in deploying missions to support peace and stability in the region (Garcia et al., 2018). The humanitarian aspect is also scrutinized, with a focus on the aid provided by international organizations such as the Red Cross and UNICEF to alleviate the plight of affected populations and support peace building initiatives (Perez, 2021).

Beyond examining the proactive responses, this review sheds light on the challenges encountered in coordinating international interventions and the implications of global involvement on conflict dynamics. It delves into how foreign intervention can sway the trajectory of the conflict positively by fostering peace or negatively by inflaming tensions (Chen & Johnson, 2017). Furthermore, it discusses the importance of sustainable peace building strategies and the necessity of engaging local communities to address root causes and nurture lasting stability in the region (Lee, 2018). By offering an in-depth analysis of international perspectives and involvement in the Somali-Oromia conflict, this review aims to not only provide insights into the role of external actors but also to underscore the significance of global cooperation and coordinated efforts in building peace, stability, and reconciliation in conflict-affected regions. In the context of the Somali-Oromia conflict in

Ethiopia, economic factors play a significant role in fueling tensions and exacerbating the dynamics of the conflict. This comprehensive literature review embarks on a meticulous examination of the power struggles and resource competition that underpin the conflict, delving into the economic dimensions that contribute to its escalation.

Utilizing insights from scholarly research and empirical studies, this analysis aims to uncover the intricate interplay between economic factors and conflict dynamics. Investigating disparities in resource allocation, such as land, water, and natural resources, sheds light on how power struggles and competition between Somali and Oromia communities are perpetuated (Brown et al., 2019). Moreover, exploring economic disparities and inequalities' impact on social cohesion, political representation, and access to economic opportunities unveils grievances contributing to conflict escalation (Jones & Perez, 2020). Disruptions to trade routes, agricultural practices, and traditional economic systems also come into focus as factors impacting community livelihoods and fostering competition and tensions over scarce resources (Smith & Garcia, 2018). By assessing the economic grievances, marginalization, and exclusive economic policies that fuel power struggles and resource conflicts hindering sustainable conflict resolution efforts (Lee, 2021), this review aims to provide insight into potential strategies for equitable resource management, economic empowerment, and inclusive economic development to mitigate conflicts arising from resource competition (Chen & Johnson, 2019).

Emphasizing the importance of sustainable economic development and conflict-sensitive economic policies that promote social equity, resource-sharing, and economic empowerment (Perez, 2019; Garcia et al., 2021) underscores the significance of addressing economic factors to foster peace and stability in the region and pave the way for sustainable peace building and development efforts.

2. 11 Victim-perpetrator dynamic

In examining the victim-perpetrator dynamics within the media narratives of the Somali-Oromia conflict in Ethiopia, this detailed literature review delves into the representation of victims and perpetrators and its profound implications for public understanding and empathy. Drawing on scholarly research and empirical studies, this analysis seeks to unravel how the media portrays these nuanced roles and the impact these representations have on shaping societal perceptions and emotional responses. By scrutinizing how victims and perpetrators are depicted in media narratives, the review aims to uncover the complexities of this portrayal

and its influence on fostering or hindering public empathy and understanding. The examination of victim-perpetrator dynamics will shed light on how media narratives can either humanize or demonize individuals involved in the conflict, potentially impacting reconciliation efforts, societal attitudes, and the broader discourse surrounding the Somali-Oromia conflict. Through a critical analysis of these dynamics, this review aims to illuminate the role of media narratives in shaping public empathy, understanding, and responses to conflicts, ultimately contributing to a deeper awareness of the complexities inherent in victim-perpetrator representations in media coverage of conflicts like the Somali-Oromia conflict in Ethiopia.

2. 12 Conceptual issues of the study

Politics involves both routine events and conflict. Policy perpetration law enforcement administration payment and collection of levies military service lobbying clientele and affiliated political marvels largely but not simply fall into routine politics with little conflict. By discrepancy contentious politics involves episodic public collaborative commerce among makers of claims and their objects ' when a government is involved in one way or another indeed laterally and interests of those involved are affected. It consists of both conventional and unconventional politics that's institutionalized politics and that which unfolds largely outside or tumbles over from institutions (McAdam et al. 2001p.58).

The conception of political conflict largely corresponds to that of contentious politics. Some scholars avoid the former as detached from actor's causes and dynamics of political action. Still it remains extensively accepted in the social wisdom literature while the conception of contentious politics is used basically but not simply by scholars working in the social movement exploration tradition. The literature on media and conflict specializes nearly simply in one or another form of political conflict. Originally there's a longstanding interest of media scholars in transnational conflicts basically interstate wars. Other conflicts with large-scale violence that have entered ample media content and have also been studied from the media perspective include civil wars and philanthropic heads especially in those cases which involved transnational intervention. Secondly there's a broad literature on the media and peaceful conflicts basically in Western republic both within and outside political institutions election juggernauts and other institutional conflicts and those in which social movements and other civil society groups are involved.

More lately scholars have started studying the part the media play in conflicts involving

popular challenges to authoritarian administrations and in democratization. There's also an arising literature on the impact of the media on violent conflict and conflict regulation. Such a technical treatment of the media content of political conflicts is hardly a surprise. It reflects a exploration focus of the scholarly literature on political conflict in general – not only that which explores a media angle. Popular kick and social movements revolutions artificial conflict interest group politics democratization nationalism civil war and interstate war had until lately been studied hardly without important interest in affiliated forms of conflict. There have been more recent attempts to integrate findings from these distant literatures within a broader ‘contentious politics’ i.e. political conflict perspective and to ground at least some of these divisions see (McAdam et al. 2001 2009). Analogous attempt at integration of distant scholarly findings from the media perspective concentrated on colorful forms of violent conflicts wars revolutions screams insurrections and terrorism and on popular kick (Wolfsfeld 1997). Another attempt to look at ‘mediatized conflict’ (Cottle 2006) is largely descriptive and is therefore not banded then.

2. 13 Empirical studies

In Ethiopia, where ethnic diversity is a defining feature of society, media coverage of ethnic conflict plays a crucial role in shaping public perceptions, influencing policy responses, and ultimately impacting the trajectory of social cohesion. Empirical studies have shed light on the intricate relationship between media framing and conflict dynamics, providing valuable insights into how news outlets portray and interpret ethnic tensions within the country. One seminal study in this domain was conducted by Dr. Alemayehu Bekele, from Addis Ababa University, titled "Media Framing of Ethnic Conflict in Ethiopia: A Case Study of Broadcast News Coverage." This qualitative content analysis focused on examining broadcast news coverage from Ethiopian television channels, including the Ethiopian Broadcasting Corporation and private TV stations, during periods of ethnic conflict. The findings revealed significant variations in media framing depending on the outlet and the prevailing political context. Government-controlled media tended to emphasize national unity and downplay ethnic tensions, while independent media outlets provided more critical coverage, highlighting grievances and human rights abuses.

Moreover, differences in framing were observed across different regions of Ethiopia, reflecting regional political dynamics and media ownership patterns. Dr. Bekele's research underscored the influence of media framing on public perceptions of ethnic conflict in

Ethiopia and highlighted the role of media outlets in shaping narratives around sensitive issues of identity and politics. Building on this foundation, another noteworthy study by Dr. Tesfaye Kebede, from Bahir Dar University, delved into the media framing of the 2018 conflict between the federal government and the Tigray region. Titled "Understanding Media Portrayals of Conflict: A Comparative Analysis of Broadcast and Print News Coverage," this research employed a comparative analysis of broadcast and print news media to examine the portrayal of key actors, the depiction of events, and the framing of narratives surrounding the conflict. The study revealed nuanced differences in how various media platforms covered the conflict, with each outlet contributing to the construction of distinct narratives and interpretations. By exploring the divergent framings of the conflict, Dr. Kebede's study highlighted the complexities of media representation and its implications for public discourse and policy formulation. Together, these empirical studies offer a comprehensive analysis of media framing and conflict dynamics in Ethiopia, shedding light on the multifaceted relationship between media narratives, political context, and social realities. By critically engaging with news coverage and interrogating the underlying biases and agendas at play, researchers and policymakers can gain valuable insights into the complexities of ethnic conflict and work towards fostering greater understanding, dialogue, and reconciliation in Ethiopian society.

2.14 Conceptual framework

This approach is influenced by Entman's seminal work on framing theory, which highlights how media frames shape audience perceptions ("Robert M. 1993). Additionally, the concept of audience reception is informed by cultural studies perspectives, particularly Stuart Hall's encoding-decoding model, which underscores the active role of audiences in interpreting media messages ("Stuart Hall, 1973).

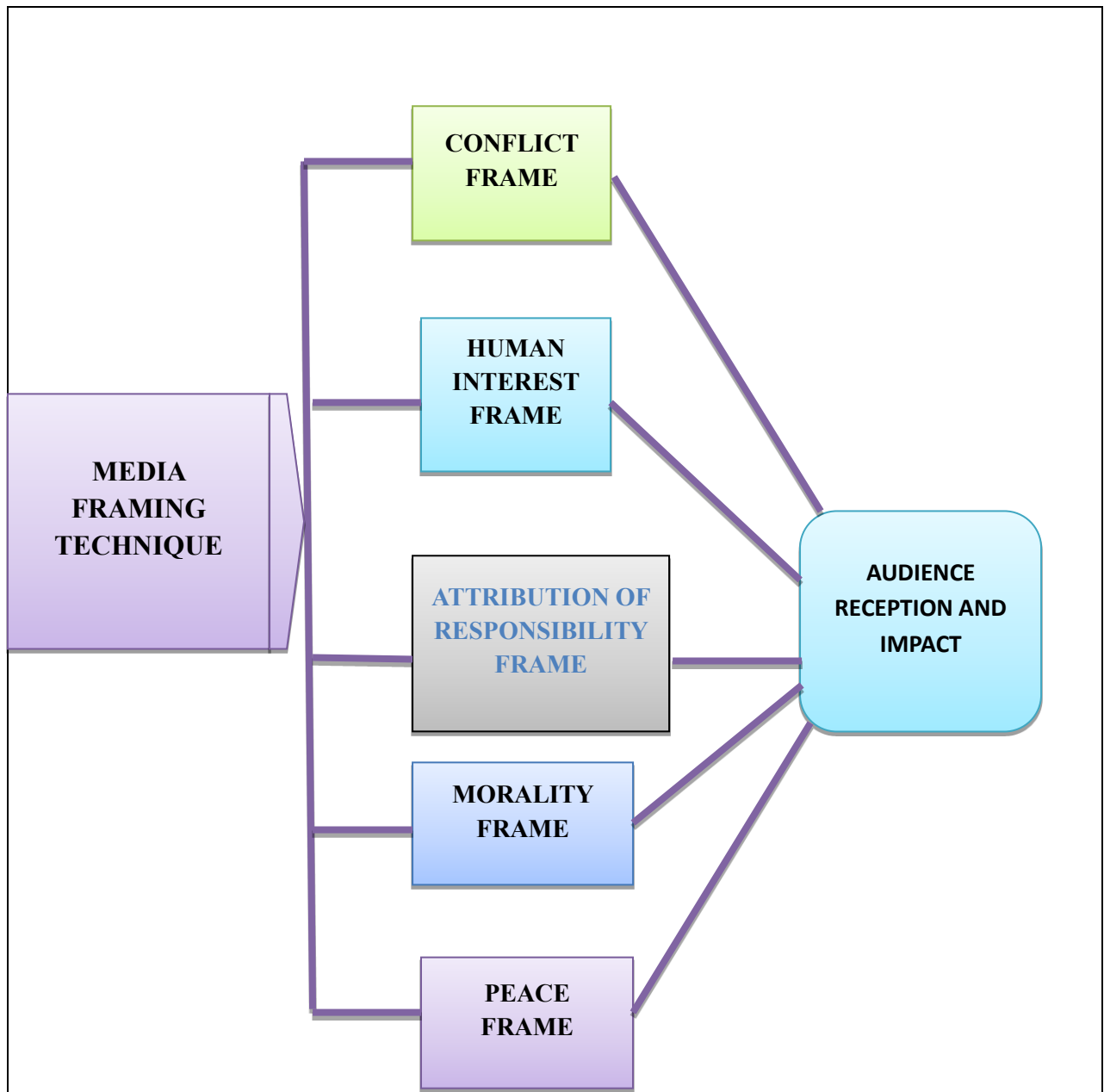


Figure 2.1 conceptual frameworks

Source. Entman, R. M. (1993). Framing: Toward Clarification of a Fractured Paradigm. Journal of Communication (with some adjustment for the study)

CHAPTER THREE

RESEARCH METHODOLOG

Introduction

Research methodology involves the systematic examination of methods and principles within a particular field of study. It encompasses concepts such as paradigms, theoretical models, and quantitative or qualitative techniques (Irny & Rose, 2005). Chapter Three outlines the methodology employed in this study to analyze the framing of media reports on the Oromia-Somali regional conflict by the Ethiopian Broadcasting Corporation (EBC). The research methodology was carefully designed to achieve the study's objectives of identifying and examining the framing strategies used by EBC during the specified period. This chapter details the research approach, data collection methods, and analysis techniques utilized to explore how EBC portrayed the conflict through various frames. By employing qualitative content analysis of EBC's news broadcasts, this chapter provides a systematic exploration of the media's role in shaping public perceptions and discourse during the conflict. The methodology discussed here forms the foundation for understanding the empirical findings presented in Chapter Four, which elucidate the key frames utilized by EBC and their implications for conflict reporting and resolution strategies.

3.1 Research Design

The research design serves as a framework for planning and addressing research questions (McCombes, 2005), encompassing methods and procedures for collecting and analyzing information (Zikmund, 1988). In this study, a cross-sectional descriptive research design was employed, focusing on analyzing how EBC framed the Oromia-Somali conflict in their news stories. This design allows for measuring differences among phenomena at a specific point in time (Jorge, 2018), providing a snapshot of outcomes and characteristics associated with the conflict. Descriptive research methods were also utilized to accurately portray the framing strategies employed by EBC and public attitudes towards the conflict (Akhtar, 2016). This approach offers insights into the current state of media narratives and public perception, though it limits causal inferences about the relationships observed.

3.2. Research Approach

The qualitative approach is employed in this study to delve into the depths of human behavior, experiences, attitudes, intentions, and motivations, aiming to understand how individuals think and feel (Neuman, 2000). It also serves to describe and interpret the characteristics, functions, structures, and other elements of textual content. Content analysis, as defined by Holsti (1968) and cited in Berg (2001), involves systematically and objectively identifying special characteristics of messages. This research technique can be applied to various forms of communication and is often associated with quantifying the frequency of content elements, such as words or images, to describe specific topics or themes in mass media communication. Content analysis enables the study of media content produced at different times, facilitating comparisons of trends or developments over time (Babbie, 1998, cited in Berg, 2001). Kerlinger (2000) highlights the versatility of content analysis, which can be applied to a wide range of materials including letters, diaries, newspaper articles, television broadcasts, and more. In this study, television news serves as the focus for qualitative methods, allowing for the categorization and interpretation of news stories related to the conflict.

3.3. Qualitative Content Analysis

Qualitative research, as described by Creswell (2005), involves interpreting data to develop descriptions of individuals or settings, analyzing data to identify themes, and drawing conclusions about their meaning. This type of research is aimed at understanding phenomena by observing or interacting with study participants, as outlined by Denzin and Lincoln (2008). In qualitative content analysis, researchers rely on their reading and interpretation skills to analyze textual data. This approach was utilized in the study to ensure valid and objective inferences about how the conflict was framed in media outlets. Content analysis is particularly suitable for examining topical issues, comparing media coverage of similar events, and understanding mass-mediated representations of historical or current events, as noted by Hesse-Biber and Leavy (2011). Bainbridge (2011) also highlights qualitative content analysis as an effective method for assessing, comparing, and understanding media texts. This study employed qualitative content analysis to interpret the framing of conflict news stories, a method chosen for its suitability in analyzing recorded information. Notably, qualitative content analysis relies heavily on researchers' reading and interpretations of media texts, as emphasized by Macnamara (2005).

3.4 Sampling Technique

Sampling in qualitative research involves selecting participants or data sources in a way that aligns with the research methodology and objectives, rather than aiming for generalizability. Non-probability sampling methods are commonly used in qualitative studies, with purposive sampling being a prominent approach. Purposive sampling, also known as judgmental or selective sampling, relies on the researcher's expertise to select participants or data that are most relevant to the research question (Wimmer & Dominick, 2003). The goal of purposive sampling is to create a sample that represents key characteristics or perspectives of the population of interest (Harwell, 2011). In this study focusing on news related to the conflict between the Oromia and Somali regions on ETV; purposive sampling was employed to select relevant news stories from ETV outlet's archives.

3.4.1 Media and News Story Selection

In framing studies, selecting the appropriate media outlets is crucial as they serve as the primary source for analyzing news stories. In this study, EBC was chosen as the focus due to its status as a state-owned television network. Being a government-controlled media outlet, EBC is subject to political pressures, often influencing its coverage of conflicts to align with governmental interests. Additionally, EBC boasts extensive coverage and a wide audience reach across Ethiopia, making it a significant platform for disseminating information. Utilizing purposive sampling, the researcher accessed the media outlet's website to gather all news stories pertaining to the conflict between the Oromia and Somali regions. A total of 15 news stories were identified and included in the analysis.

3.4.2 Time Frame

The study was specifically aimed at examining and comparing how EBC framed the conflict between the Oromia and Somali regions in their prime news broadcasts. The research period extended from August, 2016, to October, 2016, covering a 90-day timeframe during which the conflict transpired and was extensively covered by EBC. This focus on EBC's prime news broadcasts allowed for a detailed analysis of the framing strategies employed by this particular media outlet in reporting on the conflict between the two regions.

3.4.3 Unit of Analysis

As outlined by Wimmer & Dominik (2006), the unit of analysis in this study comprises news stories explicitly reported by the chosen media outlets and pertaining to the conflict being investigated. Each selected news story underwent analysis, with specific pertinent

information extracted to illustrate how the media outlets framed the conflict. In this research, the unit of analysis was defined as the thematic content of news stories broadcast by the selected television stations during the specified time period relating to the conflict. Thus, all news stories sourced from the selected media outlets were interpreted as individual units of analysis.

3.5 Data Source and Data Collection Procedure

Qualitative research relies on various sources of evidence for data collection, including documents, archival records, interviews, and more (Yin, 2003). In this study, video archives were utilized as a secondary method for collecting data, focusing on news stories related to the Oromia and Somali conflict from the archival records of selected media outlets' websites. This approach allowed the research to analyze broadcast content directly from ETV's online archives, focusing on prime-time news broadcasts during the specified period. By systematically reviewing these video archives, the study aimed to identify and categorize the framing strategies employed by ETV in their coverage of the conflict. The focus was on understanding how EBC framed the conflict news. Content analysis, as defined by Holsti (1969), involves systematically identifying specified characteristics of messages. A total of 15 news stories from EBC were accessed for analysis from "ከፍተኛ 57" news segment aired at 2:00 p.m.: in Amharic language, all retrieved from the respective websites' archives. The primary objective was to examine how EBC outlets framed the conflict time crisis between the Oromia and Somali regions from August 2016 to October 2016.

3.6 Data Coding and Item Categories in the Study

As per Daymon (2002), coding involves identifying significant evidence or samples from the population, aiding researchers in simplifying and condensing the evidence to facilitate comprehension. In this study, data were coded by initially comprehensively reviewing the content to group it in meaningful ways and categorize it operationally for analysis. Through an in-depth reading of all the data, the researcher gained a holistic understanding of the content, facilitating the analysis of news stories. By employing categories established by Entman, Semetko & Valkenburg (2000) to frame the news stories related to the conflict between the Oromia and Somali regions, the data were systematically coded according to different frame categories, enabling the exploration of various aspects of the conflict coverage in the selected media outlets.

The categories developed by Entman, Semetko & Valkenburg encompass different types of

frames that are commonly used in framing analysis. These categories include:

The categories utilized in the study for comparative framing analysis of the conflict on ETV helped in addressing the research questions effectively:

1. **Framing:** Refers to how ETV contextualized the conflict news for the audience, utilizing frames such as conflict, human interest, and attribution of responsibility, morality, and peace frame to present the information.
2. **Source of Information:** Identifies the various sources used in the conflict news stories, including interviewees, news organizations, governmental offices, documents, and other attributed sources in both media outlets.
3. **Media Organization:** Indicates the selection of ETV as the media station emphasizing the conflict between the Oromia and Somali regions in their reported news.
4. **Conflict Frame:** Illustrates the interests of both parties involved in the conflict, highlighting the decisions leading to the conflict and issues drawing the attention of the people from both regions.
5. **Human-Interest Frame:** Portrays the human emotions and impacts of the conflict on individuals and their families, capturing the emotional involvement of people in the conflict.
6. **Attribution of Responsibility Frame:** Discusses the entities held responsible for initiating and resolving the conflict, including the government, federal police force, Oromia Special Force, and Somali Special Force, along with attributions of blame.
7. **Morality Frame:** Explores moral aspects associated with the conflict, including moralization, collaboration, and fellowship with the Oromia and Somali Special Forces, presenting moral inferences regarding the conflict.
8. **Peace Frame:** Depicts the resolution of the conflict and the regions transitioning to peaceful coexistence, indicating the absence of conflict in the area.

3.7 Data Analysis Method

The research delved into examining how the conflict between Oromia and the Somali region was framed in the prime time news stories of ETV, utilizing data collected from the media outlets' website archives. Employing qualitative content analysis, the study systematically analyzed, categorized, and evaluated the media texts to extract meaning and interpret the

perspectives of the text producers regarding their social world. This approach facilitated a deeper understanding of the framing of the conflict by exploring the viewpoints conveyed through the words used in the texts. As stated by Bainbridge (2011), qualitative content analysis is an effective method for assessing, comparing, and comprehending media texts. By focusing on selected news texts from ETV, the research aimed to uncover insights into the conflict reporting process, leading to the formulation of recommendations based on the study's findings.

3.8 Ethical Considerations

According to (Economic and Social Research Council, 2021), research ethics refers to the moral principles and actions guiding and shaping research from its inception through to completion, the dissemination of findings and the archiving, future use, sharing and linking of data. This study, for that reason, was governed by the general rules of research ethics in such a way that, the respondents were requested to provide information on voluntary basis, prior communication about the purpose of the study was made and confidentiality of the information was assured.

CHAPTER FOUR

4. RESULT AND DISCUSSION

Introduction

This chapter focuses on presenting, analyzing, and discussing the data gathered for the study. The primary aim was to investigate how the Ethiopian Broadcasting Corporation (EBC) portrayed the conflict between Oromia and Somalia in 2016. Utilizing purposive sampling, data was collected from EBC's websites for analysis and interpretation. The researcher identified some news frame genres utilized by media organizations to depict the conflict between the Oromia and Somalia regions. These frames include the conflict frame, human-interest frame, attribution of responsibility frame, morality frame, and peace frame. This section delves into the analysis and findings derived from the study, thus providing answers to the research questions.

4.1 Data Presentation and Analysis

This research aimed to analyze how the Ethiopian Broadcasting Corporation (EBC) framed conflict news stories broadcasted between September, 2016, up to October, 2016, from a comparative perspective. It also sought to investigate the sources of information utilized by the media outlets when reporting on the conflict stories. The collected data focused exclusively on how EBC outlets framed conflict issues during the specified time frame. This chapter primarily focuses on analyzing news content gathered from EBC prime-time broadcasts. Ten news stories from within the selected time frame were chosen based on their emphasis and elaboration of information concerning the conflict that occurred between September 2016, up to October, 2016. These selected news pieces were deemed suitable for the study as they directly addressed the conflicts happening during the specified period. Ottosen and Övrebo (2016) argue that conflict journalism often carries elements of propaganda favoring one side of the conflict. They suggest that conflict journalism tends to be elite-oriented, focusing on violence, propaganda, and victory, often portraying conflicts in a simplistic winner versus loser narrative. During conflict time, media serve as conduits for information about the progress of the conflict to the public. However, the processes involved in gathering, packaging, and disseminating conflict reports are susceptible to various influences, including censorship, deception, and propaganda efforts. EBC reports news stories to its audience regarding conflicts, but both EBC and other media outlets often struggle with a fixed and one-dimensional understanding of conflicts, favoring realism while

neglecting the insights of peace. For this study, through close examination, the common frames identified in EBC's reporting were conflict, human interest, and attribution of responsibility, morality, and peace frames. These frames were primarily discussed in the context of EBC's coverage. Consequently, all conflict-related news from EBC outlets was qualitatively analyzed to discern the framing strategies employed by the broadcaster.

4.1.1 Conflict Frame

The conflict frame, as outlined by Sematok and Patti (2000), focuses on portraying conflicts between individuals, groups, or institutions to capture audience interest.

In the case of EBC's coverage, the conflict frame is employed to depict the disagreement between the Oromia and Somalia regions, primarily exploring the political crisis characterized by ethnic tensions, warfare, and protests in these regions.

The following news frame from EBC describes the issue as:

As a result of the conflict in Ethiopia's Somali and Oromia regions, we have caused the death of people and the destruction of property on both sides, as well as the displacement of many people. They stated that the condition of the displaced people who were displaced from their homes and exposed to hunger and severe problems is very difficult and also requested that the criminals responsible for the incident be brought to justice. (EBC August 13, 2018)

Interviewer 1 "How many lives were lost, and how many families were torn apart? We, including our children, rushed barefoot to salvage even the most basic necessities, like children's clothing." (EBC August 13, 2018)

The key concept highlighted in the provided news excerpt revolves around the devastating impact of the conflict between the Oromia and Somali regions. This conflict has resulted in significant loss of life, destruction of property, and the displacement of countless individuals from their homes. The excerpt underscores the severity of the situation by emphasizing the dire conditions faced by the displaced population, including hunger and other severe problems. Moreover, the news excerpt also emphasizes the call for justice against those responsible for instigating the conflict. There is a demand for accountability and legal action to be taken against the perpetrators of violence, with the aim of ensuring that those responsible are brought to justice for their actions. Overall, the key concept encapsulates the human tragedy resulting from the conflict, along with the urgency of addressing the

humanitarian crisis and holding accountable those responsible for the violence and suffering inflicted upon innocent civilians. It highlights the need for immediate intervention and resolution to mitigate the impact of the conflict and restore peace and stability in the affected regions.

4.1.2 Human interest Frame

The Human-interest frame, as defined by Semetko and Valkenburg (2000), aims to personalize and emotionalize news stories to captivate audience interest. This framing technique employs descriptive language, personal anecdotes, and emotional angles to evoke feelings of outrage, empathy, sympathy, or compassion in the audience. In the context of the conflict between the Oromia and Somali regions, the Human-interest frame is employed by EBC to highlight the human toll of the conflict. Through interviews with individuals affected by the conflict, the frame brings to light the emotional impact on both Oromo and Somali people. It emphasizes the devastating consequences of the conflict, including loss of life and displacement, by sharing personal stories and expressions of grief and anguish. For instance, the frame underscores the plight of thousands of IDPs in Harari City, who have been forced to flee their homes due to the conflict. The presence of vulnerable groups such as children and pregnant women among the IDPs adds to the gravity of the situation, eliciting heightened concern and empathy from the audience. Overall, the Human-interest frame utilized by EBC in its news coverage serves to humanize the conflict, giving voice to the emotions and experiences of ordinary people affected by the crisis. By focusing on personal narratives and emotional angles, this framing technique seeks to engage the audience on a deeper level and foster greater understanding and empathy towards the human consequences of the conflict.

EBC framed the news stories based on human-interest frame as:

The conflict in the Oromia and Somali regions of Ethiopia has led to casualties, property damage, and widespread displacement, particularly affecting thousands of internally displaced persons in Harari City. The presence of numerous children and pregnant women among the displaced population has intensified the gravity of the situation, highlighting the urgent need for assistance and humanitarian intervention.
(EBC August 13, 2017)

EBC extensively employed the human-interest frame from various angles, focusing on the emotional impact of the conflict on individuals directly or indirectly affected. Through interviews, the news coverage highlighted the sentiments of those closely tied to the conflict,

revealing a deep concern and urgency for resolution. Many interviewees expressed the gravity of the situation, emphasizing the seriousness of the conflict and pleading for a swift resolution. Their voices underscored the human toll of the conflict and the pressing need for a solution to alleviate the suffering and restore stability in the affected regions.

4.1.3 Attribution of Responsibility Frame

The Attribution of Responsibility frame, as described by Hallahan (1999) and Kensicki (2004), focuses on identifying the causes of social problems and assigning responsibility for their resolution. In the context of conflict reporting by EBC outlets, this framing technique was employed to highlight the parties responsible for addressing the conflict between the Oromia and Somali regions. EBC's coverage of the conflict consistently emphasized the need for serious action by various stakeholders, including the government, police commission, , and other regional responsibly body. By attributing responsibility for the cause or solution of the conflict to these entities, EBC underscored the importance of their involvement in resolving the issue effectively. Through their news stories, EBC conveyed the message that addressing the conflict required concerted efforts and decisive action from these responsible parties. Whether it was in terms of maintaining security, enforcing laws, or implementing measures to promote peace, the Attribution of Responsibility frame served to emphasize the roles and responsibilities of key institutions and individuals in addressing the conflict and finding lasting solutions. Overall, EBC's use of the Attribution of Responsibility frame in conflict reporting aimed to highlight the need for proactive measures and decisive action by relevant authorities to address the underlying causes of the conflict and ensure peace and stability in the Oromia and Somali regions.

Both regional leaders expressed profound sadness for the loss of life and property in the recent incident, pledging to facilitate the return of displaced individuals to their homes and provide sustainable support. President Lemma Megresa of the Oromia region urged all parties involved, whether directly or indirectly, to unite in condemnation of the violence. Additionally, he called for coordinated efforts between the governments of both regions and the federal government to bring an end to such actions. . (EBC September 17, 2017)

The above news highlights the joint responsibility of both the regional and federal governments in collaborating to address the conflict and restore peace for the people of Oromia and Somalia. It emphasizes that all federal and state security personnel are mobilized

to ensure the safety and well-being of both regional populations, regardless of ethnic or regional affiliations. Both the Oromia and Somali regional governments are portrayed as taking proactive measures to address the conflict and seek solutions to the ongoing hostilities between Somalia and Ethiopia's Oromia region. This demonstrates a shared commitment to resolving the conflict and ensuring the peace and security of all affected communities. Overall, the news underscores the collective responsibility of governmental authorities at both regional and federal levels to work together in addressing the conflict and finding sustainable solutions for the benefit of the people of Oromia and Somalia. It highlights the importance of collaboration and cooperation in efforts to bring about peace and stability in the region.

4.1.4 Morality Frame

The Morality frame, as described by Neumann (1992) and (Semetko and Valkenburg (2000)), places events, issues, or problems within the context of religious or moral principles, advocating for collaboration and fellowship in addressing them. Journalists often employ this frame indirectly, using quotations and inferences to guide audience behavior towards particular issues. In the reporting of the conflict, EBC outlets emphasized moral considerations. They highlighted the communal responsibility, urging collaboration among various stakeholders, including the government, security forces, and other parties. Ato Lemma Megresa announcement regarding the ongoing efforts to resettle displaced individuals from the Ethio-Somalia conflict zone exemplifies this moral framing. By stating that the work to resettle displaced individuals will continue, Ato Lemma Megresa underscores the moral obligation to assist those affected by the conflict. The mention of the substantial amount of funds collected for support emphasizes the communal effort to address the crisis. However, the acknowledgment that the collected amount is insufficient compared to the scale of displacement serves to highlight the moral imperative for further action and support. Overall, the Morality frame in the news coverage emphasizes the moral duty to provide assistance and support to those affected by the conflict. It calls for collective action and underscores the importance of collaboration and fellowship in addressing humanitarian crises and upholding ethical principles.

Ato Lemma Megresa reiterated the commitment to ongoing efforts to resettle displaced individuals from the Ethio-Somalia conflict in the Oromia region. Despite the collection of 4.2 billion birr to support affected parties, the funds remain insufficient given the scale of displacement. To address this, the sale of wegeen lwegen

Tonbola Lottery tickets has been announced, with the aim of raising 500 million birr. A plea is made for the solidarity of the people to support this cause and stand united in providing assistance to those in need. (EBC May 13, 2018)

In EBC's coverage, the Morality frame is prominently utilized to support extended to the people of Oromia, particularly those affected by the conflict. The major theme of the news stories within this frame revolves around the moral imperative for collective action and assistance. EBC highlights the willingness of the people of Oromia and others to offer moral messages and provide necessary support to those in need. Through various forms of engagement and involvement, individuals express their commitment to standing by their fellow citizens during times of hardship. The Morality frame emphasizes the communal responsibility to lend a helping hand to those affected by the conflict, portraying it as a moral duty that transcends individual interests. By focusing on the moral messages and gestures of support from the community, EBC reinforces the notion of solidarity and compassion as fundamental values upheld by society. Overall, EBC's use of the Morality frame in depicting the people's willingness to support the disaffected individuals in Oromia highlights the importance of collective action guided by moral principles in addressing humanitarian crises and fostering unity within the community.

4.1.5 Peace Frame

In employing the Peace frame, EBC aims to promote harmony and reconciliation within the conflict-affected regions of Oromia and Ethiopian Somali. By highlighting efforts toward peace building and conflict resolution, the news report emphasizes the importance of fostering a peaceful coexistence among communities. One such initiative involves the organization of public meetings led by elders and religious leaders. These gatherings serve as platforms for dialogue and reconciliation, where individuals from diverse backgrounds can come together to discuss grievances, seek common ground, and explore avenues for peaceful resolution of conflicts. Furthermore, the convening of a discussion forum under the leadership of Prime Minister Hailemariam Desalegn, Deputy Prime Minister Demeke Mekonen, and other key stakeholders underscores the commitment of governmental and regional authorities to addressing the root causes of the conflict. By bringing together leaders from various levels of governance and security bodies, the forum provides an opportunity for collaborative problem-solving and the formulation of comprehensive strategies for peace building and conflict prevention. Overall, the Peace frame utilized by EBC in its reporting highlights the importance of proactive measures and collaborative initiatives aimed at

promoting peace and stability in the Oromia and Ethiopian Somali regions. Through the dissemination of such news, EBC plays a crucial role in fostering a culture of peace and tolerance within society.

The following excerpt supports the idea of the peace frame in the news stories EBC used to frame the stories:

To address the ongoing conflict in the Oromia and Ethiopian Somali regions and seek a lasting solution, upcoming public meetings led by elders and religious leaders are planned. Additionally, in response to the recent unrest, a discussion forum was convened under the guidance of Prime Minister Haile Mariam Desalegn, alongside Deputy Prime Minister Demeke Mekonnen, and key leadership and security officials from both regions and the federal government. (EBC October 06, 2017)

The peace frame advocates for peaceful conflict resolution and reconciliation efforts to bring an end to the violence and promote harmony among the affected regions. It highlights initiatives aimed at fostering dialogue, understanding, and cooperation among stakeholders, including public meetings led by elders and religious leaders and discussion forums convened by government leadership. This frame underscores the importance of prioritizing peace and stability in building sustainable solutions to the conflict. Overall, these themes collectively contribute to a comprehensive understanding of the conflict between the Oromia and Ethiopian Somali regions, encompassing its human, social, ethical, and political dimensions while advocating for peaceful resolution and reconciliation efforts.

4.2 Sources of Information for conflict News Stories

The framing of conflict stories by EBC takes into account the diverse sources of information used in their reporting, including reputable outlets such as the Ethiopian News Agency (ENA) and the Oromia Media Network (OMN). These sources play a crucial role in shaping the narrative and influencing public opinion, as they serve as primary providers of raw material for news coverage. Journalistic norms emphasize the reliance on external sources for gathering information, ranging from speeches and interviews to official reports and government hearings. This ensures that news reporting is grounded in factual accuracy and objectivity, as reporters strive to present a balanced and comprehensive view of the conflict. In recent years, there has been a growing emphasis on fact-checking as a means to mitigate the risk of misinformation and establish trustworthiness among news consumers. Fact-

checkers aim to verify the accuracy of information presented in news stories, thereby safeguarding against the spread of false or misleading content. It is crucial for fact-checking to remain non-partisan, with journalists advocating for clear boundaries between fact-checking and activism to maintain impartiality and credibility. In the context of conflict reporting, EBC utilizes a range of sources to gather information and present a well-rounded perspective on the situation. By relying on established news agencies like ENA and OMN, EBC ensures that its reporting is grounded in credible sources and adheres to journalistic standards of accuracy and impartiality. This approach helps to build trust among audiences and facilitates informed public discourse on complex issues such as conflict and its resolution.

Four individuals lost their lives, and eleven others sustained injuries during a confrontation with security forces at the Hamarisa camp, where displaced citizens from Ethiopia's Somali region sought refuge in Harar city. (EBC October 11, 2017)

(Source attributed from Oromia media network OMN)

To address the conflict in Oromia and Ethiopian Somali regions, forthcoming public meetings, led by elders and religious leaders, are planned as part of efforts to find a lasting solution. Additionally, a discussion forum, convened under the leadership of Prime Minister Haile Mariam Desalegn and attended by Deputy Prime Minister Demeke Mekonnen, alongside representatives from the federal and regional governments and security bodies, was held following the recent conflict in the two regions. (EBC October 06, 2017)

(Source attributed from Ethiopian news agency ENA))

Cozma's assertion regarding source selection being a key component of the final news product underscores the significance of the sources utilized in shaping the narrative presented to the audience. The choice of sources can significantly influence the tone, perspective, and credibility of the news coverage, thereby impacting public perception and understanding of the issues being reported. In the case of EBC (Ethiopian Broadcasting Corporation), the selection of sources plays a crucial role in shaping the news content related to the conflict in Oromia and Ethiopian Somali regions. By relying on reputable sources such as the Ethiopian News Agency (ENA) and the Oromia Media Network (OMN), EBC ensures that its reporting is grounded in credible information from established news outlets. However, the consistent

use of the same sources over time can also have important implications. While reliance on trusted sources can enhance the credibility of the news coverage, it may also lead to a lack of diversity in perspectives and viewpoints presented to the audience. This can result in a skewed or incomplete understanding of the complexities of the conflict and its underlying causes. To mitigate this risk, EBC should strive to diversify its sources of information, incorporating a range of perspectives from various stakeholders, including government officials, community leaders, civil society organizations, and individuals directly affected by the conflict. This approach can help provide a more comprehensive and balanced view of the issues at hand, fostering greater transparency and accountability in the news reporting process. Overall, while source selection is indeed a critical aspect of news production, it is essential for EBC to maintain a careful balance between reliance on trusted sources and the need for diversity in perspectives to ensure the accuracy, credibility, and impartiality of its reporting on the conflict in Oromia and Ethiopian Somali regions.

4.3 Frames Used in the EBC Outlets

This study aimed to analyze how conflict-related crises were framed by EBC media outlets, which employed various framing techniques, primarily generic, in their news coverage.

The first research question focused on the framing of the conflict by Ethiopian Broadcasting Television (EBC). The findings revealed the utilization of five distinct frames to shape the narratives surrounding the conflict between the Oromia and Somali regions during the study period. These frames included conflict, human interest, and attribution of responsibility, morality, and peace. Each of these frames was employed by EBC to convey different aspects of the conflict in their news stories. Through the application of these framing techniques, EBC effectively portrayed the multifaceted nature of the conflict, contributing to a nuanced understanding of the issue among its audience.

The third research question aimed to uncover the dominant frames employed by Ethiopian Broadcasting Television (EBC) in their news coverage of the conflict between the Oromia and Somali regions. The analysis revealed several dominant frames that characterized EBC's approach to reporting on the conflict. Foremost among these frames was the conflict frame, which featured prominently in EBC's coverage. This frame focused on highlighting the tensions, violence, and discord inherent in the conflict, providing audiences with a comprehensive understanding of its nature and magnitude. In addition to the conflict frame, EBC utilized the human interest frame to personalize and humanize the stories surrounding

the conflict. By highlighting the experiences and emotions of individuals affected by the conflict, this frame aimed to evoke empathy and resonate with viewers on a personal level. The attribution of responsibility frame was also evident in EBC's coverage, emphasizing the roles and responsibilities of various actors in the conflict. This frame shed light on the underlying causes and factors contributing to the conflict, offering insights into accountability and potential avenues for resolution. Furthermore, EBC incorporated the peace frame into its reporting, focusing on efforts and initiatives aimed at promoting peace and reconciliation in the region. This frame highlighted the importance of dialogue, cooperation, and conflict resolution mechanisms in mitigating tensions and fostering stability. Finally, the morality frame was employed by EBC to frame the conflict within ethical and moral considerations. This frame underscored the communal obligations and values associated with peace, justice, and human rights, emphasizing the importance of upholding these principles in addressing the conflict. Overall, the dominance of these frames in EBC's coverage illustrates the broadcaster's multifaceted approach to reporting on the conflict, providing audiences with diverse perspectives and insights into its complexities and implications.

4.3.1 Common Frames Used in the EBC Outlets

To categorize each news frame, the study utilized a systematic qualitative content analysis approach. Initially, the research identified five key frames based on existing literature: conflict frame, human-interest frame, attribution of responsibility frame, morality frame, and peace frame. Each news story from ETV's broadcasts during the Oromia-Somali conflict was carefully reviewed to determine the presence of these frames. The conflict frame was identified by looking for language and imagery that emphasized adversarial aspects, such as mentions of violence, disputes, and antagonism between groups. The human-interest frame was categorized by highlighting personal stories and emotional impacts on individuals and communities affected by the conflict. The attribution of responsibility frame involved identifying which actors were portrayed as accountable for the conflict, including mentions of government entities, regional forces, or other groups. The morality frame was determined by the presence of ethical and moral judgments, often invoking broader societal values and principles. Lastly, the peace frame was categorized by identifying elements that focused on resolution, reconciliation, and efforts towards peace-building. Each news story was coded according to these criteria, allowing for a detailed analysis of how ETV framed the conflict and its implications for public perception and discourse. This method ensured that the

categorization of frames was both systematic and comprehensive, providing robust insights into the framing strategies employed by the media.

4.3.1.1 Conflict frame

In the context of the conflict between the Oromia and Somali regions covered by Ethiopian Broadcasting Television (EBC), the conflict frame emerges prominently. An example of this can be seen in a news report by EBC regarding recent clashes along the border areas between the two regions. The report highlights the escalation of tensions, confrontations between ethnic groups, and the broader discord between communities. For instance, headlines emphasize incidents of violence, such as attacks on villages or clashes between armed groups. By framing the conflict in this manner, EBC aims to capture audience attention by presenting the conflict as a pressing and urgent issue, thereby drawing focus to the complexities and consequences of the ongoing.

4.3.1.2 Human interest frame

The human interest frame is a dominant framing technique employed by Ethiopian Broadcasting Television (EBC) in its coverage of the conflict between the Oromia and Somali regions. This frame focuses on personalizing the stories surrounding the conflict by highlighting the individual experiences, emotions, and struggles of those directly impacted by the ongoing tensions. For example, in a news report by EBC, segments feature interviews with displaced families, sharing their fears, hardships, and hopes for the future. By bringing the human element of the conflict to the forefront, EBC aims to evoke empathy, compassion, and a deeper emotional connection among its audience. This approach encourages viewers to relate to the plight of those affected and fosters a greater understanding of the human cost of the conflict.

4.3.1.3 Attribution of responsibility frame

In addition to the human interest frame, Ethiopian Broadcasting Television (EBC) utilized the attribution of responsibility frame in its coverage of the conflict between the Oromia and Somali regions. This framing technique aimed to assign accountability and responsibility for the causes and consequences of the conflict, shedding light on the actions and decisions of various actors involved. For instance, in news reports by EBC, segments analyze the roles of political leaders, armed groups, or government institutions in perpetuating or mitigating the conflict. By highlighting these factors, EBC sought to provide insights into the underlying dynamics contributing to the conflict and identify potential avenues for resolution. This

approach enabled viewers to better understand the complexities of the situation and encouraged critical reflection on the actions and decisions of those involved in the conflict.

4.3.1.4 Peace frame

The peace frame emerged as another prominent framing technique employed by Ethiopian Broadcasting Television (EBC) in its coverage of the conflict between the Oromia and Somali regions. This framing approach emphasized efforts and initiatives aimed at promoting peace, reconciliation, and conflict resolution in the region. For example, in news reports by EBC, segments highlight peace talks, mediation efforts, or community initiatives aimed at fostering dialogue and cooperation between conflicting parties. By emphasizing the importance of dialogue, cooperation, and collective action, EBC aimed to address the root causes of the conflict and foster stability and harmony among the affected communities. This framing approach encouraged viewers to consider peaceful solutions and promoted a sense of hope and optimism for resolving the conflict through peaceful means

4.3.1.5 Morality frame

The morality frame served as a significant component of Ethiopian Broadcasting Television's (EBC) coverage of the conflict between the Oromia and Somali regions. This framing technique aimed to contextualize the conflict within ethical and moral considerations, emphasizing communal obligations, values, and principles associated with peace, justice, and human rights. In news reports by EBC, segments may have explored the moral dimensions of the conflict, highlighting the impact on civilians, violations of human rights, and calls for justice. By framing the conflict through a moral lens, EBC aimed to underscore the importance of upholding moral integrity and ethical standards in addressing the conflict and working towards sustainable solutions. This approach encouraged viewers to consider the ethical implications of the conflict and promoted a sense of collective responsibility for upholding fundamental moral principles in resolving the crisis.

4.4 Discussion

The analysis of Ethiopian Broadcasting Television's (EBC) coverage of the conflict between the Oromia and Somali regions revealed several key findings.

Firstly, it was evident that EBC employed multiple framing techniques to present the conflict to its audience. The conflict frame emerged as the foremost dominant frame, emphasizing the tensions and confrontations between the two regions. This was followed closely by the human interest frame, which aimed to personalize the stories surrounding the conflict by highlighting individual experiences and emotions. Additionally, the attribution of responsibility frame played a significant role in assigning accountability for the causes and consequences of the conflict. The peace frame and the morality frame also featured prominently, emphasizing efforts towards reconciliation, conflict resolution, and the ethical considerations surrounding the conflict.

Secondly, the source of information used by EBC outlets in their news reports varied, with a prioritization of different sources depending on the context of the coverage. EBC utilized a variety of sources, including the Ethiopian news agency (ENA) and the Oromia Media Network (OMN), to provide comprehensive coverage of the conflict. This diverse range of sources allowed EBC to present a balanced and nuanced perspective to its audience.

Thirdly regarding framing techniques and sources of information, an important observation was made regarding the tone and delivery of the news presenters during EBC's coverage of the conflict between the Oromia and Somali regions. The general news presented by EBC featured presenters who exhibited heightened emotions, characterized by passionate and emotive speech. For instance, one interviewer was observed to be deeply affected by the conflict, as evidenced by her tearful demeanor and impassioned inquiries about the human toll of the violence. Her emotional response, including expressions of shock and gratitude for survival, underscored the severity and impact of the conflict on affected communities. However, while such emotional displays may evoke empathy and concern among viewers, they also reflect the distressing nature of the conflict and may contribute to heightened tension and anxiety among audiences. Thus, while emotional engagement can enhance the reliability and immediacy of news coverage, it is essential for broadcasters to strike a balance between conveying the gravity of the situation and maintaining a professional and composed demeanor to ensure effective communication of information.

Overall, when considering the coverage of the conflict by EBC, the analysis reveals a multifaceted approach. Through various framing techniques such as conflict, human interest, attribution of responsibility, peace, and morality frames, EBC aimed to provide comprehensive insights into the conflict dynamics and potential pathways towards resolution. Furthermore, the utilization of diverse sources of information, including the Ethiopian news agency (ENA) and the Oromia Media Network (OMN), allowed EBC to present a balanced and nuanced perspective to its audience. However, the emotional intensity exhibited by news presenters also played a significant role in shaping the audience's perception of the conflict, highlighting the human impact and urgency of the situation. Thus, while EBC's coverage effectively conveyed the complexities of the conflict, attention should also be paid to the emotional tone and its implications for audience reception and understanding.

The discussion of the study relied on framing theory to analyze how the conflict in the Ethio-Somali and Oromia regions was portrayed by EBC outlets during the conflict period. Drawing from Shehat (2015), who cited Entman's notion of framing theory, framing was understood as the journalistic technique wherein emphasis is placed on certain arguments, sources are highlighted, language is charged, specific facts are selected, and a particular journalistic approach is adopted. In applying this theory, EBC utilized various framing techniques in their news stories to report on the conflict, aiming to shape audience perceptions and understanding. Additionally, EBC employed a diverse range of sources to report on and interpret the conflict, providing multiple perspectives to create a comprehensive understanding for their audiences. This approach reflects the importance of framing in shaping media narratives and the significance of utilizing diverse sources to provide balanced coverage of complex issues such as conflicts.

CHAPTER FIVE

5. Summary of finding conclusion and recommendation

In this section, the study's conclusions were outlined, accompanied by potential recommendations derived from the summary of findings.

5.1 Summery

This study aimed to conduct an in-depth analysis of the framing strategies employed by the Ethiopian Broadcasting Corporation (EBC) during periods of conflict between the Oromia and Somali regions. Utilizing qualitative research methods and a qualitative content analysis approach, the study delved into the prime time news coverage of EBC to unravel the intricate narratives surrounding the conflict. By examining news stories archived on EBC's website, the research sought to uncover the predominant framing techniques used to depict the ongoing tensions between the two regions.

The analysis revealed a multifaceted approach to framing, with EBC employing various techniques to shape the narrative of the conflict. Among the prominent framing strategies identified were the conflict frame, which highlighted the confrontations and broader context of the conflict, and the human interest frame, which emphasized the personal stories and experiences of individuals affected by the conflict. Additionally, EBC utilized frames such as attribution of responsibility, morality, and peace to provide different perspectives on the conflict and its implications.

Despite the diversity of framing techniques employed, the conflict frame emerged as the central narrative in EBC's news coverage. This framing approach underscored the inherent tensions and complexities of the conflict, portraying it as a significant and ongoing issue requiring attention. By prioritizing the conflict frame, EBC aimed to provide audiences with a comprehensive understanding of the dynamics and impacts of the conflict between the Oromia and Somali regions.

These findings shed light on the role of media framing in shaping public perceptions of ethnic conflict and highlight the influence of media narratives on societal discourse. The study contributes to a deeper understanding of how conflicts are portrayed in the media landscape, offering valuable insights for media practitioners, policymakers, and scholars. By recognizing the power of framing in shaping narratives around contentious issues, stakeholders can work

towards crafting more informed and balanced coverage that fosters greater understanding and dialogue within society.

5.2. Conclusion

In conclusion, this study provides a comprehensive examination of media framing within the Ethiopian Broadcasting Corporation's (EBC) prime time news coverage of the conflict between the Oromia and Somali regions. Through a meticulous analysis of EBC's framing techniques, a nuanced portrayal of the conflict has been uncovered, characterized by a diverse array of narrative strategies. The findings underscore the significant influence of media framing on audience perceptions and understanding of conflicts. By strategically emphasizing certain aspects of the conflict, EBC's framing choices have the potential to shape public opinions and attitudes towards the parties involved. However, this influence comes with a responsibility for media practitioners to ensure balanced, accurate, and ethical coverage. Furthermore, the research highlights the pivotal role of media framing in shaping public discourse and potentially influencing conflict outcomes. By presenting conflicts through specific lenses, media outlets like EBC wield considerable power to shape narratives, sway opinions, and impact conflict dynamics. This underscores the importance of critically evaluating framing choices and considering their broader implications for peace-building efforts. Ultimately, the insights gleaned from this study can inform media practitioners, policymakers, and other stakeholders involved in conflict resolution and peace-building endeavors. By fostering a deeper understanding of the relationship between media framing and public perceptions, stakeholders can work towards more responsible, constructive, and inclusive coverage of conflict-related issues. In doing so, this research contributes to informed dialogue, mutual understanding, and meaningful pathways towards reconciliation and lasting peace in Ethiopia and beyond..

This research has made significant contributions to the existing literature in several ways. Firstly, it has contributed to the understanding of media framing in the context of conflict-time crises by analyzing the coverage provided by EBC in their prime time news reports. By focusing on a specific case study, this research offers insights into how media outlets frame and portray conflicts to their audiences, shedding light on the underlying narratives and perspectives presented. Secondly, this study advances the field by applying framing theory to the analysis of conflict coverage. By examining framing generics such as conflict, attribution of responsibility, human interest, morality, and peace frames, this research provides a

comprehensive framework for understanding how different aspects of conflicts are framed in media narratives. Each frame serves as a dominant lens through which the selected media outlets prioritize their coverage, influencing the portrayal and interpretation of conflict-related events.

Overall, our findings underscore the crucial role of media framing in shaping public perceptions and understanding of conflicts. By employing diverse framing techniques, EBC aims to provide its audience with a multifaceted view of the conflict, fostering informed discourse and potential pathways for resolution. However, it's essential to acknowledge the influence of framing on audience perceptions and to ensure balanced and objective reporting. Moving forward, these insights can inform media practitioners and policymakers in crafting more responsible and constructive coverage of conflict-related issues, ultimately contributing to peace building efforts in Ethiopia and beyond.

5.3. Recommendations

Based on the findings and the conclusions, the researcher tried to provide some suggestions for the selected media outlets as recommendations as follows:

The concept of fair journalism entails presenting a balanced and impartial representation of stories in the media, without favoring any particular party or faction. Potter (2006) elucidates this by emphasizing the importance of reporting all significant viewpoints in a manner that is equitable to all involved and provides the audience with a complete and truthful understanding of the situation. Similarly, Lynch and McGoldrick (2005) highlight three conventions of objective reporting: a bias in favor of official sources, a preference for event-focused coverage over process-oriented reporting, and a tendency towards dualistic narratives in conflict reporting. These conventions, they argue, can inadvertently steer journalism towards a predisposition for conflict-centric narratives. Therefore, fair journalism necessitates a commitment to presenting diverse perspectives, avoiding biases, and providing comprehensive coverage that goes beyond simplistic dichotomies.

- In this context, EBC's coverage of the conflict reflected the viewpoints and interests of specific parties rather than maintaining conventional objectivity. This departure from impartial reporting suggests potential biases influenced EBC's portrayal of the conflict. Moving forward, EBC journalists should strive for objectivity and fairness by avoiding personal opinions and biases, adhering to journalistic values such as fairness and serving as a voice for the voiceless. This entails reporting on conflict

news objectively, in line with the principles of conflict journalism.

- Enhance Objectivity: EBC should prioritize objectivity in its reporting by striving to present a balanced and impartial view of the conflict, avoiding biases and favoritism towards particular parties or individuals.
- Diversify Sources: To ensure comprehensive coverage, EBC should seek information from a diverse range of sources, including official channels, independent experts, and affected communities. This will provide a more nuanced understanding of the conflict.
- Train Journalists: EBC should invest in training programs for its journalists to improve their skills in conflict reporting, including ethical considerations, fact-checking procedures, and methods for mitigating biases.
- Foster Transparency: EBC should maintain transparency in its reporting processes, clearly disclosing any potential conflicts of interest and ensuring accountability to its audience.
- Engage Stakeholders: EBC should actively engage with stakeholders involved in the conflict, including community leaders, government officials, and civil society organizations, to gather diverse perspectives and foster dialogue.
- Promote Peace building: EBC should use its platform to promote peace building efforts by highlighting initiatives aimed at reconciliation, dialogue, and conflict resolution within the affected communities.
- Monitor Ethical Standards: EBC should establish mechanisms to monitor adherence to ethical standards in reporting, including regular evaluations of content to identify and address any instances of bias or misinformation.
- Incorporate Audience Feedback: EBC should actively solicit feedback from its audience regarding its conflict coverage, taking into account their perspectives and concerns to continuously improve the quality and integrity of its reporting.

5.4 Suggestions for Future Research

For future research, it is recommended to conduct a comparative analysis of conflict reporting across various media outlets in Ethiopia to understand framing variations. Longitudinal studies tracking changes in media framing and public perceptions over time could provide insights into evolving narratives. Additionally, exploring audience reception of conflict coverage and investigating the impact of new media platforms on shaping perceptions would be valuable.

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Appendix A

<i>No</i>	<i>Type of frame</i>	<i>Number of Remark News stories</i>	<i>Rank</i>
<i>1</i>	<i>Conflict Frame</i>	<i>5</i>	<i>1</i>
<i>2</i>	<i>Attribution of Responsibility</i>	<i>4</i>	<i>2</i>
<i>3</i>	<i>Human Interest Frame</i>	<i>3</i>	<i>3</i>
<i>4</i>	<i>Morality Frame</i>	<i>2</i>	<i>5</i>
<i>5</i>	<i>Peace Frame</i>	<i>1</i>	<i>4</i>
	<i>Total</i>	<i>15</i>	

Note: The ranking of the news stories were made based on the number of new frames that reported on the selected media outlet from the most dominant to the least news frame

Appendix B

Definitions term for the type of frames used to analyze the story;

- Conflict frame: It also shows clearly the decision that made to start the conflict and the issues also grabs the interest of both counties people to involve on the conflict.
- Human interest frame: it presents the human feeling, sadness (including victims and their families) how the conflict affect them in their life.
- Attribution of responsibility frame: Social problems and issues usually involve a question of causes and responsibility such as who is blamed or credited for events (Hallahan, 1999).
- Morality frame: this frames reports in the news stories the people often to do moralize collaboration and the stories give emphasis on the moral fellowship with two parties as moral inference on the conflict.
- Peace frame: in the news stories peace frame elaborated as the conflict was over and the two regions began living in peace together. The story indicates that in the area of two regions there is no conflict at all.
- Source of information: it implies the information that used as a source in the conflict news stories.
- Type of media: refers the selected media station those give emphasis on the Oromia and Somalia conflict on their news reported for the audience.
- Frame: is the practice of thinking about news items and story content within familiar context.

Appendix C

ዜና 1

በኢትዮጵያ ሱማሌ እና በኦሮሞዎች ክልል በተፈጠረው ግፊት ምክንያት በሁለትም ወገን ሰሰዎች መሞት እና ሰንብረት መውደም ምክንያት ሆናል እንዲሁም ሰብዙ ሰዎች መፈናቀል ምክንያት ሆናል። ከቤት ንብረታቸው ተፈናቅለው ሰረሀብ እና ሰከፍተኛ ችግር የተጋለጡት ተፈናቃዮች ያሉበት ሁኔታ በጣም አስቸጋሪ መሆኑን ገልጾልን እንዲሁም ሰግፅቶ ምክንያት የሆኑ ወንጀለኞች ስህግ እንዲቀርቡ ጠይቀዋል

ዜና 2

በኢትዮጵያ ሱማሌ እና በኦሮሞዎች ክልል በተፈጠረው ግፊት ምክንያት በሁለትም ወገን ሰሰዎች መሞት እና ሰንብረት መውደም ምክንያት ሆናል እንዲሁም ሰብዙ ሰዎች መፈናቀል ምክንያት ሆናል በሺዎች የምቅጠሩ ከቤት ንብረታቸው ተፈናቅለው በሀረሪ ከተማ የሚገኙ ተፈናቃዮች ያሉበት ሁኔታ እጅግ አሳሳቢ ሁኔታ መደረሱና በመሆኑ የሚገኘው ከፍተኛ ቁጥር ያላቸው ህፃናት እና እርጉዝ እናቶች መኖራቸው የጉዳዩ አሳሳቢነት ከፍ አድርጎታል አብኞች ግለሰቦች በጣም እንዳዘኑ እና ጉዳዩም አሳሳቢ በመሆኑ መፍትሄ እንዲሰጣቸው ጠይቀዋል

ዜና 3

የሁለቱም ክልል ርዕሳን መስታዳደር ከሰሞኑ በተፈጠረው ግፊት ምክንያት የሰው ሂወት በመጥፋቱ እና ንብረት በመውደሙ የተሰማቸውን ጥልቅ ሀዘን በመግለፅ ከቤት ንብረታቸው ተፈናቅለው የሚገኙት ወገኖቻችን ወደ ቤታቸው በመመለስ እና በዘላቂነት በመደገፍ ወደ በፊቱ ሂወታቸው እንዲመለሱ እንደሚያደርጉ ተናግረዋል

ዜና 4

ከኢትዮ ሱማሌያ የተፈናቀሉ የኦሮሞዎች ክልል ተወላጆችን ለማቋቋም የተጀመሩ ስራዎች

ተጠናክረው እንደ ሚቀጥሉ አቶ ሰማ መገርሳ አስታወቁ የተነፈሳቀሱ ወገኖች ለመደገፍ እስካሁን አራት ነጥብ ሁለት ብሊዩን ብር የተሰበሰበ ቢሆንም ከተፈናቃዮች ቁጥር አንፃር አንስተኛ በመሆኑ የተሰደዩ ድጋፍ ማሰባሰቢያ መንገዶችን በመጠቀም እርዳታው ተጠናክሮ እንደ ሚቀጥል ገልፀው ገቢው ሙሉ በሙሉ ለተፈናቃዮች የምውል ወገን ለወገን የሚል የቶንቦሳ ሎቶሪ ሽያጭ ይፋ ሆናል

ሀያ አምስት ምልዩን የሎቶሪ ቲኬት ለሽያጭ አቅርበናል ከነዚህም አምስት መቶ ምልዩን ብርም እናገኛለን ብለን አቅደናል ህዝባችንም ከዚህ አላማ ጎን በመቆም አጋርነቱም እንዲያሳዩን ስል ባክብርት እጠይቃለሁ

ዜና 5

ከሰሞኑ በኢትዮጵያ ሱማሌ እና በኦሮሞዎ ክልል በተፈጠረው ግፅት ምክንያት በርካታ ያካባቢ ነዋሪዎች መፈናቀላቸው ይታወሳል ። በክልሉ የተሰደዩ አካባቢዎች ለተፈናቀሉ ግለሰቦች መሀከል ደግሞ በርካታ ቁጥር ያላቸው ተፈናቃዮች ሳንድ ሳምንት ያህል በሀረሪ ከተማ ተጠልሰው ቅይዋዋል እነዚህ ተፈናቃዮች በክልሉ ድጋፍ ሲደረግላቸው ቢቆደም አሁን ሳይ ድጋፉ በመዘግየቱ ምክንያት ተፈናቃዮች ለከፍተኛ ችግር ተዳርገናል ሲሉ ቅሬታቸው ለ ETV ተናግረዋል

ተጠያቂ 1 ወንድሜ በእግራችን ነው የወጣነው የሀረር ህዝብ ነው የደገፈን የተባበረን ልብስ ምናምን ጫማ እዛ የሀረር ህዝብ ነው የሰጠን እራቆቻችን ነው የወጣነው የልጅ ልብስ እንኳን አልቀረንም እራቆቻችን ነው ያስቀረን ስንት ሰው ሞታል ስንት ሰው የታረደ አስ ስንት ሰው ያቃጠሉት አስ ነብሳችንን እኛን ፈጣሪዎችን ነው ያተረፈን

ተጠያቂ ሁለት ንብረታችን ተዘረፈ ስንት አመት በሙሉ የደከምንበት እኔ እራሱ ባቅሜ ሰበት አመት ኖራለሁ ካለኝ ንብረት ሁሉ በባዶ እጄ ነው የወጣሁት ምንም ነገር የለኝም ትራንስፖርት እንኳን ሳይኖረን ከዛ ወጣን መከላከያ ካምፕ ገባን ከዛ በኋላ መከላከያ ካምፕ አምስት ቀን ተቀምጠን ከዛ መኪና ተመድቦልን እስከ ሀረር መጣን

ሳመታት ያከማቹት ሀብት እና ንብረታቸው ባልታሰበ ሁኔታ ከእጃቸው መውጣቱ የሚናገሩት ቅሬታ አቅራቢዎቹ አሁን ሳይ ለስት ፍጆታ የሚሆን ምንም አይነት ገንዘብ

እና የቁሳቁስ ችግር እናዳስባቸው ነው የተናገሩት። ከተፈናቃዮች መሀከል በርካታ ህፃናት እና ነብሰጡር እናቶች መኖራቸው ደሞ የችግሩ አሳሳቢነት የገላ እንዲሆን አድርጎታል ሲሉ ተፈናቃዮች አበክረው በመሆኑ የፌደራል መንግስት አስቸኳይ ድጋፍ ሲያደርግልን ይገባል ሲሉ ተፈናቃዮች ጠይቀዋል

ዜና 6

በኦሮሞያ እና በእትዮ ሱማሌ ክልል መሀከል በተከሰተው ግፅት ሰሶዎች ሂወት መጥፋት እና የአካል መጉደል ምክንያት ሆናል፤ በግፅቱ ምክንያት የተፈናቀሉ በሺዎች የሚቆጠሩ የሁለቱም ክልል ነዋሪዎች በሀረር እና በጅጅጋ ከተማ የኢትዮጵያ ብሮድ ካስቲንግ ኮርፕሬሽን አነጋግሮባቸዋል። በግፅቱ እንዳዘኑ እና የሁለቱም ክልል ህዝቦች ሰብዙ ዘመናት አብሮ የመኖር እሴት የሚገልፅ እንዳልሆነ ተፈናቃዮች ተናግረዋል።

ተጠያቂ 1 ይህ ችግር መፈጠር አልነበረበትም ከኢትዮጵያ ሱማሌ ወንድሞቻችን ጋር ስረጅም አምታት በፍቅር እና በሰላም ነበር የኖር ነው ጠንካራ ማህበራዊ ትስስርም ነበረን ይህ ችግር በመፈጠሩ በጣም አዝናል

ተጠያቂ 2 ዛሬ የተጋቡ እና የተዋሰዱ ናቸው ደም እና ስጋችን በጣም ተገናኝታል ብዙ አሉ እኛ ዉስጥ አህን ብዙ ህዝብ አለ ሆኖም ግን የኛ ልጆች ናቸው የትም ቦታ መለየት አንችልም ይሄ ነገር በጣም ሰዝናል

ዜና 7

በቅርቡ የሁለቱ ክልል እርሳነ መስተዳድር በጋራ በሰጡት መግለጫ የተፈናቃዮች ሀሳብ በማጠናከር ድርጊቱ የሁለቱ ክልል ህዝቦች ሰዘመናት አብሮ የመኖር እሴት የሚገልፅ አስሙኑን መናገራቸው የታወሳል

አቶ ሰማ መገርሳ በኦሮሞዎች ላይ የተፈፀመው ግድያ የሁን በሱማሌ ወንድሞቻችን ላይ የተፈፀመው ግድያ ግለሰቦች ወንጀለኞች የፈፀሙት እንጂ በማንኛውም መስፈርት

የሱማሌን ህዝብ የማየወክል የሾርንም ህዝብ የማየወክል የሁለቱም ህዝቦች ተራክ የማያንፀባርቅ የግለሰቦች ወንጀል እና ድርጊት የሆነ ሁላችንም የምንኮንነው የምንወግዘው ተግባር ነው።

አቶ አብዱ አህመድ የሾርሞ ህዝብን እንደዚ ያደረገ የሾርሞ ህዝብን የወክላል ብዬ አሳምንም ሱማሌም አይደሉም እትዮቋዊም አይደሉም

ተፈናቃዮችም ለመፈናቀላቸው ምክንያት የሆኑትን መንግስት በህግ ተጠያቂ እንድደርግላቸው ጠይቀዋል

ተጠያቂ 3 እንደዚ አይነት ችግር መፈጠር አልነበረበትም እኛም ለዚህ ችግር የደረገንን አካላት መንግስት በህግ እዲጠይቅልን ነው እምንፈልገው።

ተጠያቂ 4 ወንጀለኞች ደሞ በቁጥጥር ስር አውሎ ለህግ እንዲቀርብልን እንፈልጋለን ጠቅላይ ሚኒስትር ሀይለማርያም ደሳለኝ ኩሉም ክልል ሽማግሌዎች ጋር ባደረጉት ዉይይትም የድርጊቱ ፈጠሮዎች መንግስት በህግ ተጠያቂ ለማድረግ እንደሚሰሩ መናገራቸው የታወሳል

ዜና 8

በሐረር ከተማ ከኢትዮጵያ ሶማሌ ክልል የተፈናቀሉ ዜጎች በተጠለሱበት የሀማራሳ ካምፕ ከፀጥታ ኃይሎች ጋር በተፈጠረ ግጭት የ4 ሰዎች ህይወት ማስፋንና 11 ሰዎች መቁሰላቸውን ተገለፀ

ዜና 9

በሾርምያ እና በአትዮ ሱማሌ ክልሎች አዋሳኝ አካባቢዎች ተፈጥሮ በነበረው ግጭት የበለጠ ለማራጋጋት እና ነገሮችን ወደ ነበሩበት እንዲመለሱ ለማድረግ መንግስት እየሰራ መሆኑን የፌደራል አርብቶ አደር ጉዳዮች ልማት ሚኒስቴርፋ አቶ ከበደ ጫኔ አስታወቀ

በግጭቱ የተሳተፉ አካላትን ለመለየት እና ለፍርድ ለማቅረብ የፌደራል ፖሊስ የምርመራ ቡድን ወደ ስፍራው ማቅናቱን ገልጸዋል። የሰበክዊ መብት ጥሰት ለመመርመር የኢትዮጵያ የሰበክዊ ኮሚሽን በአካባቢው ስራ መጀመሩን ተናግረዋል።

ዜና 10

በኦሮሞዎ እና በአትሮ ሱማሌ ክልሎች ሰተነሳው ግጭት ዘላቂ መፍትሔ ለመስጠት በአገር ሽማግሌዎች እና በሃይማኖት አባቶች የሚመሩ ሕዝባዊ ጉባኤዎች በቅርቡ ሲካሄድ ነው። በሁለቱ ክልሎች የተከሰተውን ግጭት ተከትሎ በጠቅላላ ሚኒስትሩ ሀይለማርያም ደሳለኝ መሪነት፣ ምክትል ጠቅላይ ሚኒስትር ደመቀ መኮንን ጨምሮ ጉዳዩ የሚመለከታቸው የፌደራል እና የሁለቱ ክልሎች አመራር አባላት እና የፀጥታ አካላት የተካፈሉበት የዉይይት መድርክ ተካሂዷል።

ዜና 11

አቶ ሰማ መገረሳ የኦሮሞዎ ክልል ፕሬዝዳንት ማናቸውም በዚህ ግፅ በተዘዋዋሪም ይሁን በቀጥታ እጃቸውን ያስገቡ አካላት እጃቸውን እንዲሰበሰቡ እና ህዝቡም እንዲያወግዝ ጠይቀዋል በተጨማሪም የሁለቱም ክልል መንግስቶች እና የፌደራል መንግስት በመተባበር ይህንን ተግባር ማስቆም እንደሚገባ ገልጸዋል

ዜና 12

ጠቅላይ ሚኒስትር አቶ ሀይለማርያም ደሳለኝ ከሰሞኑ በኢትሮ ሱማሌ እና በኦሮሚ ክልል ድምበር አዋሰኖች በተፈጠረው ግፅ ምክንያት ለጠፋው የሰው ልጅ ሂወት እና ለወደመው ንብረት በኢትዮጵያ ህዝብ ስም የተሰማቸውን ጥልቅ ሀዘን በመግለፅ በጉዳዩ ላይ ማንም ይሁን ማንም የፌደራል መንግስት ህጋዊ ሂደቶችን ተከትሎ በጉዳዩ በቀጥታም ይሁን በተዘዋዋሪ እጃቸው ያሉበት ግልሰቦች እንዲሁም ቡድኖች ተከታትሎ ለህግ እንዲያቀርብ ገለጹ።

ዜና 13

ከሰሞኑ በተፈተረው ችግር ይህ ነው እማይባል የንብርት መዉድም ስሰው ሂወት መጥፋት እና ሰነዎሪዎች ለዘመናት ከኖረበት ቤት ንበረታቸው ሳይወዱ በግድ እንዲሰደዱ ምክንያት ሆናል በተጨማርም በግፅቱ ምክንያት ከቤት ንብረታቸው የተፈናቀሉ ዜጎች ያሉበት ሁኔታ እጅግ አሳሳቢ ደረጃ ላይ መድረሱ በ ሀረር ከተማ ጊዜያዊ መጠለያ ካምፕ ያገኘናቸው እንዳንድ አስታየት ሰጪዎች ገልፀዋል፡፡

ዜና 14

የኢትዮ ሱማሌ እና የኦሮሚያ ክልል ወንወድም ህዝቦች ሰብዙ ዘምናት በመከባባር እና በመድጋገፍ የተዋሰዱ የተዛመዱ እና በሰላም ዘመናትን የተሻገሩ ትልቅ ህዝቦች ናቸው ያሉት የኦሮምያ ዕርሰ መስተዳደር አቶ ሰማ መገርሳ ይህ ችግር ይህን እውነት የማየቀደር እና የክልልሎቻችን ሰላም የማየቀንስ በጥቂት ወነበዴዎች የተቀነባበር ህዝቦቻችን የማየወክል አስፀያፊ ተግባር በመሆኑ ሁላችንም ልንኮንነው እና ልናወግዘው ይገባል ስሉ መልክታቸውን አስተላልፈዋል፡፡

ዜና 15

ከሰሞኑ በተከሰተው ግፅት ምክንያት ከቤት ንብረታቸው የተፈናቀሉ ዜጎች ያሉበት ሁኔታ እጅግ አሳሳቢ እና አስከፊ ደረጃ ላይ መድረሱ እንዳንድ አስታየታቸውን የሰጡ ሰዎች ገለፁ፡፡ አስታየት ሰጪዎች አንዳሉት ከሆነ ሁሉም አርሶና ነግዶ እራሱን ሲያስተዳድር የነበር አሁን ላይ ግን እንካን አርሶ ልያድር ቀርቶ እምላስ ሚቀመስ አጥቶ በከፋ እረሀብ ዉስጥ እንደሚገኝ ገልፀዋል፡፡