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ADDIS ABABA UNIVERSITY
GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION

Practices of Journalistic Ethics in the Newsroom: Ethiopian Broadcasting
Corporation ETV news channel in Focus

By:

Fisseha Mebrahtu

A Thesis Submitted to
Graduate School of Journalism and Communication for the Partial
fulfillment of Masters Degree in Broadcasting Journalism

June 2021,
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This is to certify that the thesis prepared by Fisseha Mebrahtu, entitled ‘The Practices of Journalistic Ethics in the Newsroom: The case study of Ethiopian Broadcasting Corporation (EBC) specifically ETV news channel’ and submitted in partial fulfillment of the requirements for the degree of master of arts in Broadcasting Journalism conforms with the regulations of the University and notes the accepted standards with respect to originality and quality.

Signed by the Examining committee:

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Advisor_____ Signature_____ Date_____

Chair of Department or Graduate Program Coordinator

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Declaration

I herewith declare that this investigation ‘The Practices of Journalism Ethics within the Newsroom: The case think about Ethiopian Broadcasting Corporation (specifically ETV news channel), is my origin work and has not been submitted to or examined by any other university. All the sources of materials used for the thesis have been properly acknowledged.

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ABSTRACT

The media have the responsibility of serving the people by providing fair, balanced and accurate stories in a responsible manner. The purpose of Journalism is to help the public by feeding truth information for better life. EBC is state media, have also double responsibility as a bridge between society and government as well as main tool for national consensus. But rises complain on practice of journalistic ethics. The profession violated and affected by many factors. The purpose of this study is to explore the practice of journalism ethics in the newsroom focusing on Ethiopian Broadcasting Corporation (EBC). Quantitative and qualitative research approach was employed for the study; survey questionnaire and in-depth interview were used as specific methods for gathering the data. A total sample of 126 journalists was randomly selected to fill the survey questionnaire and 10 media professionals like media managers, chief editor, editors, producers and reporters were purposefully selected for the in-depth interview to support the findings from the questionnaire. As a result, Journalists, while producing news stories the major respondents have explain that; objectivity, social responsibility, conflicts of interest, were affected for fair and balanced report in different ways. In this particular research topic the researchers also able to find many details for internal and external factors of journalists that influence ethical journalism profession in the newsroom. Some of them are political factor, financial dependence, self-censorship, personal biases, organizational agenda, small group influence, psychological factors, subjective judgments and others. Therefore, based on the findings, it is recommended that, the media should independent (politically and economically), media managers stand for professional journalistic ethics, train journalists to build confidence, create journalists responsible and loyalist to profession. Ethical journalism needs attention from media houses leaders and government as well as policy makers.

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Acronyms

EBC - Ethiopian Broadcasting Corporation (containing all channels)

ETV news -Ethiopian television news channel (Amharic version)

ERTA-Ethiopian Radio and Television agency (both ETV and Ethiopian radio channels)

SPSS - Statistical Software Packages for Social Science

ACKNOWLEDGEMENTS

First of all I would like to thank for my creator the powerful God, who gave me life and wisdom. Secondly, I am thankful to my advisor Nigussie Meshesha (PhD) for his guidance and support. Thirdly, I would like to express my gratitude for all media professionals at ETV for taking their time in filling the questionnaire and answering the interview questions. I would too like to thank my family uncommonly my spouse for supporting me all through the whole coverage. I appreciate the companions and colleagues who gave me important strengthen as well. Finally, I would like to thank Addis Ababa University School of journalism and communication for giving me all opportunities.

CHAPTER ONE

1. INTRODUCTION

This chapter covers an introduction of the study, background of the study, background of EBC, statement of the problem, research objectives, significance of the study, scope of the study, limitations of the study, and organization of the thesis.

1.1. Background of the study

Journalism ethics teaches, what journalists should do and not to do while at news reporting. The ethics of Journalism suggested that, at a time of producing story have to follow the discipline of ethical journalism as profession.

As Day (2003) stated that, Journalistic ethics is a species of professional ethics. It is the application and evaluation of principles and norms that guide journalism practice with special attention to the most important problems in the field. He added that, ethics reflects a society's thinking about the rightness or wrongfulness of an act. Ethics is the distinctions between good value and vice. To accuse some one of laziness or incompetence is not to accuse that person of immoral cheating do imply the violation of ethical norms. Thus ethics is often described as asset of principles or a code of moral conduct (Day, 2003: 2-3).

According to Ibid (2003) ethics is motivation based on ideas of right and wrong. It involves the evaluation and application of those moral values that a society or culture has accepted as its norms. To suggest that individuals should set on standards of conduct is to advocate ethical anarchy. One may derive a certain amount of satisfaction from adhere to a personal code of conduct, but the violation of this code does not necessarily raise serious ethical questions (Ibid, 2003: 2).

In the age of internet have many alternatives to access information, but also journalists have an obligation to use the material fairly and ethically. Neutrality and freedom from bias is a key part of the ideology of professional journalism (Kasoma, 2000: 96). However, criticisms on media bias, imprecision, unfair treatment and invasion of privacy are continually increasing, with siren calls for strict control and regulation of the newscasters (Mc Donald

and Petheram, 1998: 60). So, this thesis strives to examine the practices of journalistic ethics and challenges in ETV newsroom.

1.2 Back ground of the organization (EBC)

ETV now called as EBC was set up in 1965 by the order of Emperor Haile Selassie and at first worked by a British firm, Thomson. It was made to highlight the Organization of African Solidarity (OAU) assembly that took put in Addis Ababa that same year. However, the current structure and objectives were established in 1987 by Announcement No. 114/87. A majority of the programming was in Amharic broadcast as the official federal language of the government of Ethiopia of that time. (<https://en.wikipedia.org/EBC>).

ETV continued to serve the military government (dergue), since its establishment, has remained within the hands of the government, with its operations and substance controlled by the government. Color television was introduced in 1982 by the military government in order to commemorate the founding of the Workers' Party of Ethiopia (WPE). At that time, most broadcasts were in Amharic languages, the official languages of the Ethiopian government and also continue the common complaint about ETV, it was gradual decline in the quality of programs (Simon, 2005).

Since 1991, after EPRDF run the show of the nation, extra a few news and program sections were broadcasted in other languages such as Afaan Oromo, Somali, Tigrigna, Afar, Harari, as well as English, Arabic, and French. The name of EBC was changed in different time for organizational administrative; like ETV, ERTA and EBC.

As in Ethiopian Broadcasting Corporation, Editorial Policy listed; in 2014, the channel changed its name from ETV to EBC, also changed its logo. In 2015, EBC and other local channels overhauled their news studios with more advanced hardware. Also in March 2018, EBC's logo was transferred to ETV and made a new transmission frequency and sister channels with their possess substance and its presently broadcasting on Ethio-sat and Nile-sat. It's 100% owned by the Ethiopian government, EBC Editorial Policy (2014: 7-10).

As Mulatu stated that media in Ethiopia was started in early 1900s, but its progress was slow due to strict control exercised by the monarchy (1920s to 1974) and the Derg regime (1974-1991). In those periods, media did not exercise their power in providing neutral information and serving the public as a forum for discussion. It was fully served for government officials or elites (Mulatu, 2017: 112).

Nowadays, EBC owns multi channels and platforms. In its mainstream media it has three TV channels, ETV Zena (ዜና), which is the main news channel with 24 hours coverage broadcasting in Amharic language, ETV Languages (ቋንቋዎች) channel, which focuses on news and programs with seven local verbal languages and one sign language (Afaan Oromo, Tigrigna, Qafaraf and Somali), three international languages (English, Arabic and French) and ETV Meznagna (መዝናኛ) channel, this focuses on entertainment like music, dramas, shows, sports, lifestyles. EBC also have three radio channels; Ethiopian radio mainly targeted for nationwide coverage whereas, FM Addis 97.1 for Addis Ababa residents and around, and FM104.7 which, is in foreign languages targeting the diplomatic community in Addis Ababa. Also have a new media platform, which is internet based access like Face book, web site and YouTube, for its audience.

Generally, all these media platforms mentioned above are under the umbrella of EBC. The media station owns huge resources. But in different times audiences have doubt about the impartialities on its content. EBC is government owned media and fail under greater pressure in different mechanisms. The government intervention on the media is direct or indirect control for example, via outlets, infrastructure, financial pressure, and entry regulation. Hence, a researcher focuses on assuming the journalistic ethics and practices in the news room.

1.3. Statement of the problem

According to Ronning (2002) the media have the responsibility of serving the people by providing fair, balanced and accurate stories in a responsible manner. (Ronning, 2002: 60). Because of journalists are expected to maintain public trust-in addition to reporting accurately (Hargreaves, 2003), and it is ethical practice that determines how much the public can trust journalists.

According to Muluken (2018), “ media malpractices and ethical conducts violations increases in Ethiopian broadcasting media journalists, specially on government owned medias. He explained as violation of professional ethics need a thorough look and investigation on the pushing and pulling factors”. (Muluken, 2018).

Thus the media (ETV) is dependent on the government of Ethiopia (under economic and political pressure). It is one way of killing the ethical professional media industry and also denied citizens’ rights to access balanced and fair information. The elements of ethical journalism, like fairness, truthfulness, balance, detachment, social responsibility, accuracy, objectivity, and other ethical issues are highly affected by financial dependence or political interference. The personal biases, political affiliation, subjective judgment, attachment, personal interest, emotions, self censorship, psychological factor and others are also derivatives of dependent media. In this case happens unethical-practices in the newsroom and then the media loss credibility due to ethical issues are ignored.

Therefore, the study tries to identify journalistic challenges, ethical practices and factors that cause unethical reporting in the newsroom. The overall aim of the study is to assess the status of journalistic ethics practices and editorial policy on the case of Ethiopian Broadcasting Corporation (ETV news channel) with respect to code of ethics.

1.4. Research Objectives

1.4.1 General objective

The overall goal of this research is to study the practice of journalism ethics in the Ethiopian broadcasting corporation news room, focusing on ETV news channel.

1.4.2 Specific Objectives

The specific objectives of the study include:

- ✚ To assess the concept of ethical journalism in ETV news room,
- ✚ To examine the practice of journalism ethics in ETV,
- ✚ To find out journalists practice on EBC editorial police in the newsroom,
- ✚ To point out the elemental codes of morals followed by ETV,
- ✚ To identify the factors that cause journalistic ethical problems,

1.5 Research Questions

The purpose of this study is to investigate the implementation and practices of journalistic ethics focusing on Ethiopian Broadcasting Corporation (EBC) specifically ETV news room. Based on this, the study is designed to find out the following basic research questions:

- ✚ What is the general concept of journalists on code ethics in ETV newsroom?
- ✚ What is the use of journalistic ethics to the practitioners in the newsroom?
- ✚ How journalistic ethics is practiced in ETV newsroom?
- ✚ What are the challenges to implement journalistic ethics in the newsroom?
- ✚ What are the most factors that influence ethical journalism in the newsroom?
- ✚ How implementing taking measure on ethical problems in ETV newsroom?

1.6 Significance of the study

The study is important for media houses to identify the practices of the journalistic ethics within news room. This study will focus on major challenges of media ethics, how journalists utilize ethics, code of conduct and editorial policy. Journalistic ethical issues in the newsroom seem to have not yet been given due attention, thus, the study will be of paramount importance in discussing the issues, which have impact on credibility of media newsroom. It has significant role to indicate where the actual problems in meeting journalistic ethics and to put forth suggestion for EBC management to take measures. Also it has a significant role to provide other researchers with ideas that are necessary for their future studies and may help others who are engaged in the media sectors not to do similar mistakes in the future.

1.7 Scope of the study

The study was conducted on Ethiopian Broadcasting Corporation (ETV news channel). Since EBC have multi channels the study of practice of journalistic ethics, is limited to ETV news channel and will attempt to explain the practice with respect to its editorial policy. The study limited on ETV news channel for the reason of focusing and saving time. However, directly or indirectly the study would work over contents of EBC; because the main editorial decision is working in all channels and languages as well as EBC regional studios. (EBC editorial policy, 2014)

1.8 Limitation of the study

The major limitations faced by the researcher while conducting the study were; lack of related practical research on this area especially in Ethiopia. Similarly, lack of the availability of published and documented data which is focusing on practices of journalism ethics in Ethiopia mainstream media. Due to shortage of time the researcher had also limitation on entertain all activities of EBC and the time constraint in collecting and analyzing the data, especially for researcher who currently delivering the daily activities on his job. Finally, due to routine works and fright some respondents' resist in gathering information.

1.9 Organization of the Study

This study consists of five chapters. Chapter one deals with the foundation of the study, background of EBC, statement of the problem and some of the objectives of the study. Chapter two contains a detail theoretical framework about journalistic ethics in the newsroom by referring authors' articles. The third chapter mainly focuses on the methodology that the investigator uses to study the problem. It also briefly explains the rationale behind to choose quantitative and qualitative way of approach as a best way of studying the status of journalistic ethics in the newsroom. The fourth chapter discusses the analysis and presentation of the data. Finally, the findings, conclusion and recommendations are presented in chapter five.

CHAPTER TWO

2. RELATED WRITING REVIEW

This chapter presents a survey of related literary works. It includes definition and historical overviews of media ethics, challenges of utilize journalistic ethics, and factors influence journalistic ethics in newsroom.

2.1 Media and Journalistic Ethics

Media ethics is about the disciplines of media. It includes the definition and historical overviews of media ethics, factors and challenges of exploit journalistic ethics in newsroom. As Bertrand (2000) stated media is blamed as having done here and there. Media is beneath control of human eye. Media outlets may have unintended consequences or intended by viewers. As scholars stated, there are descriptive and prescriptive kinds of media ethics.

As Day (2003) explained, “moral values are convictions that are worth motivated; such as justice, happiness, compassion, etc. The other normative ethical theory is moral norms; are rules that prescribe what actions are required, permitted or forbidden” (Day, 2003: 44).

The development of media and communication undergo fundamental changes on principles and its future. As Carlson (2007) said, “the journalism industry is gradual development in nature, and as with all aspects of the media, is flat to shift and change as culture shifts and changes around it” (Carlson, 2007: 1027). There have been significant shifts in its practice and content.

Movement toward formal journalism ethics began as early as the 1860s, stressing accuracy and fairness during the Civil War. This has brought journalistic practice under far greater inquiry. But neutrality and freedom from bias is a key part of the ideology of professional journalism (Allan, 2010: 87).

The purpose of the study is to know the status of journalistic practices in EBC specifically on ETV newsroom channel. The code of journalism professional ethics is a set of professional principles adopted and supervised by journalists themselves.

The study advocates the idea that to maintain truthfulness in news reporting the journalists are expected to act ethically. This means they need to fulfill the basic components of truth in journalism, which include factual accuracy, balance and fairness and adequate context” (Baker and Michael, 2003, 554). To implement all these journalists need to act responsibly, independently and ethically in general. On the other hand, failure to provide truthful information responsibly, independently and in a fair manner, is a serious violation of journalism ethics.

2.2 Journalists’ Code of Ethics

Scholars and researchers agreed on journalism ethics and standards comprise principles of ethics and of great practice as pertinent to the particular challenges confronted by writers. The most basic codes and canons elements including the principles of truthfulness, accuracy, objectivity, impartiality, fairness, and the public responsibility of obtaining important information and disseminating it to the public. Journalism ethics is like other professions the principle of limitation of harm.

As Kruger (2004) explained that, many journalists in various parts of the world adopt codes of ethics to guide themselves in a responsible manner. As journalists do their duties not for themselves but on behalf of the public, they need to have codes of morals, which propose that news must be exact and mistake-free (Kruger, 2004: 3). Means media following codes of ethics is of paramount importance for journalists that shoulder the big responsibility of serving a public.

Therefore, ethics is a guideline of day-to-day journalism activities, which are very important to keep and improve the ethical environment of media institutions. Code of morals too plays critical parts in ensuring the opportunity, astuteness, and distinguishes of news coverage (Campbell, 2004: 148). Other many media scholars say that lacking codes, among others, is one of the causes for journalism not to be considered as a profession.

Code of ethics is about public service that gives professional news. This means that professional journalism is conducted on behalf of the public. That's why media claims freedom; it is a freedom of citizen as well.

As Kruger (2004) said, the principles of journalistic codes of ethics are designed as guides through numerous difficulties, such as conflict of interest, to assist journalists in dealing with ethical dilemmas. The codes and canons provide journalists with a framework for self-monitoring and self-correction (Kruger, 2004: 3). This is amazing explanation, which means code of ethics is a boundary or guideline professional journalists follow while reporting news to be fair and balanced.

2.3 Elements of Journalistic Ethics

The common elements of code of ethics are principles of truthfulness, accuracy, objectivity, impartiality, balance, responsibility, fairness, and public accountability. These elements of ethical journalism are important for guiding the process of news production in order to fair and balanced news outlets.

2.3.1 Journalists' Responsibilities

Journalists ought to be guided by the guideline of "not harming" and maintain a strategic distance from any news reports that are likely to bring conflicts of interest or interfere with the dignity of other people (Warner, 2007; Ward, 2005b). In the case of ethics should be applied when journalists are gathering, writing, and disseminating news. In the first place for all production contents journalists are responsible, as Ndonye explained (2014: 36).

What is the significance of principle of ethics is to give emphasis fair and independent reporting. EBC as media house has its own guide line for regulating the journalists and its content. Likewise Keeble (2001) mentioned, in order to keep the standard of the profession, many media house prepare their own guidelines and try to mitigate ethical issues. However, the effort to minimize ethical problems in the news companies may be hard. To control the problems before getting published is difficult for the editors. If so careless the media credibility will loss. That's why; many news houses including EBC have codes of conduct.

Some media organizations enforce journalists to keep code ethics others see as formality. (Keeble, 2001) Responsibility in the media means that journalists awareness how they should use the information they gathered in responsible reporting manner. A report that does not entertain in different sides fairly is not responsible journalists. (Biagi, 1999: 361)

2.3.2 Fairness

Fairness in this context is a means of providing balanced coverage of all sides of news. In news reporting according to kasoma, that the journalist gives a hearing to all the contending sides in a story (kasoma, 1994; (a): 336). When it is said a news story should be fair and balanced, it means that it should be impartial and /without inclination or the writer is anticipated to grant all sides of the contention a reasonable hearing (Frost, 2000: 36). The details should be done in such a way that they do not focus on a particular point of view. However, the reality on the ground in many media houses is different. To ask for fairness and balance is to ask that evaluative language be avoided, that the material should not be slanted (Mc Donald, 1998: 60).

However, some media researchers believe that journalism can never be worthless. A report that is written by a journalist is expected to reflect their observation, feeling, opinion and values with respect to society interest (Ronning, 2002: 86). On the other hand, unfair journalist due to their hidden agenda, political affiliation, own ideology, purposely for someone interest, conflict of interest and others reasons killed the profession and causes a greater harm.

2.3.2.1 Unfair and Unbalance Report

Unfair and unbalanced reporting is a common problem in journalism profession. Knowingly or unknowingly a type of report harms the integrity of the media houses and affects their audiences in the other side. In such a way, journalists can spread hatred, bias, and stereotype to the public.

Harper clarifies, unfair and unbalanced reporting is common hone within the war time, and racial detailing. He added that, unfairness and unbalance or biased reporting can be express by the journalist's article in which they show the news subjects either in a negative or

positive way. If a report attempts to disseminate data from both parties and the entire case, the report is considered useful. (Harper, 2008).

In order to demonstrate professionalism to reporters, please provide fair and balanced information to your audience. For case, when one data source is differentiated by other witnesses, at that point the writers compose the news unreservedly the two restricting witnesses. Journalists assure that whether they are treating equally for both contrary informants. According to Sanders (2003), journalism profession asks that to show disinterest for both contrary groups and treat them equally. Should transmit what exactly the interviewees said in the interview (Sanders, 2003, 109).

2.3.2.2 Factors that Affect Journalists to Write Unfair and unbalanced reports

Socio-political-economy is the reason that affects journalists to write unfair and unbalanced reports. Especially government owned media which is suppressed by the government would present the story through the government perspective. It has not an opportunity to show the inverse side of the government and uncloze issues of great administration.

As clarified in (Harper, 2008), when journalists faced with sensitive issue like war or election, the possibility of their story to be slanted to one side will increase. Hiram Johnson, as mentioned in (Sanders) says, War times are good example of that strengths journalist to write/broadcast lopsided, out of line, one-sided and faked report (Sanders, 2003: 45).

Due to many internal and external factors personal bias is the other factor that leads journalists to write unfair and unbalanced news. Journalists own personal bias, stereotype and subjective judgment result unfairness in the news report as Retief (2002: 194) mentioned.

Agenda setting in newsroom by media owners or journalists, financial problems, journalist's attachment are factors for unfair and unbalanced report.

2.4 Objectivity

Objectivity is very important element in making news story. The concept of objectivity about fullness of news in balancing, fair, accuracy and consisting of relevant points.

According to Boyer (1981) objectivity in journalism consists of six elements. The first one is balance in presenting different sides of an issue. In this case journalists should fair in reporting. Based on Boyer's the second element of objectivity is accuracy on realism of reporting. The third element is presentation of all main relevant points. The fourth element of objectivity based on Boyer is separation of facts from opinion, but treating opinion as relevant. Minimizing the influence of the writers own attitude, opinion or involvement is fifth element. The sixth Boyer elements of objectivity are also voiding slant or devious purpose (Boyer, 1981: 24-28).

As Wolelaw (2014) mentioned, factually, fairness, non-bias, independence, neutrality, non interpretation, and detachment, helps to understand clearly the concept of Boyer elements of objectivity (Wolelaw, 2014: 30).

Kieran says, it is a common place assumption of journalism that the media have a fundamental duty to be impartial in order to achieve the goal of an objective report or analysis of current events (Kieran, 1998: 23). Journalism's codes of conduct underlines the importance of impartiality or detachment especially in the process reporting racial, religious, and gender issues (codes of ethics and canons of journalism, 2006).

As Geremew (2018) explained, "objectivity within the long history of the monopoly of the ruling parties over the mass media in Ethiopia has been a serious problem. complaints about the media bias, inaccuracy, unfair treatment, invasion of privacy and so on are continually increasing with stricter control and regulation of the press and broadcasters in Ethiopia". (Geremew, 2018: 3).

Many scholars agree the difficulty to achieve objective reporting, because of the impossibility to practice detachment and write a report without any interpretation. Some scholars and journalists even say objectivity is an illusion and difficult to achieve, (Sanders, 2003:43). Ward (2009) also reflected the same concept on objectivity. He believes that, there is no pure or perfect objectivity, this is because journalist's foundation reports on limited data, imperfect methods, conflicting values, and changing conditions (Ward, 2009). This is

what happens in ETV newsroom. May be the reason why objective reporting attacked in ETV are due to political-economy dependency on the government.

2.5 Conflicts of Interest

Conflict of interest is a conflict between professional loyalty and external interests, which undermines the credibility of moral subjects. Conflicts generally arise from the roles we play within society and, for the reason, appear to involve particularistic duties rather than our general societal obligations (Day 2003, 209).

As Muluken (2018) stated, “there are allegations and rumors that some journalists do engaged in many unethical practices, such as, establishing private media promotion enterprises, get hired in other institutions, accepting bribe from investors in exchange to broadcast advertizing like program on the name of development support program”. (Muluken, 2018: 17).

Either the implementation of the ethical journalism is write or wrong, EBC has a policy relating to conflicts of interest. One of the guiding rules is editorial policy, which rules banning the acceptance of bribe and freebies from news sources as well as making an attachment with political party or company.

Frost (2000) also stated about conflict interest, “a journalist may belong to a political party, he or she will write fairly about a range of political issues. The only sensible response that can be made to this dilemma is for reporters to ensure that may avoid working on any story which would bring a conflict of interest” (Frost, 2000: 162-163).

Conflict of interest leads the news to immoral. This considering as cheating the public, lying to the audience about something in exchange for someone favors. (Gorden and Kittross 1991: 256-261).

2.6 Factors for Conflicts of Interest

Journalists can be influenced by many number of factors among the following are:

Freebies: in this context, it is gift from somebody or company or source of news to journalist. When journalists accept favors, gifts, or other special considerations from vested interests or news sources, it raises serious questions about their objectivity (Retief, 2002: 134).

According to the BBC: “individual must not accept personal benefits, e.g. goods, discounts, services, cash, gratuities, or entertainment outside the normal scope of business hospitality, from organizations or people with whom they might have dealing with on the BBC’s behalf” (producers Guidelines, 1996: 95).

Some factors that causes conflict of interest, such as affiliation to organizations, political affiliation, bribe, Buche (ቡህሮ), Junkets and perks are points cause a question of credibility, balance, objectivity, and fairness. (Kasoma, 2000:96). Most probably the reason in EBC is due to journalists have nominal wage and self censorship.

2.7 Factors Influence Ethical Journalism Process in the Newsroom

There are so many things, factors of journalist that influence the ethical decision making process in the newsroom. Some of them are Individual, Small group, Organization, Professional Problems (lack of profession), Economic Factors, Political Factors (Personal Agenda), Self-Censorship, Psychological factors.

2.7.1 Individual Influence

Studies have shown that journalists are drawn to the profession by a sense of social responsibility (schultz1998). This includes journalists strive to report the truth in fairness and as accurately responsible on order to serve the public interest (Kovach and Rosenthal 2004). Journalists are very much influenced by their own biases. The perception of the audience and their own interpretation of the core news values of consequences proximity, conflict, human interest, novelty and prominence.

2.7.2. Small group

The culture of news room may be categorized as social, current affair, political, documentary etc types. As Schultz's (1998; 1992) confirmed that, small group social influence, is by media and majority rule government overview that "colleagues are reliably the foremost critical source of direction for the journalist's surveyed".

According to Sanders, Journalists are products of the society. They live in the society, they imitate what the society is practicing, and their day to day thought is shaped by society's culture. As a result, journalists may develop a culture of creating a faked report (Sanders 2003:44).

2.7.3 Organizational factor

As Wolelaw cited in (Voakes, 1998) it is considered that the organization proceeds to exceedingly impact choice making by scoring the most elevated controlling tool. Another study by Johnstone et al (1973) found that the type of organization has a bearing on how a journalist defines his responsibilities. It also found that the larger and more powerful news organizations allow the journalist to play a more active role in their decision making process.

2.7.4 Professional Problems

Many experiences show that journalists working on the medias are from different professions. For example students graduated in mathematics, agriculture, physics, history, they became journalists on the main media streams. It has been sufficiently demonstrated that journalists in all mass media organizations joined the profession without having journalistic qualification. Those, from language and literature background were dominating the field as Wolelaw cited (Birhanu, 2009: 95).

2.7.5 Economic Factors

Journalism is one of the professions which gives lower salary for its practitioners in developing countries like Ethiopia, (Kasoma, Journalism Ethics in Africa, 1994:106), (Sanders, 2003: 122). So simply they need economic support. This situation aggravates the issue of credibility, balance, objectivity and fairness may not be given due attention by the journalists. As a result, "accepting freebies, blessings, favors, free travel, extraordinary treatment or benefits can compromise the astuteness of writers and their employers". A bribe,

the journalists should know and understand that it is intended to influence his or her journalistic professional work (Kasoma, 2000: 96).

2.7.6 Political Influence

According to Wolelaw, journalists related to political parties or interests are forced to write false propaganda under certain circumstances. The definition shows that propaganda is a way of transmitting one's interest through lying reports to get public acceptance. Therefore, propaganda can also refer to false information (Propaganda, 2011). Day says that, the ethical issue usually revolves around the degree to which outside relationship and vested interests are likely to influence one's professional judgment (Day, 2003: 220).

2.7.7 Self-Censorship

Kasoma express this situation as “the most malignant journalistic disease in Africa” (Kasoma, Journalism ethics in Africa 1994: 109). This is one of the main reasons that journalists practice omission especially in the environment where suppression exists, journalists will self censor and omit important detail of facts.

2.8 Theoretical Frameworks

This study is guided by media ethics theories. Mac Quail (2005) views a theory as a systematic set of ideas that can help make sense of a phenomenon, guide action or predict a consequence. There are different approaches to evaluating ethical behavior (Jonsson, 2011; Rozman, 2012). My concern is to relate ethical theory and practice of journalism in EBC. The relevant theoretical frameworks for this study are discussed below:

2.8.1 The Social Responsibility

Social responsibility is one journalistic ethical manner. It is a social force of action done by responsible journalists. Friend and Singer (2007) made a statement that ethics and journalism are inseparable and would argue the existing of ethical guidelines (Friend and Singer, 2007). “Codes of ethics are encouraged as a self regulatory device to promote social responsibility” Dow corning (1977). Socially responsible media workers see all around, because of media have constructive role and also distractive function.

According to Ward (2008), journalists do not simply have freedom to publish but they also have a duty to publish the most accurate and comprehensive truth on matters of public interest, and to report independently without fear or favor (Ward, 2008: 298). This means journalists should seek a truth at the same time report it freely in responsible manner. The responsible journalist should act free. The journalists have duty to keep public interest without fear and favor, unless it is intolerable in responsible journalists. The journalists duty is for minimizing harm and accountable to the public.

EBC has its own guidelines and principals of journalism ethics, either the code of ethics and moral values are running properly or not. The media have an obligation to keep moral value of the social order, it is also constitutional right. The main point of this study is to examine the status of ethical journalism in ETV news channel.

2.8.2 The Utilitarianism Theory

Utilitarianism is another approach of morality. This theory is hanging on majority and drops the minority of the people to make a decision. It considers moral as that which is outlined to make the most prominent great for the greatest numbers. Based on Jacquette (2007) “utilitarianism theory applicable to the media it considers the betterment of society at large. It considers ethically, designed to create the greatest good for the maximum numbers”. (Jacquette, 2007: 21).

As Retief (2002) stated as, “version of this philosophy is often referred to as creating the greatest happiness for the greatest number of people. So, utilitarianism strives to achieve the greatest good for the greatest number of people”. This theory concerned on the final result of numbers, if decisions have good results for the majority, then those decisions are good; if your actions harm the majority, then they are bad (Retief, 2002: 8).

According to Day (2003), later utilitarian have argued that happiness is not the only desirable value and that others should be considered as well. The common versions of utilitarianism are concerned with the consequences of an ethical judgment” (Day, 2003: 57). It doesn't consider what the purpose of action behind the consequence is.

2.8.3 The Relativism theory

Good or bad is on the viewer point of view. The relativism tells us truth is not always and generally valid, but can be judged only in relation to other things. According to Day (2003) relativists believe that what is right or good for one is not necessarily right or good for another, even under similar circumstance. This theory is all about point of view, what is right or wrong from own eye judgments. (Day, 2003: 58).

Literally the meaning of relativism is the belief that truth is not always and generally valid, but can be judged only in relation to other things. Partially in response to the absolutist ideas of Kant, a school of philosophers has arisen espousing the virtues of relative values. These thinkers have rejected the approach of basing moral choice on immutable values. Bertrand Russell (1872-1970) and John Dewey (1859-1952) are the most notable proponents of this philosophy, sometimes referred to as progressivism.

In other words, moral agents determine what is right or wrong from own point of view but will not judge the adequacy of others ethical judgments. Relativists have the attitude that it determines, what's right for me, and what's right for you is relativism. Therefore truth is judged due to relativity in relation to other things, such as attitude, personal situation, socio-cultural base and academic status as Day stated above.

CHAPTER THREE

3. METHODOLOGY

3.1 Introduction

In this section research design, sources of data, data collection method, sampling and data analysis techniques would be discussed. The purpose of this chapter is to discuss the methodology used for the study of the practices of journalism ethics in Ethiopian broadcasting corporation (EBC) newsroom, focusing on ETV news channel. The study employed both quantitative and qualitative methodology and discussion as its research design and methods of collecting data (Jensen, 2002: 237).

3.2 The Research Design

This study requires critical analysis of situations and activities along with the ethics of journalism. In so doing, both quantitative and qualitative method of enquiry is the research design. This method involves a two-phase task in which the researcher collects quantitative data in the first phase, analyzes the results, and then uses the results to plan the second, qualitative phase (Creswell, 2014: 40).

As Bitima said, the quantitative research refers to approaches to empirical inquiry that collect, analyze, and display data in numerical rather than narrative form (Bitima, 2019: 28). The main data for the present study, will gather using the survey questionnaire method. Survey is a research design in quantitative research. It is a method used by social scientists to empirically and scientifically study and provide information about people and social phenomena (Lavrakas, 2008: volume 1&2). Therefore, quantitative approach could be used in further research to validate the findings of this thesis.

This included the utilize of organized questions where the reaction choices were for ordained by the analyst. As Denscombe said, the researcher sought to use this approach because it is more objective, and it helps in achieving high levels of reliability, and a higher degree of objectivity as guided by Denscombe (2003: 21). The researcher also believes quantitative method involves the processes of collecting, analyzing, interpreting, and writing the results

of a study. On the other hand, qualitative data give the researcher a chance to find a variety of meanings, attitudes and interpretations about ethics, journalism and interrelation. Since the focus of the study is on obtaining in-depth ideas and findings from a professional group, a qualitative approach fits appropriately (Porta and Keating, 2008: 29).

As Wolelaw (2012), mentioned on his study, “the researcher had applied two types of data collection methods, which are individual in depth interview and focus group discussion for quantitative method” (Wolelaw, 2012: 43). For focus group discussion he used the reporters, while the interview part had been conducted with the managing editor of the newsroom, editor in chief and deputy editor of the newsroom.

In order to study the research problem, the researcher will examine the case not only in the reporters` perspective but also managers` and editors` perspective. Hence, the researcher has applied two types of data collection methods, which are questionnaire and individual in-depth interview. Questionnaires were distributed to the reporters (junior and senior reporter), producers, editors, chief editor (team leader), while the in-depth interview also conduct with the reporters (junior and senior reporter), producers, editors, chief editor (team leader) and news manager. This is because the results that are found through the questionnaire should be elaborated with the exclusive interviews. The majority section of the research analysis is inclined to describe the journalists` activity to keep the journalistic ethic standards in the newsroom.

3.3 Research approach

As stated on Wimmer and Dominick (2006), in combining both qualitative and quantitative research methods the researcher use mixed method, because both methods are important in understanding any phenomenon (Wimmer and Dominick, 2006: 50).

The study begins with a questionnaire survey in order to generalize quantitative results and then, in a second phase, focuses on qualitative to collect detailed views from participant interviews as open-ended questions to help the initial quantitative survey. Qualitative research helps to explain the current situation of journalistic practices with regard to ethics.

3.4 Sampling Technique

Sample is a group from which information is obtained (Denscombe, 2003: 21). Sampling is a process of taking essential representative sample. In this study, the researcher employed random sampling method to select subjects of the study. The random sampling method is due to the fact that selecting subjects of the study would have a great benefit to help the researcher answer and meet the research goal (Bitima, 2019: 42).

As Wolelaw (2012) mentioned, an appropriate research technique is important to any research as it will guide the process for collecting the desired data (Wolelaw, 2012: 44-45). In a situation where lack of time is prevalent, sample is the best way to study a given research problem. In this study, purposive sampling technique is used to select key informants of the interview section, where as the random sample is practical for questionnaire informants.

Engel and Schutt stated that, for snow ball sampling, you identify one member of the population and speak to him or her, then ask that person to identify others and so on. They added that the sample is “snowballs” in size (Engel and Schutt, 2005: 123). This technique is useful for hard-to-reach or hard-to-identify.

Among 2166 total staff of EBC, 184 workers of ETV news channel, including (current affairs, program producers and news producers) are member of ETV news channel. ETV news channel is known as ETV zena channel, which broadcasting 24 hours in Amharic language. This channel categorized within departments, desks and teams. It has channel manager. The teams are led by senior editors or chief editors. Each team contains reporters, editors, assistant editors and team leader.

3.4.1 Population

According to Madueme (2010) population refers to all cases or individuals that fit a certain specification. Madueme added that, the aggregate of all cases that conform to some designated set of specifications (Madueme, 2010: 71).

Based on Miaoulis and Michener (1976) to determine population size, three criteria usually will need to be specified appropriately. These are the level of precision, the level of confidence or risk, and the degree of variability in the attributes being measured. Thus, to determine the sample size of the population, Yamane's formula will apply.

$$n = \frac{N}{1 + N(e^2)} ; e = \text{Margin } (0.05)^2$$

Where, 'n' is Sample size, 'N' is the population size (184), and 'e' is the level of precision or error tolerance (0.05). The studies indicated that Yamane formula has a precision Levels

Where

Confidence Level is 95%.

$$n = \frac{184}{1 + 184(0.0025)} = \frac{184}{1.46} = 126$$

As far as the sample size is concerned for questionnaire informants, of the total 184 journalists working in ETV newsroom, 126 of them will participate in the study, which is about **69** percent (69%) of the population.

Whereas the interview part, the purposive sample study includes, reporter (senior reporters), producer, chief editors, editor, and the news manager of ETV newsroom were participated in (in-depth individual interview). This means 10 journalists were participated at in-depth individual interview.

3.4.2 Data Source

To find out the research inquiries of this study primary and secondary data would be important. The primary data types are collected by the means of questionnaire and in-depth interview. The secondary data types are gathered from books, journals (articles), internet resource and other printed materials. These data's are used mostly in review of literature as a wary of presenting the theoretical ethics of journalism.

3.5 Data Gathering Technique

The researcher use quantitative and qualitative research methods. In-depth individual's interview and questionnaire will apply in collecting data. These techniques use as a main tool to get detailed and more insightful information from experienced journalists, editors and newsroom managers in regarding with ethical journalism trends.

3.5.1 Questionnaire

A questionnaire is a set of pre-arranged questions prepared by a researcher to give answers based on the objectives of the subject. According to Muria (2007) the data collection instrument will choose as the main data collection tool because it is easy to produce and it allows the respondents to search for information for the researcher and provide them plenty time to do so.

The study survey comprises of three segments. The first section of the questionnaire is background of the respondent (general information), the second section is about level of concept on professional journalism and exposed to factors that cause journalistic ethical problems, and third section is about Journalists on practices of ethical journalism in the news room. 126 journalists were responded to the questionnaire. On the other hand 10 journalists are in-depth interview informants.

The survey questionnaire also structured to consisted both open-ended and closed-ended questions. Closed-ended questions enabled the researcher to direct the respondents to facilitate straightforward responses to enable for quantitative data analysis. At the same time open-ended questions allowed them to provide their own views on the questions, in their own words as an opportunity to elaborate on their responses.

3.5.2 In-depth Interviews

In-depth interviews have been used to attain particular facts at the perceived effect of moral journalistic practices on EBC newsroom (ETV news channel). In-depth interview is aimed the detail account of participants' perspectives and experiences on the existing journalistic practice of their respective stations.

According to Kvale (1996) qualitative research interviews defines as attempts understand the world from the subject's point of view, to open up the meaning of peoples' experiences, to uncover their lived world prior to scientific explanations (Kvale, 1996, 21). The method enables the researcher to engage in dialogue, with the interviewee as the measuring instrument. Part of the structure of in-depth interviews is open-ended questions. And these

informants were the appropriate sources to explain how they have been negotiating the professional journalism challenges posed by gate keeping control over content.

Seidman (1998) said that, qualitative interviews are particularly suitable for studying individuals understanding of their world for describing their experiences and self-understanding and for clarifying and elaborating their perspective of their world (Seidman, 1998, 3-4). In light of this, this research attempts to explore how journalists apply journalistic ethics in the newsroom and understand their ethical problems. The methods help to gather data on journalistic ethics in the case of Ethiopian broadcasting corporation (specifically ETV news channel). Ten (10) individual In-depth interviewee journalists were participated in qualitative study.

As Hutton cited in Belt (2007), journalists' lack of familiarity with the paper's rule is one factor for the journalists to deviate from the basic standards (Belt, 2007, 79). At the time of data collection, the researcher would be checked all the collected data and investigates whether EBC is practicing their own ethical guideline or not. Because either editors or journalists are use these guidelines while writing their article.

3.6 Data Collection Procedures

Questionnaire and in-depth individual interviewees provided the data. The questionnaires were distributed to all respondents in four days and would collect in additional four days. The in-depth interview also takes four days and generally all data were completed and collected in 12 consecutive days. Questionnaires have been organized in English. The interview data were collected by the researcher after every question was responded to by recording the answers on a personal telephone. The researcher summarized the recorded sources from the interviewee and the bibliographic details on a notepaper.

3.7 Methods of Data Analysis

According to Miller and Brewer (2003), data analysis entail examining, categorizing, tabulate or combine evidence to answer the original research proposal. The researcher employed both qualitative and quantitative approaches as discussed brief. The data was analyzed based on appropriate quantitative and qualitative research methodologies.

Quantitative data that were collected using questionnaires was entered into the computer using SPSS software. Coding and analyzing of these data were carried out using this software package. Frequency, percentage and the sum of respondents will compose by SPSS software. In the other way, information through in-depth interviews will systematically analyze and interpret.

The interview will conducted in Amharic languages, to make the respondents easy. Then, the Amharic data transcribed and translated into English.

3.8 Ethical Consideration

In conducting research ethical considerations must be implemented. Unless ethical consideration was negligence mainly causes psychological or physical harms. As Wimmer and Dominick (2006) suggest, all protection were taken to avoid any potential harm to journalists. In order to preserve their privacy, the researcher tries to keep the anonymity of the participants. This rules ensured subjects consent, avoided intimidation; avoid lying about the nature of the research, maintained subjects self-respect, prevented mental or physical stress, respected privacy and exercised fairness and honest. This was achieved by carefully designing the survey to ensure that; they do not cause harm to the journalists. All collected information only used for the purpose of this study.

3.9 Reliability and Validity of Research

As Wimmer and Dominick (2006) explained, validity is usually defined as the degree of an instrument actually measured. The reliability and validity of the instruments are checked in different ways. Therefore, the data that were collected both in the questionnaire and in-depth interview techniques were reviewed and checked for its accuracy, appropriateness, validity and reliability or error free by the researcher, advisor of the study, and postgraduate candidate friends before finally processing and analyzing. In addition, regarding the interview data, verification of the accuracy of the transcriptions and translations was achieved by cross-checking the transcripts from the records.

CHAPTER FOUR

4. PRESENTATION AND DISCUSSION OF DATA

4.1 Introduction

This section of the study dedicated to the major finding and analysis of sample based on the quantitative and qualitative data gathered through questionnaire and in-depth interview from workers of ETV newsroom. This chapter will disclose the status of practicing journalistic ethics in the newsroom. The quantitative method was a survey questionnaire distributed to randomly selected 126 journalists, whereas, 10 in-depth interviews were held, (2 reporters, 3 producers, 2 editors, 2 chief editors, 1 manager) participated.

The important issues pointed out in the literature review are also incorporated as part of the theoretical framework in the discussion of the research findings. To avoid information distortion personal smart phone was used to record all data in addition to jotting down notes. The interviews were conducted in the office of the respondents at their handy time.

4.2 Demographic profile of respondents in the study

Basically in this section it tries to gather information concerning personal and professional demographic characteristics of respondents. These variables including; sex, age, academic qualification, and year of experience in ETV newsroom as well as position of the respondents were summarized.

Table 1 Gender orientation of respondents

No.	Gender	Frequency	Percentage
1	Male	112	88.9%
2	Female	14	11.1%
Total		126	100%

(Source: field survey)

Table 1 shows gender of respondents in ETV newsroom:

The above table indicates the majority of respondents 88.9% were male, and the rest are female that makes 11.1%. The sample to select respondents were done randomly as a result, the male journalists formed the largest share in the sample. From the very beginning, the total number of female workers in EBC is less than the total number of male according to data source from human resource departments. 630 out of 2166 employees are females and 1536

are males. This means 71% of the population contains male and 29% are females. This indicates that a dominance of male journalists as a whole.

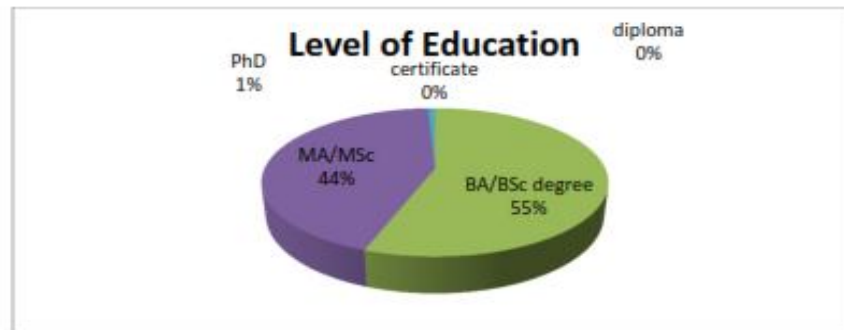
Table 2 Journalists age distribution

No.	Age interval	Frequency	Percentage
1	18-25	4	3.2%
2	26-35	86	68.2%
3	36-50	35	27.8%
4	Above 51	1	0.8%
Total		126	100%

(Source: field survey)

Table 2 shows that the age distribution of journalists participating on the study. In the taken sample between 18-25 aged journalists contains 3.2%, from 26-35 aged journalists are formed majority of the sample 68.2%, 36-50 holds 27.8% of the sample and above 51 year age is the smallest rate about 0.8%. This shows that 96% of journalists working in the newsroom are aged between 26 and 50 years. There are 18-25 aged journalists share 3.2% of the sample size while only one journalist aged above 51 about 0.8%.

Figure 1: Journalists level of education



(Source: field survey)

The above figure 1: indicates that, educational level of the respondents. So the numbers of journalists BA/BSc Degree holders are 55.6%, journalists with MA/MSc qualifications are 43.6%, whereas PhD holder journalist is 0.8%. There is no certificate and Diploma holder in the study. The majority qualification of journalists participating in the study was BA/BSc.

Astonishing amount of journalists are also MA/MSc holders. This indicates that highly educated professionals participated on this research.

Table 3 Field of study

No.	Field of study	Frequency	Percentage
1	Journalism	54	42.8%
2	Language	36	28.6%
3	other social science	22	17.5%
4	Natural science	14	11.1%
5	Other field	0	0%
Total		126	100%

(Source: field survey)

The above table 3 shows that 42.8% of the respondents are journalists professional. 28.6% of field of them language studied. 17.5% of them are other social science out of journalism and language whereas 11.1% learned natural science like (physics, mathematics and agriculture). The majority participants of the study are journalism and language profession holding 71.4%.

Table 4 Journalist Responsibilities in the media

No.	Job Titles/ Responsibilities	Frequency	Percentage
1	Reporter	12	9.5%
2	Senior Reporter	55	43.7%
3	Producer	42	33.3%
4	Editor	10	7.9%
5	Chief editor	6	4.8%
6	News manager	1	0.8%
Total		126	100%

(Source: field survey)

Table 4 shows that many journalists included in the sample were senior reporters forming 43.7%, followed by Producers containing 33.3% of the sample. Reporters, editors and chief editors are shared (9.5%), (7.9%) and (4.8%) of the respondents respectively. News manager accounts 0.8%. The job titles of journalists are awarded to journalists based on their activity, experience, and other factors; based on the managers of the media willingness. EBC have distinct structures like junior reporter, reporter (I, II and III), senior reporter I, senior reporter II, producer, producer I and II (Editor I and II) and chief editor. In this study, however, it is used as inclusive title called reporter, senior reporter, Producer, editor, chief editor and news manager.

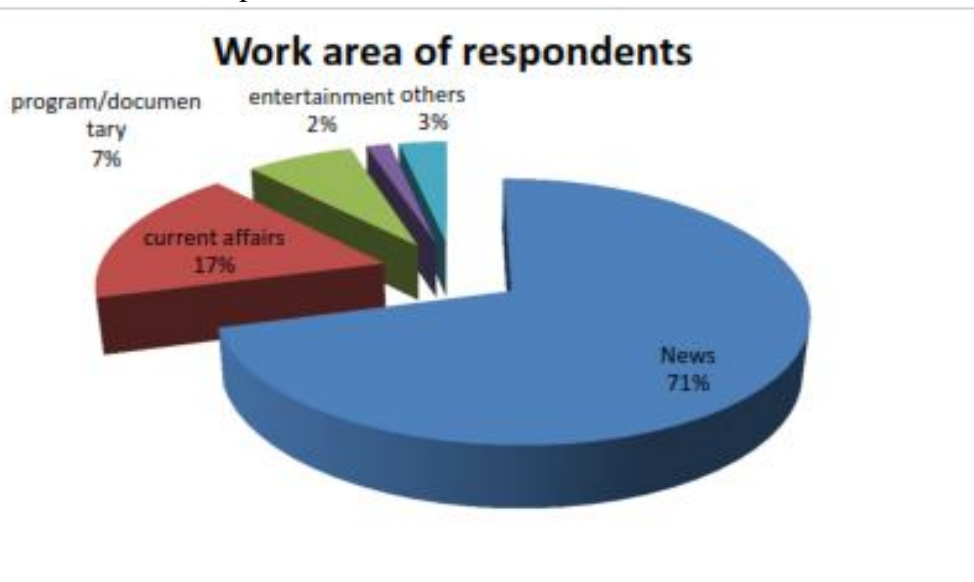
Table 5 work experience of journalist

No.	Work experience (in years)	Frequency	Percent
1	5 and below	6	4.8%
2	6-10	50	39.7%
3	11-15	55	43.6%
4	16-20	9	7.1%
5	21 and above	6	4.8%
Total		126	100%

(Source: field survey)

In the above table 5; journalist from 6 and above years work experience are formed 95.2 percent of the total respondents. This shows journalists participated on study had more experience. 15 journalists have more than 16 years experience in journalism, covered 11.9% of respondents. 43.6% of the respondents have served between 11 to 15 years. 39.7% journalists have an experience of 6-10 years and six of the totals (4.8%) are 5 and below years experiences.

Figure 2: Work area of respondents



(Source: field survey)

Figure 2 shows that 70.6% journalists participating in the study are currently working in news and 17.5% percent in current affairs. Program and entertainment holds 7.1% and 1.6% respectively. In this table ‘Other’ desires to explain journalists working at assignment desk

and online media, grasp 3.2 percent of the participant. The figure shows the largest number of journalists participate on the study working on news area which contains 70.6 percent.

4.3 Analysis of questionnaire and interviews designed to the respondents

Based on this purpose, quantitative data was collected from the primary sources using questionnaire and qualitative through individual interviews to examine major challenges of journalistic ethics practice in Ethiopian broadcasting corporation (ETV newsroom).

4.3. 1 Journalist general concept on code of ethics

Journalists working in EBC expect to know basic journalism principles and editorial policy of their organization. Most of journalist pass through the education of journalism and well experienced in the profession of journalism have general concept on code of ethics, whereas journalist from different backgrounds expect to have shortage of hints on journalism canon. The following table was respondents about journalists’ concept on code of ethics.

Table 6 Journalists knowledge about code of ethics

No.	Journalist’s concept on code of ethics?	Frequency	Percentage
1	Excellent	21	16.7%
2	Very good	90	71.4%
3	Good	12	9.5%
4	Average	3	2.4%
5	Poor	0	%
Total		126	100%

(Source: field survey)

Table 6 shows that respondents rate of general knowledge about code of ethics. 16.7% of respondents answered that journalists knowledge about media ethics is Excellent. 71.4% of respondents (90 journalists) rate of knowledge of code of ethics is Very good whereas 9.5% and 2.4% respondents answered good and average respectively. For the question about general knowledge of code of ethics no one has answered poor. Respondents encompass knowledge about media ethics were large in number. Based on the table above journalists familiar with code of ethics in the newsroom (very good and excellent) contains an average of 111 (88.1%) respondents out of 126. Overall the table most of journalists have basic knowledge on code of ethics.

As Kruger stated that, code of ethics can be derived from either universal value or local value, which considers social, economic, cultural, linguistic, and political agenda of the domestic community or mixed type of ethics (Kruger, 2004, 9).

Based on these perspectives, participants of individual interview were asked to give their view on code of ethics. The respondent said that,

“Journalists working in ETV newsroom, whatever their educational background take training related to media ethics and had international media workmanship like Aljazeera and BBC, which is about the standards of news and journalistic ethics. So hints of code of ethics, both global and local values are incorporated”. (In-depth interviews 5, April 22, 2021)

They added that, “loss of ethical reporting in newsroom is not probably due to shortage of skills or information. We know the most common elements of code of ethics including the principles of truthfulness, accuracy, objectivity, impartiality, fairness, and public accountability, but misgiving practically”. (In-depth interviewee 1&2, April 21, 2021)

Make sure that, code of ethics does not obscure relevant facts or emphasize misrepresentations. One individual interviewee said associated idea as follows;

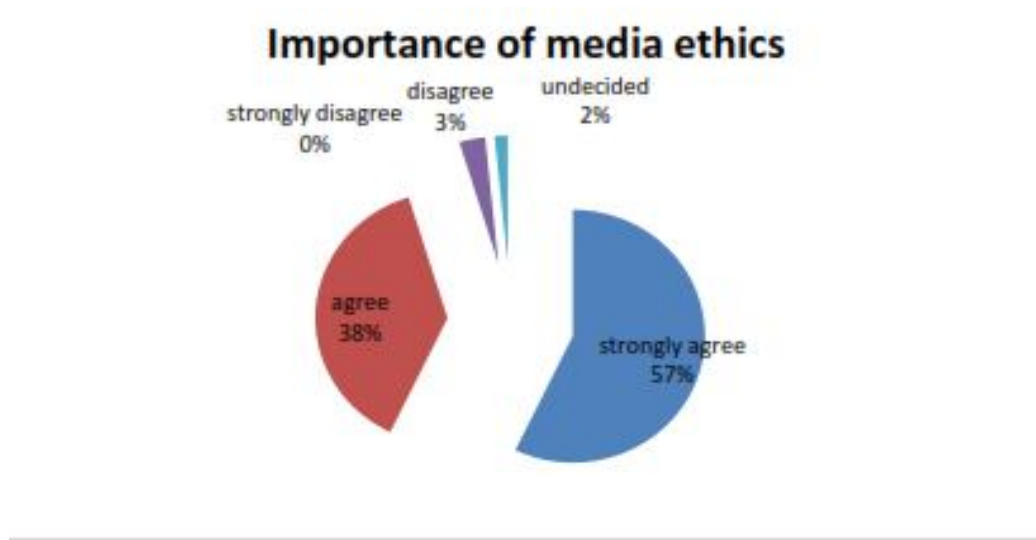
“Media ethics is an order of don’t do any report that will bring discredit on the profession or news media. Still in the controversial issues journalists must stand as a professional mediator”. (In-depth interviewee 3, April 22, 2021)

The participants answered the question of code of ethics and their level of understanding in ETV newsroom as brief on (table 6 and in-depth interviewees) above.

4.3.2 Importance of Code of Ethics

I have never heard insignificance of media ethics since in my experience. There were no questions about importance of media ethics nevertheless practically. But the study wants to show, how many of them from respondents addressed this issue as strongly agree, agree, disagree, strongly disagree and undecided answer. The next diagram (Figure 3) showed, is media ethics important for practitioners in the newsroom?

Figure 3: is media ethics important?



(Source: field survey)

Figure 3 shows the importance of media ethics in the newsroom. Based on the respondent 57.1% were answered strongly agree. 38.1% of participants also answered agree the importance of media ethics in the newsroom. Disagree and undecided respondents contain 3.2% and 1.6% respectively. No one replied that they completely disagreed. Based on the above table (57.1+38.1) 95.2 percent of respondents hold code of ethics in newsroom is important.

On the other hand participant of individual interview said, *“In order to fit the audiences need, media ethics is important as a core value and to maintain credibility of our media”*. (In-depth interviewee 4, April 22, 2021)

One participant of individual interview entertained as, *“It is a question about what is right and what is wrong journalistically. When news coverage is ethical in all rounds of information sources, audience engagement is often in favor of the media.”* (In-depth interviewee 5, April 22, 2021)

As social responsibility theory explains, journalists have obligations to keep moral value of the society. Making news is with full of responsibility, either you got the credit or loss your audience. This theory associated with practice of media ethics in ETV newsroom, take care from broadcasting of indecent materials and taboo words on television during the news hour.

In a writing story, when a journalist write all what you get the information or totally neglects, a negative or positive influence on the outlet will come.

A participant of individual interviewee said that,
“If we are adhering journalistic ethics properly, the media gets credibility from the audiences and also it keeps good image of the journalists. That’s why code of ethics is for safety of the people as well as the media”. (In-depth interviewee 6, April 23, 2021).

Participant of in-depth interview shares the following opinion:

“When media practitioners do their work without nomenclature of journalism, protruding journalism profession then, their products can be potentially harmful for the society. The consequence damages may be to persons, institutions or institution employer and may be all public”. They added that, *“without trust, journalists do not fulfill their public responsibilities and accountability. So media ethics is necessary in the newsroom”.* (In-depth interviewee 7, April 23, 2021).

As relativism theory stated, good or bad is on the viewer point of view. It tells us truth is not always and generally valid, but can be judged only in relation to other things. So journalist helps to show comprehensive information and then, the judgment leave for the viewer. According to Day (2003) relativists believe that what is right or good for one is not necessarily right or good for another, even under similar circumstance. This theory is all about point of view. It is all about consequences. An action itself cannot be good or bad; whereas the consequence of an outcome or an impact of this action upon involved parties can be either positive or negative.

Likewise one of the interviewee’s participants said:

“If journalistic ethics are not held on properly by practitioners of the media, unconditional harm will happen on someone or groups. It uses as a tool for label. Due to this consequence media loses the credibility. The journalist acceptance anywhere may be weakening”. (In-depth interviewee 5, April 22, 2021)

As Day cited in Kruger (2004), journalists do their duties not for themselves but on behalf of the public, they need to have codes of ethics, which suggest that news must be accurate and error free (Kruger, 2004; 3).

So, based on table 9 above 95.2 percent of questionnaire respondent’s code of ethics in newsroom is significant to the practitioners. According to in-depth interview, codes of ethics

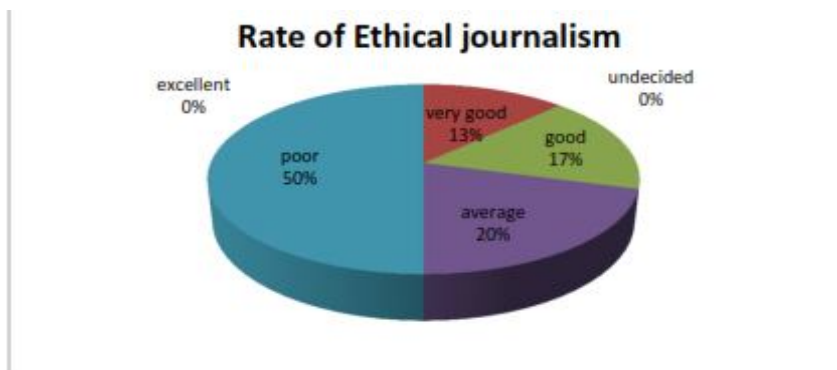
have abundant benefits for the practitioners of the media as well as the well being of the society.

EBC has its own guideline on journalism ethics, either the code of ethics and moral values are running properly or not. The media have an obligation to keep moral value of the social order, it is also constitutional right. The main point of this study is to examine the status of ethical journalism in ETV news channel, connected with social responsibility theory.

4.4 Ethical Journalism Practice in Newsroom

Daily news, programs, documentary and live events have coverage on EBC. In 24-hour television news the media have an audiences share. Due to disseminating the content, the audiences have different reactions based on it. While journalists are practicing unfair and unbalanced report, the remote control is on the audience hand (tune to other channels), and loss the audiences share because of credibility of the media, thus the media stigmatized by the people. So participants of the study on practice of ethical journalism in ETV newsroom put as follows. As many scholars explained, respect for truth and the public's right to information are fundamental principles of journalism.

Figure 4: rate of ethical journalism practice in the newsroom:



(Source: field survey)

Figure 4: shows rate of ethical journalism practice in the newsroom. For this question no one responded excellent and undecided answer. The highest score answered for practice of ethical journalism in the newsroom is poor holding 50% of respondents. Very good, good

and average responses covered 12.7%, 16.7% and 20.6% respectively. The sum of very good, good and average (50%) respondents is similar with poor. Whereas average and poor respondents are asymptote and nestle it holds 70.6%. So based on respondents above the result tends to conclude that practice of ethical journalism in the newsroom is poor.

Participants of in-depth individual interview assured that,

“We have basic concepts of journalism ethics but weak in practice. So many reasons are rising for that result including political affairs, economic factor and self-censorship leads to loser result”. (In-depth interviewee 1,2,3,4,5,6,7, April21- 23, 2021)

On the other hand in-depth interviewee 10 said,

“Media ethics depends on policy and direction of government. So EBC is government owned media and each agenda have government interest. All news items are slanted for the favor of government and officials on power. That’s why; practice of journalism ethics is not effective”. (In-depth interviewee10, April 24, 2021)

Therefore the diagram above shows that the rate of journalism ethics practice in the newsroom determined poor result, whatever journalist’s knowledge on editorial policy and other international code of ethics.

4.5 Major Journalism Ethical Problems Practice in the Newsroom and their Causes

As mentioned briefly in chapter two, the major problem in journalism is unfair and unbalancing report. Unbalanced types of report harm not only the integrity of the media houses but also the audiences and all the public. So the study will see the major cause of ethical problems one by one.

4.5.1 Unfair and Unbalance Report

Media practitioners causes disaster on society or all the world, by producing unfair and unbalanced news. Knowingly or unknowingly unbalanced news while reporting will harm the society, journalists and media. Respondents of questionnaire were answered the major factors to write unfair and unbalanced report in the table below. Political, economic, self censorship, professional skill, bias, Psychology are some of the factors that cause unfair and unbalanced news.

Table 7 Major factors for unfair and unbalanced report:

No.	Major factors to write unfair and unbalanced reports?	Frequency	Percentage
1	Political factors	51	40.5%
2	Economic Factors (nominal wage)	42	33.3%
3	self-censorship	18	14.3%
4	Professional Problems	4	3.2%
5	Bias (Personal factors)	8	6.3%
6	Psychological factors	3	2.4%
Total		126	100%

(Source: field survey)

Table 7 shows the major factors that influences unfair and unbalanced reports. Based on the table above 40.5 percent of respondents contain major factors for unfair and unbalance report is political factor. 33.3% holds with economic factor. 14.3% of respondents answered self-censorship is a major factor. Professional problems, bias and psychological factors are containing 3.2%, 6.3% and 2.4% respectively. Therefore from the table, the major factors that affect journalism ethics in ETV newsroom are political and economic which holds about 73.8% of respondents. But political affiliation or political interference (political factor) contains the large number.

Based on the respondents table (the percentage rate level result) ranks of factors that influences unfair and unbalanced reports puts as political is the first factors, economic second factors, third self-censorship, fourth bias, professional skill at fifth level and Psychological is the last (sixth) factor. (Questionnaire respondents, Table 7; 2021)

According to individual in-depth interview participants, there are different factors for unfair and unbalanced reporting. One factor for unfair and unbalanced report is politics. In-depth interviewee participants argued that,

“Any issue related to politics is depending on the reporter from whom political party is reported. The influence of politics is clearly seen on the news. The news produced was slanted or omitted important facts due to political sided reporter”. (In-depth interviewee 8, April 23, 2021)

As one participant of the individual interviewee pointed out that,

“Political affiliation as well as political view has their own influence on a journalistic task. Journalists who have more get in touch with one political party tend to be more inclined and write in favor of the party. (In-depth interviewee 10, April 24, 2021)

Related to political factor based on the current situation of the country also, ethnic issues are sensitive and politicized in the newsroom.

“Racial related issues are affiliated to unfair and unbalanced report. In the first place reporters select and send to like that of issue is depending on the ethnic historical background. Then the influence of ethnic group on writing news is reflected, producing a slanted or ethnic sided report. Added that, racial issues itself is politicized depending on the reporters or shift editors. So most of the time ethnic based reporting is the main challenge for unfair and unbalanced report in ETV newsroom”. (In-depth interviewee 9&10, April 24, 2021)

One participant of in-depth interview said,

“Most of news coverage is event based. These items are meetings, work shop, visiting, milestone, inauguration etc. In those eventual days, reporters while writing report take sound bite from the speech that is the good side of the issue but not reality on the ground. Includes supporters opinions but omit the other side”. (In-depth interviewee 7, April 23, 2021)

Economic dependency is another factor for unbalanced and unfair report. As Bell (1998) states, journalist’s attachment to a particular group, or company will pledge journalist to present the fact one sided or unfairly (Bell, 1998, 16). Economic dependency make the journalists fearer and not loyal to the profession.

Let us see the economic dependency of media (reporter) on the government, and the long handed government officials, the participant of individual interviewee said that,

“Political figures or higher governmental officials are requests to view the script before publication or before on air. They order that, how to produce the news content and advice to keep good image of them or their institution. In the case of ETV repeatedly happened was also completely partisan coverage of shame involving political figures to amend the content of the story”. (In-depth interviewee 9, April 24, 2021)

Participant of in-depth interviewee mentioned that,

“a number of journalists wrongly understand the journalism profession. Some of journalists the profession considers as means of getting wealth. Then each and every activity tries to connect with getting gift (money) and report in favor of the connection”. (In-depth interviewee1&2, April21, 2021)

Nominal wage of journalists leads to attach with business centers, company or particular group said participants of interviewee;

“Journalists having a plan to get wealth within a short period of time, they tried to make an attachment with companies or build personal linkage with business man by any means to get bribe and then write the news boldly to the company side”. (In-depth interviewee 2, April21, 2021).

Another participant of interviewee added that,

“Banks, trade organizations, insurance companies, manufacturing industry and other, NGO were suspected attachment with journalists. Even the reporters’ tendency wants to make news as constant customer when events are occasionally happening. This attachment is abusing ethical journalism. It happens most of the time at business news report”. (In-depth interviewee 3, April 22, 2021).

One of the interviewee also said,

“Some journalists are addicted by chewing chat, drinker, smoker and having other drug habits; his/her salary could not afford to cover their expenses and then faces with financial problem. As a result, they attach themselves in order to get perks from a particular organization. Like those of journalists, writing too much admire for the company”. (In-depth interviewee 4, April 22, 2021)

Sensitive issues are also the other factors for unfair and unbalanced news. As Harper explained, unfair and unbalanced reporting is common practice in the war time, election, national interest, and racial reporting. The possibility of their story will be slanted to one side (Harper, 2008, 98).

As Sanders (2003) stated that, war times are good example that forces journalists to publicize unbalanced, unfair, biased and faked report (Sanders, 2003, 45). According to one participant of the individual interviewee supports the Sanders explanation as,

“The national interest issues like security, war, conflict which is caused very inflammable catastrophe on the country or among the people, the role of the media will be diplomatic, to come peace and security in the nation. Like that of some sensitive issues that could not be fairly reported if the issues are being considered as a national interest. During this time, there is a possibility of unfair report”. (In-depth interviewee 10, April 24, 2021)

The other factor is the self-censorship. Journalists write the story framework purposely partial. The self-monitoring and self-correction code of ethics denied by fright. As one participant of the interviewee said,

“The media is a national media and there will be under pressure of much interest. Reporters or producers felt under self censorship. The news inclined in to one side and the story totally unfair and unbalanced”. (In-depth interviewee 8, 9 &10, April 23&24, 2021)

The other factor is media bias or journalist’s bias. According to individual interview participants,

“The media has its own agenda that lead journalists to write unbalanced and unfairness news. In the other way journalists have their own personal bias and subjectivity judgment result unfairness in the news report”. (In-depth interviewee 6, 10, April 23, 24, 2021)

Before two decades years back school of journalism were rare in Ethiopia. The professional journalists produced from those schools were also low. Due to this reason shortage of skilled man power was an issue. Nowadays thousands of journalists are graduated in each year from our universities. So the skill problem is a slightest reason for unfair and unbalanced news.

According to one participant of the interview,

“Journalists who have low capacity or unfamiliar with journalism profession causes partial report. He also stated that, the lack of skill is related to undermining professional production and affects for fair report writing. But the main problem of unethical reporting is not associated with shortage of professional journalism”. (In-depth interviewee 2, 3,7, April 21, 22, 23, 2021)

According to in-depth interview informants, answered the question of factors that affect journalists to be unfair and unbalance during they write stories in the newsroom. Most of the participants were mentioned that, political factor, economic factor, self-censorship, biased, journalist/media vest agenda, and sensitive issue. (Participants of interviewee, April, 2021)

When back to social responsibility theory explain that, “codes of ethics are encouraged as a self regulatory device to promote social responsibility” Dow corning (1977). Social responsibility is one mandate of ethical journalism. In every activity of reporting the journalist must with responsible manner. Socially responsible media workers see all around to play the constructive role and also regulating function.

As briefly explained in chapter two; journalists want freedoms to report at the same time they also have a duty to broadcast the accurate and comprehensive truth. Journalists should seek a truth and report it independently without fear or favor (Ward, 2008: 298). The matter of public interest is also unforgettable one. This means journalists keep the public interest for minimizing harm and accountable to the public.

Based on the theory, whatever the reason is journalists were not playing their responsibility. Code of ethics and editorial policy of EBC were not respected while writing news report. The major factors that influence journalism ethics like political factor, economic factor,

media/reporters agenda, journalist's attachment, bias, self censorship, are devastating the media ethics. The consequence of neglecting social responsibility harms the public at all as well as the media loses its credibility. According to Retief (2002, 136) explains, journalists remain sensitive and don't allow any situation to influence negatively their professional activities.

On the view of morality approach, utilitarianism theory applicable to the media it considers the betterment of society at large as cited in Jacquette (2007). This theory is overhanging on benefits of majority people to make a decision. Consider the ethics like the one designed to create the best for maximum numbers. Therefore journalists work with this concept ethical means for majority benefit and minority harm minimizing style.

Other factors influence journalism practice process in the newsroom mentioned by participants of the study are individual, small group and organizational factors. Participants of in-depth interviewee said that,

"Reporters twist the story with respect to some interest carelessly. Also journalist who wants to transmit his own agenda will only stress on the issue that wants to support or advocate. Sometimes hijack agendas in the newsroom for some purposes or interest of group's counterpart some interests. Some reporters are careless by nature while write a news without focus". (In-depth interviewee 8, April 23, 2021)

On the other hand small group (friend group) has its own influence on news processing. According to Sanders, Journalists are products of the society. They live in the society, they imitate what the society is practicing, and their day to day thought is shaped by society's culture.

As a result, journalists may develop a culture of creating a faked report (Sanders, 2003, 44). Related to Sanders explanation, In-depth interviewee respondents said,

"The culture of news room in ETV categorized as social, current affair, political, economy (business) types. The cooperation of each and every journalist either vertically or horizontally is poor. This causes a bump load over junior reporters. Sometimes journalists enjoy together, but not working together. They kill their time on joking and tea (coffee) time. So they haven't enough time to write news. Like that of peer pressure would undermine the profession of journalism". (In-depth interviewee 10, April 24, 2021)

Other factor of influencing ethical journalism is organization. As Retief explained, organizations or media owners influence journalists and then the practice of news processing in the newsroom will affect (Retief, 2002, 136).

According to individual interviewees,

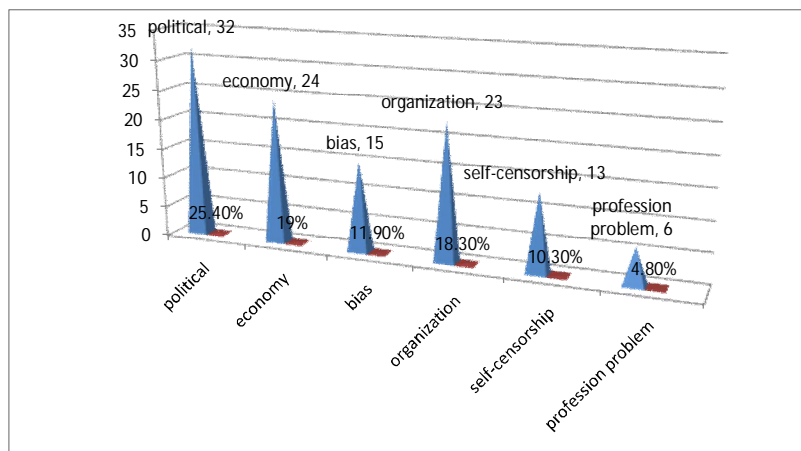
“The influence of organization is other breaches that journalists to write unbalanced and unfairness news. Media owners or organizations gives direct order to reporters or editors to write organizational loaded story. Journalists can’t raise question because of an order of do it or leave it the organization”. They added that, “in the other way journalists have their own personal bias and subjectivity judgment, then results to unfair in the news report”. (In-depth interviewees 9, April 24, 2021)

Various forms of restriction happen on reporting issues, while the organization deem sensitive. Participants of interviewees (2021) explain as,

“In Ethiopia there is not full freedom of media, the majority of the news report may not follow the ethical standards of journalism. The news either organizational influenced or non-free media are often prohibited criticizing the government. Instead of watched dog role in many cases are required to disseminate propaganda from the newsroom”. (In-depth interviewees 10, April 24, 2021)

Based on questionnaire respondents the rank of factors influenced practice of ethical news processing in the newsroom is as follows:

Figure 5: ranks of factors influencing practice of ethical news process



(Source: field survey)

Figure 5 shows ranks of factors influencing practice of ethical news process in the newsroom. As respondents explain on the above chart political factor is ranked first which contains 25.4% (32 respondents). Economic factors holding 19% (24 respondents) put on the second rank. The third rank is organizational factor. Personal factor/bias is fourth level. Self-censorship ranked at fifth level. Small group, Professional Problems, Individual and Psychological factors are ranked 6th, 7th, 8th, and 9th respectively.

Which one is the most factor influenced practice of ethical news process in EBC newsroom is the instruction of the questionnaire. Respondents have one chance to answer one item from the given factors. So the largest number recorded are ranked as political factor (32), economic factor (24), organizational influence (23), bias/personal factor (15), Self-censorship (13), small group (7), professional problem (6), individual (4), Psychological factors (2) are put from highest to lowest rank respectively. Therefore political, economic, organizational, bias and self-censorship are the most obstacles while writing news stories.

4.5.2 Conflicts of Interest

According to EBC Editorial Policy (2014) Conflict of interest arises or occurs when individuals or institutions spoil good name and break editorial independence in the contents they produce (EBC-editorial policy, 2014, 170). But Journalists face conflict of interest in practice while writing news stories in the newsroom.

Table 8 Conflicts of interest faces in the newsroom:

No	Journalist's faces with conflict of interest while writing news stories?	Frequency	Percentage
1	Strongly agree	47	37.3%
2	Agree	52	41.3%
3	Strongly disagree	0	0%
4	Disagree	18	14.3%
5	Undecided	9	7.1%
Total		126	100%

(Source: field survey)

Table 8 shows journalists conflict of interest in ETV newsroom. 37.7% of respondents conflict of interest faces in news writing answered strongly agree. 41.3% of the respondents answered agreed, conflict of interest is an obstacle to write fair news stories in the newsroom.

14.3% and 7.1% holds disagree and undecided answer respectively. The average percentage of Agree and strongly agree consists of 78.6% the respondents. The table above assures that conflict of interest practically challenges the newsroom.

As Day (2003) said, conflict of interest is a clash between professional loyalties and outside interests that undermines the credibility of the moral of media (Day, 2003, 209). Sanders (2003) also added conflict of interest could only arise in a setting where reporters were expected to tell the truth without fear or favor, their prime task being to supply news rather than promote views. (Sanders, 2003, 120)

According to individual interviews informants, journalists face conflict of interest while at reports. Journalists can be influenced by number of factors. One factor for conflict of interest is poverty. Six out of ten participants of the individual in-depth interviewee mentioned as,

“The journalists, living standards and their salary are not related. On the reality of the ground they could not survive with this frightening rate of very low salary. So journalists facing conflict of interest with denied the discipline of professional journalism. (In-depth interviewees 5, April 22, 2021)

According to participants of individual interview also explained, ETV journalists comparing themselves with other professions as,

“Different professions are being treated by different incentives; such as health insurance, housing, plane ticket, automobile car, accommodation, pocket money etc are covered by their organization and the professionals always stick emphasis on their qualified duty. While journalists in ETV are discouraging and journalists look outside of the organization. Then conflict of interest is common for surviving in the newsroom”. (In-depth interviewees 7, April 23, 2021)

One participant of interview also added that,

“Other ethical dilemmas concerned PR gifts, offer of rewards from those governmental or nongovernmental organizations, to have positive coverage of news.” (In-depth interviewee 8, April 23, 2021)

According to Kasoma (2000), bribe is a favor done or given to a journalist in order to influence him or her to report favorably or unfavorably or not to report at all. So, the cancer of African journalism is corruption, particularly bribes. The points are paused a question of credibility, balance, objectivity and fairness (Kasoma, 2000; 96).

According to participant of interviewee, *"bribe is common ill for practitioner of the media; it is called as Buchea (ቡሮ) in EBC. The first aim of several journalists is identifying the place where have good 'Buchea' before they have been sent to field report"* (In-depth interviewee 9, April 24, 2021).

Participant of the interviewee also added that, *"Some journalists ask about 'Buche' when they are assigned to field report. They simply stretch their hands to bribe rather than serving the society. Some journalists addicted by bribes as legal instrument. The bribe is considering as burking instrument in producing unfair news"*. (In-depth interviewee 9, April 24, 2021)

On the other hand one participant of the interviewee said that,

"Based on EBC editorial policy bribe is strictly for bidden. But there are gossips here and there." As he mentioned, in ETV newsroom, ethical journalism practice is violated by some acts of unethical behaviors of journalists there, such as journalists' conflict of interest and taking double allowance by the day from NGOs and government organizations. But many of these allegations have not been proofed because of lack of evidences and no punishment taken on journalist". This is less willingness of EBC to take measure for those who have ethical problems. (In-depth interviewee 10, April 24, 2021)

The other factor for conflict of interest is freebies. Retief (2002) explained that, when journalists accept favors, gifts or other special considerations from vested interests of news sources, it raises serious questions about their objectivity (Retief, 2002, 136).

Similar to freebies, participant of individual interview said that, *"Reporters in the field find a bonus, bedroom, food and drink or other favors from wereda officials or from public relation officers. Then the journalist mislaid their duty like investigating the question of society because of something that is given incentives."* (In-depth interviewee 8, April 23, 2021)

Ethiopian broadcasting corporation codes of conduct (2014) give strong restriction on self interest and organizational mission. The editorial policy of EBC makes restriction the relationship of journalists from the outside organizations or they might have dealings on behalf of EBC. Accordingly, the code of ethics strictly forbidden to accept food, bed, drinks and other expenses from the information sources (EBC Editorial Policy, 2014, 227). But there is no mechanism how to control journalists and lack of commitment to take measure.

According to participants of interviewee, journalists affiliated to political activities are sick in conflict of interest.

“Journalist following political ideology or member of political party or support any political ideology, they will always be associated with that party. Either they report against the opposition or in favor of their own party. Obviously slanted report is repeatedly occurred”. (In-depth interviewee 2, April 21, 2021).

Therefore conflict of interest is a disease that affects the news report in the newsroom to be unfair and unbalanced out come. The participant of interviewee the question about conflict of interest, were answered as above and give a suggestion to stick basic principles of editorial policy, code of conduct, professional guidelines and other international media experiences to avoid such malpractices.

4.5.3 Objectivity

The norm of mainstream journalism practice is maintaining objectivity in journalism to inform the public without partisanship, (Lewis, 2012, 840). Boyer elements of objectivity include factual, fairness, non-bias, independence, non-interpretation, neutrality and detachment (Boyer, 1981: 28). So what seems the culture of EBC on practicing objectivity in newsroom raises a question for participants of interviewee?

Table 9 Objectivity practice in newsroom:

No.	Objectivity is practicing in newsroom while writing news story?	Frequency	Percentage
1	Excellent	0	0%
2	Very good	6	4.8%
3	Good	13	10.3%
4	Average	11	8.7%
5	Poor	72	57.1%
6	Undecided	24	19.1%
Total		126	100%

(Source: field survey)

Table 9 shows practices of objectivity respondents in newsroom. Based on the table no one was answered excellent. Respondents with very good answer have 4.8% rate. The largest number 57.1% of respondents answered that objectivity practicing in newsroom is poor. 19.1% of respondent objectivity practice in newsroom with undecided answer. Good and average respondents cover 10.3% and 8.7% respectively. From the table objectivity in news content holds poor a greatest percentage and undecided the second larger number which contains (76.2%) 96 out of 126 participants of the study. Whereas very good, good and

average covers around (23.8%) or 30 respondents. Therefore the maximum rate of (57.1%) participants said that, “practice of objectivity in EBC newsroom is poor”.

This is practically what happens in EBC. The media is influenced by socio-political-economy, journalists have an attachment with news sources, conflict of interest happens here and there. Therefore currently it is difficult to achieve objective reporting in EBC.

The government funded media like EBC in Ethiopia no more emphasis on political neutrality. For example, depending on many opposition parties, EBC has been accused of EPRDF bias and now attached with prosperity party. There is no fair coverage between political parties even within one event.

Many scholars agree the difficulty to achieve objective reporting, because of the impossibility to practice detachment and write a report without any interpretation. Some scholars and journalists even say objectivity is an illusion and difficult to achieve, (Sanders, 2003: 43). As Retief (2002) added that, the reality of objectivity, is that all people are subjective, partial and biased (Retief, 2002, 99).

According to participants of in-depth interviewee, objectivity harassed by different ways. Participants said that,

“Some editors or managers, order to write story without source. Sometimes news considers as fiction, reporters write a story with no foundations and objectivity was distorted by emotion or personal bias of news maker. They added that, the reporters or editor reflects their subjective report”. (In-depth interviewees 3, April 23, 2021)

Based on the participants of the study, *“objectivity is leaning intentionally or unintentionally. Some journalists are hide opinions and other important facts, in order to fulfill their bias exposure”. (In-depth interview 5, April 22, 2021)*

In-depth interview 6 also added that, *“sometimes journalist cannot find news source to verify and explicitly report. Due to the ambiguity of facts occurred, and then influence journalist’s objectivity”. (In-depth interview 6, April 23, 2021)*

The degree to which these leanings influence of facts, factual accuracy, and predominance of non-news opinion, visual composition, tone and vocabulary of stories is hotly debated.

According to one participant of in-depth interviewee, has pointed out that, *“when the information has collected by the reporters beat is unfair and then explanation of facts gets distorted in process of transmission on media outlets”*. (In-depth interviewee7, April 23, 2021)

Other respondent added that, *“when lack of clarity facts are collected from deliberately mislead source, while wrongly news story produced”*. (In-depth interviewee4, April 22, 2021)

As explain details in factors for unfair and unbalanced report, Kasoma (1994) express, self-censorship as the most malignant journalistic disease in Africa’. This is one of the main reasons that journalists practice omission especially in the environment where suppression exists, journalists will self censor and omit important detail of facts.

One of the interviewee informants said, *“Sometimes the factual information we found from source, omitted by self censorship and claim objectivity of news value. Some reporters consider themselves as extreme vanguard of causes and gate keeper from accident”*. (In-depth interviewee 2, April 21, 2021)

Based on participants, objectivity is beating by media owners. They said that, *“EBC is government owned media, if government wants to make news on something, reporters take order to produce news without basic professional ethics. Source of information is government, ordered to do the news is government and also unbalanced report transmitted throughout their own media. The journalists cannot raise question about objectivity because of government owned media, unless you will be fired or punished from your job”*. (In-depth interviewee 3, April 22, 2021)

As Ward has explained, ownership of the media can influence journalist’s objectivity. News editor’s relation with the owner of the media can also affect objectivity. Because the most important news stories are killed in order to prevent the interest of media owners. The same is true in ideological convictions of a journalist can also affect objectivity (Ward, 2009, 11).

Individual interviewee participant said related to Ward’s explanation as,

“Many of journalists working in EBC are party members or some of journalists are being affiliated with political activities or ideological convictions. Like that of journalists could not objectively gathered and reporting stories against their party or against their ideology. In this case objectivity goes to abyss”. (In-depth interviewee 7, April 23, 2021)

Therefore the above respondents give their experience on major problems of objectivity in the newsroom and its causes. So to amend the objectivity of news stories the examiner prefers to remind the Boyer explanation. As Boyer (1981) explains briefly, objectivity in

journalism consists of balance, accuracy, presentation of all main relevant points, separation of facts from opinion, minimizing the influence of the writer’s own attitude and voiding slant or devious purpose (Boyer, 1981, 28).

The utilitarianism theory “strives to achieve the greatest good for the greatest number of people” as Retief (2002: 8) stated. As scholars explained, journalists are professional objective reporters. They are neutral and a mediator for all audience, except issues like national interest items. But currently in ETV news, the media/journalists do every effort for minority in power. Journalists not associated with objective service for majority of the society. Therefore objectivity fails in problems due to media dependent.

4.5.4 Social Responsibility

David and Kittross mentioned that, media have the responsibility to access the validity or truth of the information and provide sufficient, valid and reliable information that will allow viewers to reach their own conclusion (David & Kitross, 1999, 86). So will discuss how journalists treat social responsibility while writing news story in the newsroom. So the question is ‘to what extent Journalists practice social responsibility is put in table 10.

Table 10 Journalists social responsibility:

No.	To what extent Journalists implements social responsibility while writing news story?	Frequency	Percentage
1	Excellent	8	6.4%
2	Very good	17	13.5%
3	Good	18	14.3%
4	Average	31	24.6%
5	poor	41	32.5%
6	Undecided	11	8.7%
Total		126	100%

(Source; field survey)

Table 10 shows social responsibility of journalists in newsroom. Based on the table above the rate of journalists social responsibility answered 6.4% excellent. 13.5% of participants responded very good and slightly difference with very good respondents 14.3% answered good. 24.6% of journalists’ social responsible rate with the answer average. 32.5% of

respondent that Journalists social responsibility while writing news story were answered poor. Whereas 11 respondents contains 8.7% also gave an undecided answer. Based on participants answered Journalists social responsibility while writing news story holds the largest number about 41 respondents (32.5%) said poor.

Therefore based on participants answered, Journalists social responsibility while writing news story is low. The largest amount of respondents laid on poor and average covers (32.5%)+(24.6%) 57.1 percent of the participants.

According to Biagi (1999) responsibility in the media is that reporters and editors must be careful as to how they should use the information they gather (Biagi, 1999, 361). Biagi added that, limitation of harm, often involves the withholding of certain details from reports such as the names of minor children, crime victims' names or information that harm someone's reputation.

Related to this idea, participant of interviewees said that, *“once up on a time general attorney call journalists to brief suspects on some one death. The general attorney verifies the names of the suspects without longer investigation and confirmation. Then ETV reporter also mentions their names lively in news hour as guilty as it is. But the case was under the law; suspects mentioned by general attorney may be or may not be true till the law court will confirm with evidence. Suspects were considering as a criminals. It is negligence of social responsibility”*. (In-depth interviewee 3, April 22, 2021)

As one of respondent from individual interviewee said,

“Some journalists forget ETV as public media, and reflect their personal feelings and hatred on their script or at lively report time. Some ones are hatemonger using the public media and use taboo words in broadcasting. Others also try to load their political ideology or domination of his/her ethnic thinking on public diverse. No more correction also from editors and news managers”. (In-depth interviewee 1, April 21, 2021)

Based on the respondent of the study, one of informant from the individual interviewee said, *“Because of the state media and sometimes it gives priority for government activities rather than social responsibility. Most of the time the air coverage is government based report. The media as well as journalists ignore their social responsibility”*. (In-depth interviewee 5, April 22, 2021)

Other participants of interviewee explain as, *“Sometimes socially responsible journalists play the watchdog role and faced conflict with the government. So they should bare their hands from that responsibility by pressure of the government and only ordered to do development issues or order to do constructive agenda only, by hierarchical bosses”*. (In-depth interviewee 6, April 23, 2021)

On the other hand, one participant of the interviewee argues that, ETV plays the role of social responsibility. He said that,

“For example health issues have a constant air time (tenawo-bebetwo), and event based health news. The media social roles like health, education, and other socio-cultural issues have their coverage eventually or occasional on our media. This is social responsibility mean”. (In-depth interviewee 10, April 24, 2021)

According to Kovach and Rosenstiel (2007, 97) explain that, Journalists first responsibility is for the people regardless of any difficulty, journalists’ loyalty is to the citizens.

As in-depth interviewee’s participants associated as; *“Journalists are forced to respect ethics because of social responsibility. This means media have a vast influence on public; which is fundamental importance that journalism could be practiced in an accountable and responsible way. Unless media can be a source of conflict, while practitioners do their work without responsibility”. (In-depth interviewee 9, April 24, 2021)*

From the above analysis the study conclude that, major ethical problems are occurred in the newsroom. Social-responsibility role of journalists and media is fail mainly under government pressure. Lack of commitment, professional negligence, self-censorship, personal feeling (bias), and miss understanding between editor and reporter also discourages social responsibility.

As explain before social responsibility is a media ethics for the purpose of;

- To encourages codes of ethics
- As self regulatory device
- To utilize journalistic ethics
- To promote ethical journalism (In-depth interviewees, 2021)

Table 11 How often you face ethical problem in journalistic practice:

No.	How often do you face ethical problem in your journalistic practice?	Frequency	Percentage
1	Always	61	48.4%
2	Sometimes	40	31.8%
3	Rarely	25	19.8%
4	No	0	0%
Total		126	100%

(Source; field survey)

Table 11 shows how frequently ethical problem happened in ETV newsroom journalistic practice. Based on the respondents 48.4% ethical problem in journalistic practice happened always. 31.8% of the participants also said sometimes. 19.8% of the respondents' answered rarely ethical problem faces while writing news story. Thus currently ethical problem in ETV newsroom frequently faced with journalistic practitioners. The largest respondents' said always and sometimes containing 48.4% and 31.8% respectively. Therefore from the respondents 80.2% of them said problem of ethical practice happens in the newsroom and 19.8% rarely facing with that dilemma.

Table 12 practice of biased, unfair, unbalanced and slanted report in the newsroom:

No.	Biased, unfair, unbalanced and slanted report in the newsroom is common practice?	Frequency	Percentage
1	strongly agree	32	25.4%
2	Agree	76	60.3%
3	strongly disagree	0	0%
4	Disagree	13	10.3%
5	Undecided	5	4.0%
Total		126	100%

(Source; field survey)

Table 12 shows practice of biased, unfair, unbalanced and slanted report in the newsroom. The majority of respondents' said agree holds 60.3% of the population. 25.4% of participants answered strongly agree. Whereas 10.3% of respondents said disagree for the question biased, unfair, unbalanced and slanted report in the newsroom is common practice. 4.0% of the participants also have undecided answer. Based on the table biased, unfair, unbalanced and slanted reports in the newsroom is common practice which holding 85.7% of population (strongly agree and agree).

Table 13 EBC's editorial policy versus conflicts of interest:

No.	EBC has specific policies relating to conflicts of interest?	Frequency	Percentage
1	strongly agree	87	69.1%
2	Agree	28	22.2%
3	strongly disagree	0	0%
4	Disagree	11	8.7%
5	Undecided	0	0%

(Source; field survey)

Table 13 shows that EBC has an editorial policy relating to conflicts of interest. Based on the respondents 69.1% answered strongly agree. 22.2% of the participant of the questionnaire respondents said agrees. The rest 8.7% also with the answer disagree. This shows the specific policy against conflict of interest is well known by the journalists in the newsroom.

Interview respondents assured that, *“Violation of the editorial policy is a red line restriction between journalists and information sources. The editorial policy of EBC ruled that journalist while in conflict of interest have got punishment. But there is clearly scarce implementation on the ground the EBC’s editorial policy versus conflicts of interest”*. (Interviewee 7, April 23, 2021).

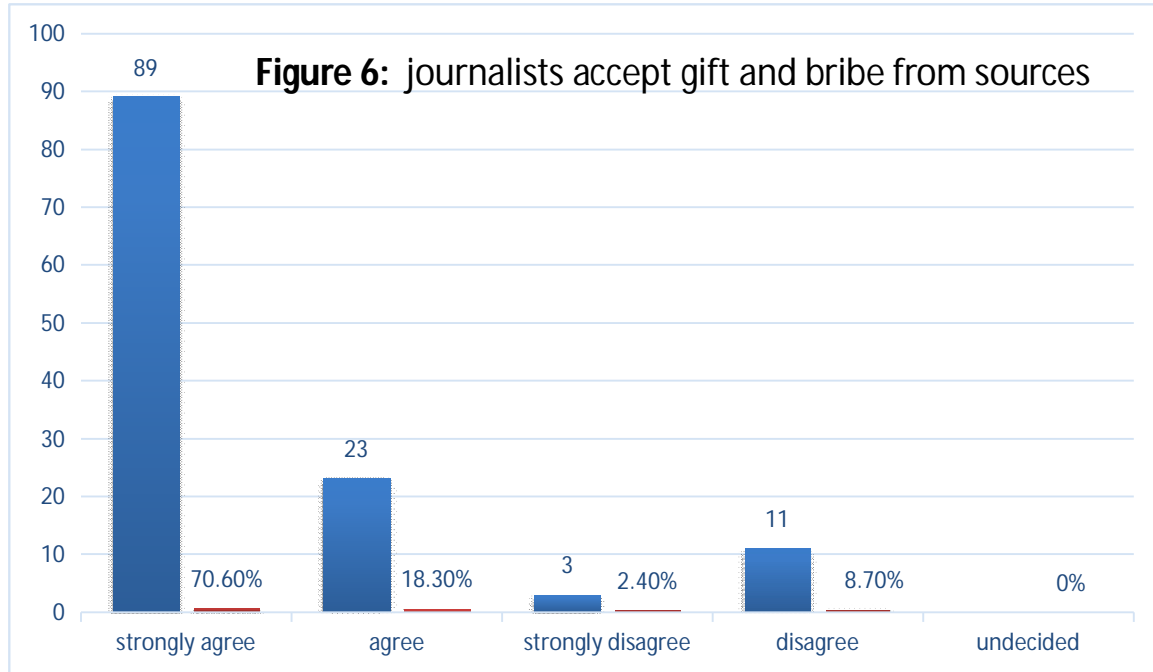
Table 14 Journalists challenge while incorporating code of ethics and journalism profession:

No.	Journalists face challenges while incorporating code of ethics and journalism profession?	Frequency	Percentage
1	strongly agree	31	24.6%
2	Agree	30	23.8%
3	strongly disagree	3	2.4%
4	Disagree	62	49.2%
5	Undecided	0	0%
Total		126	100%

(Source; field survey)

Table 14 shows journalists challenge while incorporating code of ethics and journalism profession. From these participants 24.6% and 23.8% of respondents answered strongly agree and agree respectively. Whereas strongly disagree and disagree respectively holds 2.4% and 49.2% of respondents. Therefore the majority of respondents said there is no more challenge while incorporating code of ethics and journalism profession holding 51.6% (strongly disagree and disagree). Unlikely 48.4% (strongly agree and agree) of the participants said, journalists face with challenges while incorporating code of ethics and journalism profession in the newsroom.

In-depth interview respondents said, *“Sometimes journalists face with challenges while incorporating code of ethics and journalism profession in the newsroom. In addition that, some journalists know journalism profession and code of ethics, but omitted the ethical journalism due to self-censorship”*. (In-depth interviewee 3, April 22, 2021)



(Source; field survey)

Figure 6 shows journalists status about accepting gift and bribes from information sources (called as *ጥሬ* in EBC). 70.6% responded strongly agree. 18.3% of respondents said agree. 8.7% and 2.4% respondents answered disagree and strongly disagree respectively. Based on the table above, among the participants the largest numbers strongly agree (70.6%) and the second larger numbers (18.3%) agree were combined made 88.9%. This means currently accept gift and bribes from information sources is normal activity of journalists.

Separate interview participants also said, “*EBC editorial policy and journalism code of ethics strictly ban activities like receipt bribe and gift. The journalist also had awareness on rules and policies but flat their hands for bribe and gift in field report, while the news stories are slanted in favor of the information sources*”. (In-depth interviewee 8, April 23, 2021)

Table 15 EBC editorial policy guarantee for ethical journalism practices?

No.	EBC editorial policy guarantee for ethical journalism practices?	Frequency	Percentage
1	strongly agree	11	8.7%
2	Agree	15	11.9%
3	strongly disagree	15	11.9%
4	Disagree	32	25.4%
5	Undecided	52	41.3%
Total		125	99.2%

(Source; field survey)

Table 15 shows EBC editorial policy guarantee for journalists' ethical journalism practices in the newsroom. Based on the participants 8.7% of them answered strongly agree. Agree and strongly disagree respondents contain similarly (11.9%). 25.4% of the respondents answered disagree. The greatest number contains 41.3% with the answer undecided. Therefore, the question 'have guarantee EBC editorial policy for journalist ethical journalism practices in the newsroom?' most of respondents not confirmed confidentially then answered undecided. Note that, one participant of the survey hasn't answered this questionnaire.

In-depth participant said, *“Journalists have awareness about the editorial policy and journalism profession. But journalists were not exercising their rights and responsibilities. I remember one journalist do his duty on investigating a problem happening on organization and then he accused by the organization, EBC had not give guaranty for these like ethical journalism practices. He strives and lawsuit the case personally”*. (In-depth interviewee 7, April 23, 2021)

Other interview participants added that,

“There are rules and regulations in the editorial policy put as what is right and wrong at times of news reporting. Responsibilities and rights of journalist are clearly mentioned. However reporters may influence by internal and external forces. Because journalism profession requires commitment to pay any duty, why they need guaranty? If it is necessary they have to sacrifice”. (In-depth interviewee 10, April 24, 2021)

4.6 Means of Easing the Journalism Ethical Break downs

The codes of ethics provide journalists with a framework for self-regulating and self-correction. According to Odell (1983) the principles of journalistic codes of ethics are designed as guides through numerous difficulties and to assist journalists in dealing with ethical dilemmas. Without ethical principles it would be impossible for human beings to live in harmony and without fear, despair, anxiety, and uncertainty (Odell, 1983, 95).

Table 16 Institutionalization taking measure for unethical journalist in EBC:

No.	EBC institutionalized taking measure for journalists' ethical breach?	Frequency	Percentage
1	Always	7	5.6%
2	Sometimes	27	21.4%
3	Rarely	81	64.3%
5	Undecided	11	8.7%
Total		126	100%

(Source: field survey)

Table 16 shows about the institutionalization of taking measure for unethical journalist in EBC. Based on the table the institutionalization measure for unethical journalists in EBC, 64.3% (81 out of 126 respondents) was answered rarely. 21.4% of (27 respondents) said Sometimes. 11 participants of the study which holds 8.7% answered undecided. Holding 5.6% of (7 respondents) are also with the answer always. Always and sometimes contains (27%) or 34 respondents out of 126, on the other hand rarely and sometimes responses holding (85.7%) or 108 out of 126 participants. Therefore implementation of institutional measure for those who breach ethical journalism is not series.

According to in-depth interview participants institutionalization of taking measure for unethical journalist in EBC said that, *“normally EBC institutionalizes taking measure for accepting gifts, bribe from news sources on its editorial policy. But the doubt is practically taking measure on each journalist. The main challenge for this reason is how to filter and control for those who breach’s editorial policy and other regulations rather than hear gossips”*. (In-depth interviewee 7, April 23, 2021)

Other female respondent pointed out her experience that, before 5 years EBC had different ways of easing on unethical journalists. She said,

“When journalists break the ethics and receive any amount of money from sources of news or organization, s/he must automatically fire from the organization. But nowadays journalists fired from EBC, when journalists write critics on government using their face book pages”. (In-depth interviewee 3, April 22, 2021)

Sometimes the measure take by EBC is not similar for the same problem as respondents explained. He said that, *“sometimes happen with the same ethical breach and different punishment. One’s a time, journalists by pass the same problematic ethics, such as writing slanted or unbalanced news story, the discipline committee decided different penalty”*. He added, *“When journalists were written paragraphs on his/her face book page anti-editorial policy, the punishments of the journalists are not the same. Starting oral warning, step down position, money punishment and up to fired from organization is the gap of penalty”*. (In-depth interviewee 1, April 21, 2021)

According to interviewee 10,

“If someone breaks the ethics, there are procedures and levels of punishment. Based on ethical breaches first a journalist has been informed by the discipline committee whether s/he breaks the ethics. And then, s/he will be punished starting from oral warning up to merit demotion and money punishment. If the problem is gigantic the last discipline committee sanction is fired from EBC. Journalists also have a right take to court for the reverse decision unless s/he disagrees. All these are implemented, if information with confirmation had got from sources”. (In-depth interviewee 10, April 23, 2021)

From both (table 16 and individual interviewee examination) show that actions of measures are not strongly implemented at all. EBC's editorial policy and instructional booklet, was seriously unaccustomed with journalists and managers practically on the ground.

According to relativism theory, journalists invite to show comprehensive information and judgment of the validity of information is the viewer. Truth and relevant reporting is relative in relation to others. As Day (2003) relativists believe that what is right for someone is not necessarily right for another, and what is bad for someone is not necessarily for another. This theory is all about point of view and their consequences.

Based on the relativism theoretical frame work, ETV newsroom activity is not considered all consequences while writing report. The consequence of news reporting outcome must be considerable either positive or negative based on the point of view. The audience/viewer is diverse, so must include all what they need, but not in practice in the newsroom. Due to this reason bias and unbalanced report is common.

On the other hand, EBC has its own guidelines to keep journalism ethics. Social responsibility theory also teaches how practicing code of ethics and moral values properly. The media and journalist have a social order or obligation to remain healthy public interest. The status of ethical journalism in ETV news channel with respect to social responsibility and moral value was deprived. It is also constitutional right to get the right information from public media but not yet implemented.

CHAPTER FIVE

5. FINDINGS, CONCLUSION AND RECOMMENDATIONS

The study identified factors of ethical journalism problems that influence journalism practices in the newsroom. Therefore, the conclusions drawn and recommendations made hereunder are based on the findings obtained from the examination of questionnaires and in-depth individual interviews.

5.1 Summary of Findings

Practice of journalism ethics in Ethiopian Broadcasting Corporation focused on ETV news channel, is the title of the study. Both qualitative and quantitative approaches were applied in the study. Questionnaires and individual in-depth interviews were the instruments used to collect data from ETV news channel journalists. Reporters, producers, editors, chief editors and news manager were participated on the study. Thus, the major findings are discussed as follows.

➤ **Journalists concept on code of ethics**

- Based on the questionnaire respondents a large number of journalists have basic knowledge on code of ethics. Journalist's familiar with code of ethics in the newsroom contains an average of 88.1% respondents.
- Professional journalism and cultural values are incorporated as level of awareness in the corporation.
- Journalists working in ETV newsroom, whatever their educational backgrounds take training related to media ethics and basic journalism profession.

➤ **Importance of media ethics**

- From participant of individual interview said media ethics is a core value in the newsroom in order to fit the audiences need, to minimizing harm and to maintain credibility.
- On the other hand the questionnaire 95.2% of respondents said media ethics in newsroom is important. The root cause of unethical practice is neither less important concept of media ethics nor shortage of skill.

➤ **Practice of ethical journalism in the newsroom**

- Currently practice of ethical journalism in the newsroom based on the respondents result tends to poor, which contains 70.6% of participants.
- The loss of ethical reporting in newsroom is not probably due to shortage of skills or profession, but due to many factors and reasons as participants of the study stated.

➤ **Major factors for unfair and unbalanced report;**

- According to individual in-depth interview participants, the influence of politics is clearly seen on the news. Omitted important facts and sided or slanted report outcome is common in ETV newsroom. Political influence is main reason for unethical report. Based on the questionnaire respondents, the major factors that affect journalism ethics in ETV newsroom are political and economic respectively, which holds about 73.8% of respondents.
- As findings shows, factors that influence unfair and unbalanced reports explain as following ranks: political factor is the first one, economic factor is the second, third organization/media agenda, fourth personal bias, Self-censorship is at fifth level and journalist's attachment the sixth rank.
- Others unusual journalism ethical factors; individual factor, small group factor (editors, managers, peer pressure etc.), professional problems, psychological factors are respectively influenced the newsroom.

➤ **Conflicts of interest faces in the newsroom**

- Based on the questionnaire respondents journalists exposed to conflict of interest in ETV newsroom consists 78.6% of the respondents.
- Factor of conflict of interest while writing news story/reports is due to;
 - ✓ Journalists nominal wage (poverty), insufficient salary also leads to find bribe /~~1-6E~~/ and freebies;
 - ✓ Journalist's attachment, it is important for multi-news sources but unhealthy attachment for conflict of interest is harming the media ethics.
 - ✓ Ideology membership, mutual interest of reporters and editors also causes conflict of interest.

➤ **Objectivity practice in newsroom**

- Practices of objectivity in newsroom is poor, based on questionnaire respondents it holds (76.2%) that is greatest number 96 out of 126 participants of the study.
- Participants of interview stated that, objectivity was harassed in the newsroom. Because ETV is government owned or government funded media, thus no more emphasis on political neutrality, more often tend to adopt political affiliations or leanings in coverage. Thus the owner of the media is one factor for objective reporting.
- Lack of commitment to maintain objectivity (reporters, editors)
- The relationship between reporters' and news sources or with owner of the media.
- Ideological beliefs of a journalist.

➤ **The Journalists social responsibilities**

- Based on participants answered, Journalists social responsibility while writing news story is low. The largest amount of questionnaire respondents laid on poor and average covers 57.1 percent of the participants.
- Social-responsibility role of journalists and media is fail mainly under government pressure. Lack of commitment, professional negligence, self-censorship, personal bias, and miss understanding between editors and reporters also discourage social responsibility.
- ETV is a public media. But Journalists forget the responsibility and reflect their personal feelings and hatred on their story, said participants of interview.
- No more correction habitually for social responsibility from editors and news managers.

➤ **Institutionalization taking measure for journalists ethical breach in ETV:**

- The question of institutionalization measurement for unethical journalists in ETV, majority of the participants around 64.3% (81 out of 126 respondents) was answered rarely. Taking measure is rare, while ethical violations in the newsroom are visible.

- According to interviewee participants the main challenge of implementation of institutional measure is how to filter and control for those who breach's editorial policy and other regulations.
- The actions of measures are not strongly implemented at all. Sometimes the measure takes by EBC is not similar for the same problem (with the same ethical breach and different punishment).
- Politically affiliated or racial or religious biasness journalists, the reports in favor towards their attraction.
- EBC's editorial policy or instructional booklets, rules and regulations were seriously unacquainted with journalists and managers practically on the ground.

Therefore result of the study shows internal and external factors are influenced ethical journalism in ETV newsroom.

5.2 Conclusion

The conclusion is drawn based on data collected through in-depth individual interview and questionnaire about practices of ethical journalism in the newsroom using mixed method approaches (qualitative and quantitative). How journalistic ethics is practiced in the newsroom of Ethiopian Broadcasting Corporation (ETV news channel) was the focus of the study. Reporters, producers, editors, chief editors and news manager were participated in collecting data from ETV journalists.

Within the theoretical professional parameters, the study has explored the awareness of ETV journalists on ethical journalism with their own experience of journalism practices. In addition to that assess challenges of journalism ethical practices in the newsroom and major factors of journalism while they write news stories.

Code of ethics is self regulatory instrument for journalist's daily activity as scholars explain. When media practitioners are not familiar with the elements of ethical journalism like factuality, objectivity, truthfulness, fairness, balance, conflicts of interest, and social responsibility, the story produced can possibly unfair and unbalanced, then affects the whole public and loss credibility of media as well as public trust on practitioners. Ethical journalism

is concerned with making rational judgments as well as sound moral decisions in daily journalistic performance as many scholars admitted.

As Harper (2008) explains, unfair and unbalanced report can be express by the journalist's article in which they present the news subjects either in negative or positive way. He added that, a report is said to be fair if it tries to disseminate both side information as well as the full context of the event (Harper, 2008).

Unlikely the findings examined in both (questionnaire and in-depth individual interviews) are lead to conclude as follows:

Based on the respondents, majority of journalists working in ETV news channel have basic awareness on professional journalism and cultural values in the newsroom. An average of 88.1% participants of the questionnaire answered, journalists are familiar with code of ethics.

About the importance of media ethics in the newsroom participant of the study assured, media ethics is a core value in the newsroom for healthy the audiences need, to reduce harm and to maintain credibility. 95.2% of respondents said media ethics is important.

However, currently practice of ethical journalism in the newsroom is deprived. Based on respondents 70.6% of them said the answer poor. So loss of ethical reporting in the newsroom is not because of shortage of skills or lack of consensus on the important of media ethics, but there are other push factors to do so.

The major factors that influence journalism ethics in ETV newsroom are political factor, economic/financial factor; organization/media agenda, bias and self-censorship are headache of ETV newsroom in large scope. On the other hand, factors of influencing ethical journalism in low scale are; small group factor (colleagues pressure, peer pressure also contribute unfair report), professional problems (lack of skill), individual factor (it is about carelessness or personal negligence), journalist attachment (attachment with organization, ideology, news sources) and Psychological factor. Those are contributed for unfair and unbalanced news. ETV is government owned and government funded media, officials of the

government manipulate the media as they want. So in this situation how professional freedom is expected and ethical journalism practiced in the newsroom.

Exceptional unfair and unbalanced reports like (war, security, and national interest) were tolerable in common sense in the newsroom. As Harper stated that, unfair and unbalanced reporting is common practice in the war time, and racial reporting, (Harper, 2008, 98).

Based on result of the study, journalists exposed to conflict of interest in ETV newsroom while writing news report, it consists 78.6% of the respondent. The first one journalists' lead up to conflict of interest is nominal wage of journalist (poverty). The poor of journalist begs their hands to get bribe /~~1-688~~/ and freebies.

According to Sanders (2003) the concept of conflict of interest could only arise in a setting where reporters are expected to tell the truth without fear or favor, their prime duty being to purvey news rather than promote views (Sanders, 2003, 120).

On the other hand practice of objectivity in ETV newsroom was under stressed. As participants of the study explain that, objectivity harasses in the newsroom, owner of the media is one factor of deteriorates objectivity. Others are lack of reporter's commitment to maintain objectivity, the relationship between reporters' and news sources, political affiliations, ideological convictions of journalists mentioned as factors of objectivity problems. Questionnaire respondents of the study guaranteed that, result of practices of objectivity said poor that holds large number 76.2%, which are 96 out of 126 participants of the study.

According to Warner and Ward, social responsibility of journalists should be guided by the principle of 'not harming' and avoid any news reports that are likely to bring conflicts of interest or interfere with the dignity of other people (Warner, 2007; Ward, 2005).

Kovach and Rosenstiel explain as, Journalists first responsibility is for the people regardless of any difficulty, journalist's loyalty is to the citizens. The idea here is to put audiences a head of political and immediate financial interests (Kovach and Rosenstiel, 2007).

Unlikely result, the practice of social responsibility in ETV news channel is fail mainly under government pressure. The questionnaire respondent on practice of social responsibilities of journalists lay on poor and covers an average 57.1 percent of the participants.

Biagi (1999) nourish that, responsibility in the media means that reporters and editors must be careful as to how they should use the information they gather (Biagi, 1999, 361). This means journalist should feel responsibility in reporting a story.

The question of practices institutionalization taking measurement for journalist's ethical breach in EBC, majority of the participants was answered rarely, around 64.3% (81 out of 126 respondents). According to interviewee participants the main challenge of implementation of institutional measure is how to filter and control for those who breach's editorial policy and other regulations. Sometimes the measure takes by EBC is not similar for the same problem.

Therefore result of the study shows there are many factors influencing ethical journalism in ETV newsroom (internal and external factor), and there is no action form media managers as well as editors to correct unfair practice. As participants explain, the media managers take measure on face book users rather than in main stream media ethical violence.

5.3 Recommendations

The objective of the study was to examine the practices of journalistic ethics in the newsroom: Ethiopian broadcasting corporation ETV news channel in focus. Immense amount of effort has been made by the researcher to analysis the research questions and individual in-depth interviews. According to the findings, the researcher summarizes the following recommendations:

- ❖ The study recommends that journalists with basic skill of journalism and have to exercise their knowledge of profession. It is not only enough training to know the basic journalism concept, but also have to provide them how to stick on journalism professionalism passing through the challenges of newsroom. Journalists also must know, how sacrifice for their profession.

- ❖ Currently, practice of ethical journalism is reduced in ETV newsroom, the study also recommends that, journalists empower for utilize effective and advancing journalism profession.
- ❖ Journalists use ethical journalism practice for professional purposes only.
- ❖ It is prefer to put serious efforts for regulating unfair and unbalanced news stories and struggle to distinguish from factual stories.
- ❖ This study recommends that media institutions should be powerful to exploit the watch dog role for better partnership with the audience and credibility of the media.
- ❖ Journalists while writing news stories, information sourcing, processing, disseminating news should be taken great care for all sided news.
- ❖ ETV shall to take international media experience integration, how to assured professional loyalty and effective economic independence. Journalists should loyal to the profession.
- ❖ Journalists' stick on news elements and standards.

Finally,

- The suggestion of this research that media institutions shall pay attention to Media ethics in order to remain relevant and better for the society.
- Should take the comparative advantages, since ETV is the beginner of television in Ethiopia history and has massive experience within the field. Nowadays the competition is high with many alternatives (the age of new media). So strive for better services.

As many scholars explain,

- Always consider and think about the profession of journalism ethics concerned with making rational judgments and making sound moral decisions in daily journalistic performance.
- The media should represent the public interest and exercise government accountability for the society (Schudson, 1998, 31).
- Journalism as a profession should play an essential watchdog role or regulatory role on the government.
- Have to have a professional self-worth, the journalist themselves as a kind of fourth estate or as an organ of control over the government. (Kruger, 2004, 3).

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Appendix 1

Survey Questionnaire

I am a graduate student at Addis Ababa University, school of journalism and Communication conducting a study on "practices of ethical journalism: on the case of EBC". This is survey questionnaire to assess professional journalism practices and major challenges of ethical journalism. The survey research is for the fulfillment of the Master of Arts in the school Journalism and communication, Addis Ababa University. The data you fill is the potential to represent the practice, involvement, knowledge, and attitudes of journalists towards ethical journalism. The aim of the questionnaire is only for the purpose of the study.

Thank you in advance for your cooperation in filling this questionnaire.

Instructions

Tick (✓) in the box provided for the most appropriate response and use the spaces provided for any extra information needed.

Section one: General information

1. Gender? Male Female

2. Age? 18-25years 26-35 years 36-50 years 51 years and above

3. Level of education? Certificate Diploma Degree MA/BSC PhD

Other (please specify) _____

4. Field of study? Journalism Language other social science Natural science

Other field (please specify)_____

5. Work area? News Current affairs Program/Documentary Entertainment

Other (please specify) _____,

6. Your Job title/ position? Reporter senior reporter Producer Editor

Chief editor news manager Others (please specify)_____

7. Your work experience as journalist's (in years)?

5 and below 6-10 11-15 16-20 21 and above

Section Two: Journalists concept and practice on media ethics: Put tick (✓) in the box provided for the most appropriate response.

1. How do you rate your knowledge of code of ethics?

A. Excellent B. Very good C. Good D. Average E. poor

2. The codes of ethics established in bases in EBC?

A. strongly agree B. Agree C. strongly disagree D. Disagree E. Undecided

3. Code of ethics is important in the newsroom?

A. strongly agree B. Agree C. strongly disagree D. Disagree E. Undecided

4. To what extent journalism ethics in the EBC newsroom is Practical?

A. strongly agree B. Agree C. strongly disagree D. Disagree E. Undecided

5. Biased, unfair, unbalanced and slanted report in the newsroom is common practice?

A. strongly agree B. Agree C. strongly disagree D. Disagree E. Undecided

6. How do you rate un-ethical report facing in the newsroom?

A. Always B. Sometimes C. Rarely D. Undecided

7. Objectivity is practicing in newsroom while writing news story?

A. Excellent B. Very good C. Good D. Average E. poor F. Undecided

8. To what extent journalists take social responsibility while writing news story?

A. Excellent B. Very good C. Good D. Average E. poor F. Undecided

9. There are professional standards to identify news worthy in EBC newsroom?

A. strongly agree B. Agree C. strongly disagree D. Disagree E. Undecided

10. Journalists face challenges while incorporating code of ethics documents and journalism profession?

A. strongly agree B. Agree C. strongly disagree D. Disagree E. Undecided

11. Journalist's faces with conflict of interest while writing news stories in the newsroom?

A. strongly agree B. Agree C. strongly disagree D. Disagree E. Undecided

12. EBC has specific policies relating to conflicts of interest?

A. strongly agree B. Agree C. strongly disagree D. Disagree E. Undecided

13. The effects of ethical journalism problems reflect in news out late?

A. strongly agree B. Agree C. strongly disagree D. Disagree E. Undecided

14. The influences of senior on junior journalists causes unfair reporting in the newsroom?

A. strongly agree B. Agree C. strongly disagree D. Disagree E. Undecided

15. Professional code of conduct contributes to reduce conflicts of interest?

A. strongly agree B. Agree C. strongly disagree D. Disagree E. Undecided

16. Journalists accept gift and bribes from information sources? (in EBC called as "Buche")

A. strongly agree B. Agree C. strongly disagree D. Disagree E. Undecided

17. EBC has a policy relating to conflicts of interest, such as ban the accepting of gifts, freebies, bribe from news sources?

A. strongly agree B. Agree C. strongly disagree D. Disagree E. Undecided

18. EBC is institutionalized taking measure for accepting of gifts, freebies and bribe?

A. strongly agree B. Agree C. strongly disagree D. Disagree E. Undecided

19. EBC editorial policy gives guarantee for ethical journalism practices?

- A. strongly agree B. Agree C. strongly disagree D. Disagree E. Undecided

20. When journalists faced with sensitive issue like war, national security or election, the possibility of their story to be slanted to one side is normal?

- A. strongly agree B. Agree C. strongly disagree D. Disagree E. Undecided

Section three: You can circle the most appropriate answer and use the spaces provided for any extra information needed.

1. How do you rate your knowledge of code of ethics?

- A. Excellent
B. Very good
C. Good
D. Average
E. Poor

2. Ethical decision making in the newsroom was more influenced by:

- A. Political factors
B. Bias/Personal factors
C. self-censorship
D. Professional Problems
E. Economic Factors
F. Psychological factors
G. Other (please specify) _____

3. Make it rank the following major factors of journalists that influence ethical decision-making process in the newsroom? By your personal view

- Individual,
Small group,
Organization,
Professional Problems,
Economic Factors,
Political Factors (Personal Agenda),
Self-Censorship,

Psychological factors,

3. How do you rate ethical journalism activities in the credibility of news?

- A. Not important at all
- B. Somewhat Important
- C. Important
- D. Very Important
- E. Extremely Important
- F. Other (please specify) _____

4. How often do you face ethical problem in your journalistic practice?

- A. Always
- B. Sometimes
- C. Rarely
- D. No

If no, please give reasons -----

5. What type of news does more challenging for ethical problem? (You can circle more than one answer)

- A. Political and current affairs News
- B. Business and Economy news
- C. Sport news
- D. Entertainment News
- E. Others (please specify) _____

6. Which one are the major factors that influence journalists to write unfair and unbalanced reports? (You can circle more than one answer)

- A. Sensitive issues (conflict, racial, religious)
- B. Financial problem (nominal wage)
- C. Politics
- D. The media agenda
- E. Bias
- F. Journalist attachment
- G. Other (please specify) _____

7. Codes of ethics are encouraged in the newsroom, as a self regulatory device to promote ethical journalism?

Yes

B. No

C. if No, specify -----

8. If journalists follow professional ethics in the newsroom, s/he faced with intervention on her/his practical journalism profession?

A. Yes

B. No

C. if No, specify -----

9. Journalists need protection from any risk, to fulfill journalistic standards and code of professional ethics?

A. Yes

B. No

C. if No, specify -----

10. What kind of protection journalists need, in order to implement journalism profession?

Specify -----

11. Why social responsibility is one element of media ethics?

to encourages codes of ethics

as self regulatory device

to utilize journalistic ethics

to promote ethical journalism

Other (Specify) _____

12. In what item journalism ethical practices not work?

A. politics /religion

B. national interest issues

C. soft issues

D. current affairs

E. business

F. election time

13. Who discourages and challenges you from practical ethical journalism?

- A. senior on junior journalists influence
- B. The guidelines of EBC prohibits me
- C. Concerns over my personal privacy and professional reputation
- D. prohibited by news managers
- E. self censor ship
- F. I don't know
- G. Other (Specify) _____

14. State any other factors of ethical Media that impact on your profession?

Kindly provide brief comments _____

15. Kindly suggests possible solutions to practice journalism professional ethics?

Please specify _____

Thank you for taking your time in answering these questions

Appendix 2

Questions for In-depth Interview (news manager, chief editor, editor, producer & reporter)

1. What does a journalistic ethic mean for you?
 2. What is the significance of codes of ethics for journalists?
 3. How do journalists adapt on the practices of journalistic ethics in the newsroom?
 4. How does the structure of code of ethics established?
 5. How can journalists achieve fair, balance, and objective reporting in the newsroom?
 6. How do you entertain the journalistic ethics like; Social responsibility, Objectivity, Fairness and impartiality?
 7. Why ethical journalism need to apply correctly in the newsroom?
 8. What are the causes of conflicts of interest while journalists report news stories?
 9. What do you think the main internal and external factors of journalists that influence decision making process in the newsroom?
 10. What are the factors that affect journalists to write unfair and unbalanced reports?
 11. What is your practice in agenda setting with social responsibility?
 12. What is the contribution of professional codes of conduct to reduce unethical script writing in the newsroom?
 13. How do the practitioners address positive influence to ethical violence?
 14. If you have any more idea about media ethics or ethical journalism, please mention?
- Thank you for taking your time in answering these questions