

A Study of Framing of Development
Issues in the Ethiopian Television

DERESSA TEREFE

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This is to certify that the thesis prepared by Deressa Terefe entitled: A Study of Framing of Development Issues in the Ethiopian Television and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the university and meets the accepted standards with respect to originality and quality.



Signed by the examining committee

Examiner Dr. Abdissa Zerai sig. [Signature] Date 11/07/12

Examiner Dr. Megeri Lenchu sig. [Signature] Date 11/07/12

Advisor Dr. Megeri Lenchu sig. [Signature] Date 11/07/12

Abdissa Zerai (Ph.D.) [Signature]

Chair of department or Graduate Coordinator

A Study of Framing of Development Issues in the Ethiopian Television

Deressa Terefe

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Abstract

Rural development has become a central development agenda since the past few decades in Ethiopia as the majority of the people in the country live in rural areas. Currently, the economy of the country is revealing progress, yet the poverty situation is all-embracing both in rural and urban areas, demanding further efforts. With the purpose of reducing & in turn eradicating the prevailing poverty, different development initiatives have been devised and are being implemented. Media as a tool for development can contribute for the attainment of these development initiatives by creating awareness and improving participation of the main actors & stakeholders.

The purpose of this study was to examine how the Ethiopian television Amharic news framed rural development issues during the period of six months from July 1-December 30/2011. The extent of the coverage, salience/priority offered and sources used in the news were examined. Framing theory was mainly used as a theoretical framework for the study. The study applied both quantitative and qualitative methods. Content analysis of the news collected by systematic random sampling technique over the period under consideration was the principal method used. In-depth interviews with journalists involved in framing of rural development news considered were also used to support the content analysis.

The findings of the study revealed that successes/achievements and effective functioning of rural development activities were dominantly focused themes where failures or weak sides were overlooked. Economic and prognostic frames were the most frequently employed frames in the news. The human interest frame, which is expected to be demanded and shared by the people according to earlier research findings, was least employed. The news dominantly attributed government sources over other sources. Though community members are considered as the main actors or key agents of rural development the extent to which they were used was not as would be. Adequate coverage was given to rural development issues so far as the time allocation and placement of the stories in the news hours were considered. Journalists' framing of news was found to be influenced by the editorial policy and political orientation of the media towards government ideology and news sources in their attempt to get favorable publicity.

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Chapter One

Introduction

The introduction part under chapter one contains the background, statement of the problem, objectives, research questions, significance, scope and limitations of the study. Research background provides readers with brief overview of what the study is about. The problem statement describes the knowledge gap the research fills, research question deals with specific issues or questions the research addresses and the objective about the steps the researcher takes to fill the gap or improve the situation. The significance, scope and limitations of the research are also discussed in this chapter.

1.1. Research Background

Poverty has been a long standing challenge to a significant portion of people in the world particularly in the developing countries. It is widespread both in rural and urban areas with high severity and prevalence in rural areas as the vast majority live far below the poverty line with chronic and periodic food insecurity with limited access to health, sanitation and other facilities. Sparks (2007) notes that poor and very poor people are to be found all over the world, even in the rich cities of Europe and North America, where 23 % of the population exist below the World Bank's official poverty line. The vast majority of the poor, however, live in poor countries of Africa, Asia and Latin America.

The fact that the proportion of the population below poverty line in Ethiopia was 44 % in 1999/2000 made poverty reduction as the central development agenda where sustainable development and poverty reduction program was devised (MOFED, 2002).

The Ethiopian economy revealed a constant annual average growth rate of 11.7% for the periods from 2003/04 to 2006/07 (MOFED). The double-digit economic growth was reported to continue in the subsequent years, too. Despite evident improvements as of few years onwards, Ethiopia is still one of the poorest countries with significant number of its population still living under poverty line.

The prevailing poverty situation considered, the Ethiopian government put forward development policies, strategies and programs devised towards poverty reduction and attainment of sustainable development, and in the case of this research, the rural development. Rural development is “a strategy designed to improve the economic and social life of the rural poor” according to the World Bank (cited in Harris, 1982, p.15). Rural development covers three different but interrelated dimensions. These are the economic, social and political dimensions. Provided that rural and agricultural development is decisive to overall development, the economic development policy of the Federal democratic republic of Ethiopia is based on Agricultural development led industrialization (ADLI) (MOFED, 2003). Agriculture has been proposed to play the leading role in the economy by serving as an engine of economic development in contributing to the development of industrial sector and to hand over its leading role in the short run. To this end, the productivity of agricultural sector should keep increasing.

The proposed development initiatives can effectively be implemented only if the public at large and stakeholders at various levels build awareness on the policies and mobilize for full implementation. As noted by Servaes (2008), development programs cannot simply produce change without ongoing culturally and socially relevant communication dialogue among development providers and clientele and within the recipient group itself.

He states that all those involved in the analysis and application of communication for development and social change or what can broadly be termed 'development communication' would probably agree that in essence development communication is the sharing of knowledge aimed at reaching a consensus for action that takes into account the interests, needs and capacities of all concerned, which is the rural communities in the case of issue under consideration.

The role of media in educating people on rural development issues is particularly important in developing countries. According to Servaes (2008), though media is not the only way and has limited effects as compared to personal communication which is more likely to be influential at the stage where decisions are being made about whether to adopt or not to adopt innovations, it is important in spreading awareness of new possibilities and practices. Media are, in the context of development, generally used to support development initiatives by dissemination of messages that encourage the public to support development-oriented projects. Although development strategies in developing countries diverge widely, the usual pattern for broadcasting and the press has been predominantly the same: informing the population about projects, illustrating the advantages of these projects, and recommending that they be supported (p.20).

Media supports rural development initiatives in creating awareness and mobilizing people towards the proposed development by influencing public opinion through structuring rural development issues to be public agenda in calling attention to the issues as most important ones. Media guides the attention of people to certain issues and influence them what to think about (McQuail, 2000, p.455).

Media sets the most important issues in an attempt to influence public opinion. People think about what they are told but at no level do they think what they are told which shows a correspondence between the order of importance given in the media to issues and the order of significance attached to the same issues by the public and the media. Agenda setting hypothesis is insufficient to show a casual connection between the various issues agendas which needs to know content of the program, opinion change overtime in a given section of the public and content analysis showing media attention to different issues in the relevant period. The way news is framed by journalists and how the audience frames news may be similar or different. Frames activate certain inferences, ideas, judgments and contrasts concerning issues, policies and politicians (ibid).

Though the general concept of development communication is application of effective communication for development, it holds different concepts and arguments since development and communication have different meanings due to the context in which they occur .Accordingly countries practice different approaches to development communication on the basis of their socio economic and political contexts. Scholars of development communication suggest that the philosophical approach of media in one country is based on the norms or rules arising from social and political contexts of the country. (McQuail, 2000, p.153) citing Siebert et.al (1956) states that the press always takes the form and coloration of the social and political structures with in which it operates. Especially it reflects the system of social control. Hence media in different countries are oriented on the basis of socio-political context in which they operate.

In Ethiopia the political system is based on developmental approach and most of the existing broadcast media particularly state media are oriented in the developmental

journalism approach. The Ethiopian Television/ETV/ is one of state media operating with developmental journalism approach. The ETV is one of the four television channels operating under the Ethiopian Radio and Television Agency/ERTA/.According to (ERIS,2011) the Ethiopian television was established in November 1964.The Ethiopian television (ETV1) channel is the national media that covers most part of the country with estimated population 25 million in catchment area. News broadcasting covers 13% of the total programs transmitted by the media. The agency has clearly stated on its editorial policy document that it has been oriented in developmental journalism approach. The media provides stories intended to inform & educate people on rural development issues.

1.2. Statement of the Problem

According to economic reports of the Ethiopian government and some international institutions, the Ethiopian economy is being reported as one of the good performing economies in the sub-Sahara Africa. Yet it is one of the poorest countries in the world whereby agriculture is the dominant sector of the economy providing employment opportunity for more than 80% of the population. Being the principal source of raw materials for industries and source of foreign export earnings, it is still based on traditional way of farming with insufficient supply of modern inputs and technologies. Rural infrastructure and services are also less developed.

Urgency of the prevailing poverty situation calls for further efforts in devising relevant development strategies and implementing them with full involvement of people. Media plays a significant role in assisting these development efforts by influencing public opinion. According to Negussie Tefera (2008) in most developing countries media is

becoming the most powerful instrument to educate, inform and encourage people to build a nation in which spiritual richness and material comfort can exist in equilibrium. Hence the major criteria by which people evaluate media outputs become the extent of their influence on society or their educational value.

Media influences public opinion by giving attention to the issues of development and in this case the rural development issues. Media guides the attention of people to certain issues and influence them what to think about. McQuail(2000) citing Rogers 1996) concluded that the position of an issue on the media agenda importantly determines that issue's salience in the public agenda. It is assumed that the more the media attention given to a topic, the greater is the importance attributed to it by the news audience.

In addition to the salience the issue receives from media, the way it is framed has implications for media's influence on public perceptions of the issues of rural development. The way of presentation of issues in the mass media has a significant impact on audience awareness and understanding of public problems and concerns. Reese (2001) states that framing is ultimately "an Exercise of power", none the less frames must be consistent with the values of the audience to be effective. Given that frames must be shared in order to be useful and noteworthy organizing devices, we must question the extent to which they are shared. Frames vary at any given time in the number of people who may find them useful and share them. Neuman, Just, and Crigler (1992) found that news media used the tactical frames of conflict and powerlessness most of the time, whereas audience members relied on such frames as human impact and moral values. Frame sponsors, thus, must capitalize on shared frames (D.Reese, 2001, p.15)

In Ethiopia, development reporting is being practiced by public media which are oriented in the developmental journalism approach. However, there seems to be deficiencies in the practice of the developmental journalism principles. As noted by Birhanu (2009), the current practice of journalism in Ethiopia has got weakness in reflecting the true phase of the principles. These weaknesses are journalists' lack of creative efforts in making their works more attractive and inspiring, redundancy in language and approach, absence of need assessment, productivity evaluation, and lack of skill and team spirit.

Local researches conducted on media's framing are confined to the print media/newspapers/ on the issues of growth and transformation plan (GTP), drought and famine and gender violence. The study conducted by Eyob (2010) on content analysis of the framing of the growth and transformation plan (GTP) of three private newspapers: Fortune, Addis Admas and Reporter found that the newspapers focused on informative themes of addressing the issue of GTP. They also employed a much higher use of responsibility and economic frames compared to conflict, human interest and other frames. They largely attributed responsibility to government and experts as having the ability to take action.

The results of the study on framing of gender violence (Bruktawit, 2008) by three newspapers (Addis Admas, Police na Ermijaw, and Medical) indicated that human interest and empathy frames were dominantly employed. Economic and conflict frames were ignored. Rape and beating were found to be the most frequently reported forms of violence in the newspapers. Most of the articles focused on reporting committed violence and court trials held regarding gender violence and less focused on educating the health consequences and possible treatments of the violence. The study on newspapers framing

of the 2002-2003 drought and famine by Betelehem (2006) found that the newspapers focused on relief and recovery stages of the drought and famine. They also used dominant frames like event & appeal frames than diagnostic and prognostic frames. They attributed responsibilities to the international communities and the Ethiopian government.

Having considered the crucial role of media framing in lending salience to rural development issues, the researcher attempted to assess the extent of coverage and how the media framed rural development issues in achieving the intended transfer by the media outlet.

1.3. Objectives

The general objective of the study was to assess the extent of coverage and how the ETV's Amharic news framed rural development issues.

The specific objectives were to:

- Examine to what extent ETV Amharic news give coverage to rural development issues
- Identify themes of the stories and sources quoted in rural development news.
- Analyze what frames are used in reporting development issues
- Examine what rural development sectors are addressed by the ETV Amharic news.

1.4. Research Questions

The research was expected to answer the following questions

1. To what extent did ETV Amharic news give coverage to rural development issues and different sectors under rural development?
2. What were the main themes employed in the rural development stories
3. What were the sources quoted in ETV Amharic news on rural development issues?
4. What frames were used in ETV's Amharic news on rural development issues?

1.5. Significance of the Study

Despite evident improvements as of few years onwards, Ethiopia is one of the poorest countries in the world demanding integrated campaign against poverty. Provided that rural and agricultural development has key role to overall development it needs due attention. Media is one of the instruments for rural development. The Ethiopian Television as public media is above all expected to be dedicated for this national goal. The research was going to address the coverage given by the media to rural development issues and the way news stories regarding the aforementioned issues were framed so that they could influence the public. Hence this research is expected to contribute its part by pointing out the existing facts, problems (if any) and possible solutions for further application of this strategy by the media institution and others operating in the country.

1.6. Scope of the Study

The scope of the study was confined to ETV Amharic news regarding rural development issues. The study only assessed the nature of coverage and framing of rural development

issues by the ETV Amharic news during the period of (July –December 2011).The study did not address the coverage and framing of rural development issues by other broadcast or print media. Besides, the study only focused on how the media frames issues of rural development and other issues; beyond that, like audience reception were not addressed by the research.

1.7. Limitations of the Study

The study was limited to a specific issue of rural development framing by the ETV news. It was also confined to a short time period of six months. Had it not been for time and resource constraints, the research would have addressed how the media frames the issue under consideration by its other formats, such as programs and documentaries dealing with agriculture, rural health, education, gender, infrastructure, and environment. The study was also confined to a single media and did not make comparative analysis of the framing process with other media due to lack of private as well as other state television comparable with the ETV in scope coverage and many other parameters.

Chapter Two:

Review of Related Literature

Different theories and related works of scholars were used to support this study. The major theoretical issues and concepts applied in the study are presented as follows.

2.1. Development

2.1.1. Concepts and Interpretations of Development

Development is a wide concept subjected to different interpretations that there is no single definition to it. Development thinkers have differently viewed development. Different people have different visions of what human betterment and national development is and how to work towards it. According to modernization view, for example, development is bridging the gaps between traditional and modern, retarded and advanced, or barbarian and civilized sectors and groups by means of imitation process to the advantage of the latter (Servaes, 1999, p.19). Pieterse (2010) also puts that the core meaning of development to modernization is catching up with the advanced industrialized countries. In other words development is viewed as ‘following in the footsteps of the West’ which, in effect is to say ‘If you want what we have (and have achieved), then you must become like us, and do as we did (and continue to do)’ (Bernstein, 1983 cited in Allen & Thomas, 2000, p.30). In contrast dependency theory views development as economic growth or capital accumulation with its dependent accumulation led to the development of under development or dependent development. Alternative development thinking on another hand introduced new understanding of development and human flourishing with development as capacitation or enabling (Pieterse, 2010, p.6).

Alternative development is another view of development which is ‘people centered’ than ‘growth centered’. (Korten, 1995b) cited in (Allen & Thomas, 2000, p.32) describes the basis of alternative development “the survival of our civilization, and perhaps our very

lives, depends on committing ourselves to an alternative development practice guided by the three basic principles of authentic development: justice, sustainability and inclusiveness each of which is routinely and systematically violated by current practice. Justice denotes that priority must be given to assuring a decent human existence for all people and sustainability stands for utilizing earth's resources in ways that assure the well-being of future generation. Inclusiveness means every person must have the opportunity to be recognized and respected contributor to family, community and society.

Thomas (in Allen & Thomas, 2000, p.34) also notes that development means not just combating poverty but restoring or enhancing basic human capabilities and freedoms which is seen in terms of participation and empowerment. Human needs centered development is a term for development where the levels of satisfaction of various dimensions of human needs is considered to have improved, which include list of nine conditions: low level of material poverty, low level of unemployment, relative equality, democratization of political life, true national independence, good literacy and educational levels, relatively equal status and participation for women, sustainability to meet future needs and human security (ibid). Pieterse(2010) also notes that the core definition of development in the human development reports of UNDP is the enlargement of people's choices.

Servaes (1999) citing Todaro (1977, p.62) states that there is a search in the current development debate for the necessary content and normative components for development that

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

Therefore, development for society means development of the collective personality of society. Development thus defined is a multivariate quantitative and qualitative change and may not be immediately measured by cardinal means (Servaes, 1999, p.78).

Moemeka (1989) notes that the different perceptions and viewpoints on development are not mutually exclusive; they are interwoven. Together, they stress the fact that development is a normative concept in that existing conditions are no longer conducive to human dignity and socio-economic advancement and, therefore, should be changed for the better. Therefore, development, though seen from different angles, means one basic thing to all people, a change for the better in both the human, cultural, socio-economic and political conditions of the individual and, consequently, of the society. It is not solely a matter of technology or of gross national product. More importantly, it is a matter of increased knowledge and skills, growth of a new consciousness, expansion of the human mind, the upliftment of the human spirit, and the fusion of human confidence (Moemeka, 1989, p.4).

2.1.2. Rural Development

Rural development was considered as agricultural development until the last few decades. Harris (1982) states that until 1970s, rural development was synonymous with agricultural development and hence, focused on increasing agricultural production. This focus seems to have been driven primarily by the interests of industrialization to extract surpluses from the agricultural sector to reinforce industrialization with the focus on increasing agricultural production, the stated objective of most countries was to promote smallholder agriculture (Francks, et al. 1999)cited in (Fernando, 2008,p.4). Over time, this smallholder agriculture-centric concept of rural development underwent changes. By the early 1980s, the World Bank defined it as “a strategy designed to improve the economic and social life of the rural poor” (Harris. 1982, p.15). Rural development in general is used to denote the actions and initiatives taken to improve the standard of living in non-urban areas, countryside, and remote villages.

The change was influenced by four major factors: increased concerns about the persistent and deepening of rural poverty, changing views on the meaning of the concept of development itself, emergence of a more diversified rural economy in which rural nonfarm enterprises play an increasingly important role, and increased recognition of the importance of reducing the no income dimensions of poverty to achieve sustainable improvements in the socioeconomic well-being of the poor. With the paradigm shifts in economic development from growth to broadly defined “development,” the concept of rural development has begun to be used in a broader sense. Today there seems to be a universal consensus that the ultimate objective of rural development is to improve the quality of life of rural people (Fernando, 2008, p.5).

Rural development is inclusive of overall development of the rural areas and improvement of the quality of life of all rural society members. Fernando (2008) notes inclusive rural development covers three different but interrelated dimensions. These are the economic, social and political dimensions. The economic dimension deals with provision of capacity and opportunities for the poor and low-income rural households in particular to benefit from the economic growth process and reduce income inequalities to reasonable levels. The social dimension is about social development of rural poor and low-income households and disadvantaged groups, eliminating inequalities in social indicators, promoting gender equality and women's empowerment, and providing social safety nets for vulnerable groups. The political dimension is improving opportunities for the poor and low-income people in rural areas, including women and ethnic minorities, to effectively and equally participate in the political processes at the village level and beyond compared with any other categories of the population within and outside (ibid).

The current problems of poverty in rural areas in sub-Saharan Africa calls for high priority by political actors in development policy due to the fact that: Some 80 % of the poor live in rural areas ,the proportion of chronically undernourished children under the age of five has continued to rise in sub-Saharan Africa, unlike all other regions of the world the vast majority living in rural areas ,low access to clean drinking water as compared to the urban population ,in adequate sanitary facilities ,relatively low literacy rate of the population over the age of 15 ,the most important economic sector in rural areas, agriculture, has been neglected in the past two decades both by the national governments and by the international donor organizations, low rural road, transport and communications infrastructures (Brandt and Otzen 2007,p.190

2.1.3. Development Communication

The complexity and multidimensionality of concepts of development and communication made the definition of development communication difficult and to be interpreted in different ways. Servaes(2008) states that communication for development can broadly be termed as ‘development communication’ and in essence development communication is the sharing of knowledge aimed at reaching a consensus for action that takes into account the interests, needs and capacities of all concerned. Communication for development is a social process, designed to seek a common understanding among all the participants of a development initiative, creating a basis for concerted action. According to World Bank (2006) cited in (Servaes, 2008,p.14) development communication involves creating mechanisms to broaden public access to information on reforms; strengthening clients’ ability to listen to their constituencies and negotiate with stakeholders; empowering grassroots organizations to achieve a more participatory process; and undertaking communication activities that are grounded in research.

Perceptions on the power of communication and the effects of mass media at the initial stage and different conceptions of development greatly impacted the thinking of development communication. Despite the differences among scholars in interpretation and definition of development communication, the purpose is the same. All development approaches begin by recognizing that the world in which we live has deep wells of poverty and its attendant ills that needs urgent remedies and their concern for communication is designed to help solve them (Sparks, 2007, p.194). Accordingly different theoretical models or paradigms of development communication have evolved along the lines of shifts in paradigms of communication and development. They can

broadly be categorized in to two: the dominant Western view: modernization and critiques of the dominant paradigm and developing countries views of development: dependency and multiplicity/participatory paradigms. The details of each paradigm are presented as follows.

2.1.3.1. Modernization

Modernization is the oldest paradigm rooted in the concept of development as modernization. It is the dominant paradigm as the West, where it originated was developed. The modernization paradigm became influential immediately after the World War II followed by the Cold War. The central element of this perspective is the metaphor of growth and the identification of growth with the Western idea of progress. The measures of progress were gross national product, literacy, industrial base, urbanization and the like (Servaes, 1999, p.19). It supports the transfer of technology and the socio-political culture of developed societies to “traditional” or “underdeveloped” societies.

According to this theory the culture and traditions of underdeveloped countries were obstacles to their development and have to imitate and meet qualities of industrialized countries. (Adelman & Morris, 1967) cited in (Servaes, 1999, p.19) state that the reason for underdeveloped societies to imitate and meet the qualities of industrialized countries

Despite geographic, historical and cultural heterogeneity, the countries in this group have one outstanding characteristic in common. They are without exception transitional societies in which the process of social, economic and political modernization has proceeded far enough to profoundly disturb or even completely shatter traditional customs and institutions without, however

,proceeding far enough to set them on the path of continuous and effective development.

Communication theories such as the 'diffusion of innovations', the 'two-step-flow' or the 'Extension' approaches are quite congruent with the modernization theory (Servaes, 2008, p.21).

Communication according to this paradigm is basically associated with the linear, mass media model aimed at transmitting information and messages from one point to another or many others, usually in a vertical or top-down fashion. This idea was rooted in the strong belief in the persuasive power of media, especially until the 1970s. Development communication was associated with the use of media to persuade people to achieve, maintain, and strengthen development goals, and media's role was paramount (Mefalopulous, 2008, p.46).

This paradigm was criticized for it encourages developing countries' dependence on the developed 'West' in imitation of their context, top-down or one way flow of communication disrespecting the socio-cultural, economic and political contexts of developing countries. Consequently the modernization paradigm was challenged by the new paradigms dependency and multiplicity.

2.1.3.2. Dependency

In 1960's strong opposition to the modernization theory led to the emergence of an alternative theoretical model rooted in a political economic perspective, the dependency theory. The proponents of this school of thought criticized some of the core assumptions of modernization paradigm mostly because it implicitly put the responsibility and the

blame for the cause of underdevelopment exclusively up on the recipients neglecting the external social, historical and economic factors and also its being western centric refusing or neglecting any alternative route to development. According to dependency theory the modernization paradigm did not lead to development and in fact countries of the South were sliding down further and further into poverty (Mefalopulous, 2008, p.47).

According to the dependency paradigm, the developed Western countries were causes to the underdevelopment of the Third World countries and the 'West' developed at the expense of the third world and obstacles to development come first and foremost from external, not internal. Dependency theory is criticized for its oversimplified division of the world into core and periphery levels which is due to its inadequacy to fully explain the causes of underdevelopment and limited effectiveness in proposing successful alternative models of development. It also pays little attention to the differences in political-economic status among developing countries. Although the dependency theory had gained a significant impact in the 1970s, in the 1980s it started to lose relevance gradually in tandem with the failure of the alternative economic models proposed by its proponents (ibid)

2.1.3.3. Multiplicity

There are a number of terms used to refer to this emerging conception. These are "another development," "empowerment," "participation," & "multiplicity paradigm" (Mefalopulous, 2008, p.7). Servaes notes that this paradigm came with different concepts and meanings that development should differ from place to place. Since each society has its own value and measurement for what development mean it must be conceived an integral, multidimensional & dialectic process that can differ from one society to another.

It proposes that each society must attempt to delineate its own strategy for development. It also considers that no country is developed enough and self sufficient so that there is a need to interdependence. In other words there are no societies function completely self sufficient, nor are there any communities whose development is exclusively determined by the external factors. Every society is dependent in one way or another, both in form and in degree. Thus a frame work is sought with in both the center and periphery could be studied separately and in their mutual relationship (Servaes, 2002, p.51).

The participatory paradigm emphasizes local communities rather than the nation state, monistic universalism rather than nationalism, spiritualism rather than secular humanism, dialogue rather than monologue and emancipation rather than alienation (Servaes, 2002, p.93). Moemeka (1989) describes that development communication is not merely a matter of transmitting information about how things can be done better by using available facilities. It is much more than the exchange of problem-solving information. It also involves the generation of psychic mobility or empathy, raising of aspirations, teaching of new skills and encouragement of local participation in development activities. Development communication assumes the broader function of helping people to restructure their mental framework in interpreting specific events and phenomena, and to relate to the broader world beyond their immediate environments. To be effective in doing this, communication activities in development must be inter-woven with other socioeconomic and political processes (Moemeka, 1989, p.9)

Sustainability and people's participation became key elements of this new paradigm, as acknowledged by the World Bank (1994): "Internationally, emphasis is being placed on the challenge of sustainable development, and participation is increasingly recognized as

a necessary part of sustainable development strategies.” Meaningful participation cannot occur without communication. Unfortunately, too many development programs, including community-driven ones, seem to overlook this aspect and, while paying attention to participation, do not pay similar attention to communication, intended as the professional use of dialogic methods and tools to promote change. To be truly significant and meaningful, participation needs to be based on the application of genuine two-way communication principles and practices. There is an increasing recognition that the old, vertical, top-down model is no longer applicable as a “one-size-fits-all” formula. Development communication has increasingly moved toward a horizontal, “two-way” model, which favors people’s active and direct interaction through consultation and dialogue over the traditional one-way information dissemination through mass media (Mefalopulous, 2008, p.7).

Servaes also notes that the participatory approaches argue that the point of departure must be the community. It is at the community level that the problems of living conditions are discussed, and interactions with other communities are elicited. The most developed form of participation is self-management. This principle implies the right to participation in the planning and production of media content. However, not everyone wants to or must be involved in its practical implementation. More important is that participation is made possible in the decision-making regarding the subjects treated in the messages and regarding the selection procedures (Servaes, 2008, p.21).

This paradigm is being criticized for participation needs long term process and its shortcomings when applied to short term and urgent issues, it downplays the role of

experts and external knowledge while stressing the centrality of indigenous knowledge and its undermining of media's role in development.

2.1.4. Developmental Journalism

Developmental Journalism is a recently introduced journalistic practice as a consequence of emergence of development communication theories which particularly aimed to solve the problems of poverty in the developing countries. Deep-rooted poverty and its attendant problems in the developing countries called for the need to devise effective communication strategies in the practice of development and paved the way for the emergence of developmental journalism. The term development journalism was originated by Alan Chalkley in a speech to economic journalists in the Philippines in 1968 (Campbell, 2004, p.46, Romano, 2005, p.1). Alan Chalkley was among a number of regional media theorists and journalists who envisaged that journalism could help support the process of development in countries with low education levels, poor infrastructural development and struggling economies. The aim was that journalists would focus less on 'spot' or 'sensationalist' news. They would instead identify and cover socio-economic and political processes so that communities could recognize, comprehend and influence such processes (Romano, 2005, p.1).

The responsibility of developmental journalists involves not only informing audiences of the facts and offering context and interpretations but also involves promotion. According to McQuail (2005), development journalism involves reporting of ideas, programs, activities and events, which are related to an improvement of the living standard of people. In other words, the media ought to be committed to contributing to the overall goal of development, to promote cultural and informational autonomy, to support

democracy and solidarity with other developing nations. Gunaratne (1998) cited in (Campbell, 2004, p.46) also notes that a journalist must get readers/viewers /audienceto realize how serious the development problem is, to think about the problem to open their eyes to the possible solutions-to punch that hole in the vicious circle.

A key criticism of the developmental theory has been the idea that this kind of journalism inevitably involves inappropriate state influence through efforts being made to ensure that the media are supportive of and report positively state development programs. In fact scholars of the theory do not view development journalism as government controlled rather seeing it as a critical and evaluative form of journalism. Development journalism requires a particular focus on the social, political and economic programs in the developing countries with proper scrutiny of things such as the relevance of development projects to national and local needs, on the differences between planned schemes and their actual implementation and on the differences between projects' actual impacts on people and the impacts claimed by government officials Gunaratne(1998) in (Campbell, 2004,p.47).

Allan (2010) views that instead of providing entertainment; journalism should educate people about issues of significant public interest. A focus on ordinary people should be prioritized over elite information. Coverage of recent events should be replaced by reporting long-term, structural processes underlying vital issues in people's lives. Public goals should prevail over commercial principles. Developmental journalism is expected to influence development policies by indicating issues that need attention, offering perspectives and solutions, and monitoring policies and programs. Advocates of development journalism rightly suggest that democracies need a journalism that provides

a wide range of views on significant public issues, focuses on the lives and demands of regular citizens, provides opportunities for the expression of citizens' voices, covers long-term processes, and scrutinizes the actions of the powerful(Allan,2010,p.148).

2.2. Agenda Setting Theory

Agenda setting is the process by which the relative attention given to items or issues in news coverage influences the rank order of public awareness of issues and attribution of significance (McQuail, 2000, p.426).Agenda is a list of things to be considered or acted up on whereby media has the ability to choose and emphasize certain topics thereby causing the public to perceive these issues as important (Dominick, 2002, p.492). According to Dearing and Rogers (1996) an agenda is a set of issues that are communicated in a hierarchy of importance at a point in time. Political scientists Roger Cobb and Charles Elder (1972/ 1983) defined an agenda in political terms as "a general set of political controversies that will be viewed at any point in time as falling within the range of legitimate concerns meriting the attention of the polity". Although we conceptualize an agenda as existing at a point in time, clearly agendas are the result of a dynamic interplay. As different issues rise and fall in importance over time, agendas provide snapshots of this fluidity (Dearing and Rogers, 1996, p.2).

Mc Combs and Shaw cited in (Griffin, 2006, p.396) believe that mass media have the ability to transfer the salience of items on their news agendas to the public agenda. They articulate the opinion that 'We judge important what media judge as important'. Mc Combs and Shaw (1972, 1993) cited in (McQuail, 2000, p.455) described agenda setting as a phenomenon which had long been noticed and studied in the context of election campaigns. Dearing and Rogers define the process of agenda setting as an ongoing

competition among issue protagonists to gain the attention of media professionals, the public and policy elites. Agenda-setting offers an explanation of why information about certain issues, and not other issues, is available to the public in a democracy; how public opinion is shaped; and why certain issues are addressed through policy actions while other issues are not. The study of agenda-setting is the study of social change and of social stability (Dearing and Rogers, 1996, p.1).

Lazarsfeld et al. (1944) in (McQuail, 2000, p.455) referred to agenda setting as the power to structure issues. An example would be a situation in which politicians seek to convince voters as to what from their party standpoint, are the most important ones. This is an essential part of an advocacy and attempts at influencing public opinion. As a hypothesis it seems to have escaped the general conclusion that persuasive campaigns have small or no effects. The evidence strongly suggests that 'people think about what they are told but at no level do they think what they are told.' The evidence collected at that time and since consists of data showing a correspondence between the order of importance given in the media to issues and the order of significance attached to the same issues by the public and politicians (ibid).

Vivian (2003) notes that Sociologist Robert Park in 1920's articulated the agenda setting theory in rejecting the once popular notion that the media tell people what to think. Park saw that the media creates awareness of issues more than they create knowledge or attitudes and hence agenda setting occurs at three levels. These are

1. Creating awareness: only if individuals are aware of an issue can they be concerned about it.

2. Establishing Priorities: people trust the news media to sort through the events of the day and make order of them. Leadoff stories on newscast or on page one are expected to be the most significant. Not only does how a story is played affects people's agendas but so do the time and space afforded to it. Lavish graphics can propel an item higher.

3. Perpetuating issues: Continuing coverage lends importance to an issue. A single story on a bribed senator might soon be forgotten, but day after day follow-ups can fuel ethics reforms. Conversely if gatekeepers are diverted to other stories, a hot issue can cool overnight out of sight out of mind (Vivian, 2003, p.387).

Though studies conducted on media's ranking and voters' ranking of issues during election campaigns strongly suggest a relationship between personal agendas and media agendas, they are subjected to critics. McQuail notes that the Agenda setting hypothesis is insufficient to show a casual connection between the various issue agendas that requires knowing content of party programs, evidence of opinion change overtime in a given section of public, content analysis showing media attention to the different issues in the relevant period and some indicators of relevant media use by the public concerned. Davis and Robinson (1986) in McQuail(2000)have also criticized previous agenda setting research for neglecting possible effects on what people think concerning: who is important, where important things happen and why things are important. Dominick (2002) also notes that agenda setting effect depends on the type of media and topic being covered, coverage of concrete issues than abstract issue and person's experience with the topic(Dominick, 2002,p.493).

2.3. Media Framing

Media framing is one of the core theoretical issues expected to support this study. Therefore in this section the theories of media framing, location of frames in news, the dominant media frames, factors affecting framing and critics of framing theory are discussed.

2.3.1. Theories of Media Framing

As the way rural development issues are framed by the ETV news is expected to have its own influence on how the issue is perceived by the people, this study mainly focused on framing theory. Different research findings suggest that the way issues are presented in media has a significant impact on audience awareness & understanding of public problems or concerns. McQuail(2000) pointed out that a study on improving informative capacity of news has been based on news content and audience. News content research has shown that much news is presented within the framework of meaning which drive from the way news is gathered and processed. News is topically and thematically framed for easier understanding, and it is reasonable to suppose that audience employ some of the same frames in their processing of incoming news. The assumption is that audiences, much as journalists have, tacit theories, to frame their understanding of events in the world and to help in their processing of information (p.453).

As an analytical technique, framing was developed by social psychologists, but it helps explain the roles of the news media in defining and refining issues for the public. Sociologist Erving Goffman (1974) cited in (Reese, 2001, p.7) is often credited with introducing the framing approach, along with the anthropologist-psychologist Gregory Bateson (1972), whom Goffman credited with originating the metaphor. Within their

social-psychological perspective he considered how people rely on expectations to make sense of their everyday social experience. A similar but more sociological approach has been more typically applied to questions of framing in media and communication research and opened an important field of analysis: Precisely how issues are constructed, discourse structured, and meanings developed (ibid).

Different Scholars have proposed different models and views of framing. Some of the models which were supposed to inform the study in addressing the basic research questions and related issues to the arguments were focused in this part. One of the concerns of the study was how the Ethiopian Television Amharic news emphasized and included some of the issues and excluded others while framing rural development stories.

In this regard different viewpoint have been proposed. According to Entman(1993) “to frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation”. That means framing is a process through which some aspects of reality are chosen and become more significant in the text. He also emphasizes the functions of frames that frames define problems-determine what a causal agent is doing and costs and benefits usually measured in terms of cultural values; diagnose causes-identify the forces creating the problem; make moral judgments-evaluate causal agents and their effects; and suggest remedies-offer and justify treatments for the problem and predict their likely effects. A sentence might have all four or none of the functions. Hence framing has four stops: the reporter, the text, the audience, and the society (p.52).

Gamson & Modigliani (1989) cited in Reese, 2001, p.10)) view frame as a “central organizing idea or making sense of relevant events and suggesting what is at issue”. Similarly, Hertog and McLeod (1995) in Reese (2001) state that framing defines the context for an occurrence: “The frame used to interpret an event determines what available information is relevant (and thereby what is irrelevant)”. If a protest march, for instance, is framed as a confrontation between police and marchers, the protesters’ critique of society may not be part of the story-not because there wasn’t room for it, but because it was not defined as relevant. Gitlin (1980 cited in Reese, 2001) views frames as persistent patterns of cognition, interpretation, and presentation, of selection, emphasis, and exclusion, by which symbol-handlers routinely organize discourse. This definition lays the emphasis on the routine organization that transcends any given story and is persistent over time (resistant to change). In dealing with information, frames enable journalists to recognize it as information, to assign it to cognitive categories which gives frames a power, actively to bring otherwise amorphous reality into a meaningful structure, making it more than the simple inclusion or exclusion of information. Thus, frames are active, information generating, as well as screening devices.

McQuail(2000) views framing as the way in which news content is typically shaped and contextualized by journalists with in some familiar frame of reference and according to some latent structure of meaning. Similarly Reese(2010) puts framing as the way interests, communicators, sources, and culture combine to yield coherent ways of understanding the world, which are developed using all of the available verbal and visual symbolic resources. He proposed a working definition that “frames are organizing

principles that are socially shared and persistent over time, that work symbolically to meaningfully structure the social world”(p.11).

The way journalists’ frame story on a particular issue is supposed to be based on journalists’ perception of the issue. Gibbs and Warhover(2002) view framing as the way we picture something in our heads and as an act of imagination that journalists use every day, often unconsciously. Framing allows journalists to give shape and meaning to the stories they write which requires framing decision. Framing decisions influence whether stories are read at all, whether citizens see how the stories affect them and the people who are important to them. Story framing decisions are influenced by the reporters’ and editors’ personal preferences and values, their purpose in writing the story as well as by their news organization’s policies or norms for reporting various kinds of stories (p.170).

Though Journalists shape and contextualize stories based on preferences of them and their organization they are advised to consider the extent to which the frames are shared by audience/viewers. Reese (2001) view framing as ultimately “an Exercise of power”. None the less frames must be consistent with the values of the audience to be effective. Given that frames must be shared in order to be useful and noteworthy organizing devices, we must question the extent to which they are shared. Asking this may help us determine whether they are personal and idiosyncratic, social and shared, or, if broadly and deeply shared, cultural. Frames may be considered as always in the process of gaining or losing organizing value and are adopted or abandoned accordingly. Thus, frames vary at any given time in the number of people who may find them useful and share them. Neuman et al (1992) found that news media used the tactical frames of conflict and powerlessness most of the time, whereas audience members relied on such

frames as human impact and moral values. Frame sponsors, thus, must capitalize on shared frames. Frames are never imposed directly on media audiences, the acceptance and sharing of a media frame depends on what understandings the readers/audience/viewers brings to the text/story to produce negotiated meaning. (Entman, 1993, p. 55) also considers frames as indicators of power; he called frames “the imprint of power”.

Research conducted by the Project for Excellence in Journalism and Princeton Research Associates cited in (Gibbs and Warhover, 2002, p.170) also supports the aforementioned arguments. The research was based on journalistic story telling techniques from four perspectives: topics placed on page one, what triggers coverage of each story, narrative device or frame used in composing each story and the underlying social or folkloric message of the story. The findings revealed that about 30% of the stories presented the news framing in terms of conflict focusing on winners and losers, or revealing wrong doing. It was about half as likely that the story would be written to explain how things worked or place the story in to context and it was less than half as likely the story would be a straight news account that stuck to the who, what, when, where and whys.

Rural development stories comprise issues of different scopes from individual community members to issues of broader contexts. Hence news is framed based on the scope the issue covers. According to Iyengar(1991) framing is classified into two dimensions. These are episodic and thematic frames. Episodic frames are focusing on certain individuals or specific events. They are references to isolated news events without providing broader context “only a passing parade of specific events”. Episodic framings are used to “construct social issues around specific instances and individuals” relying on

individual explanations. These frames focus on the personality, disposition, or motivational states of the people involved in the story. It promotes attributions of responsibility both for the creation of problems or situations (causal responsibility) and for the resolution of these problems or situations (treatment responsibility) to the people featured in the news and is dominant in coverage of violence reports.

Thematic frames provide broader societal context to issues and events and thus present more complete pictures and collective evidence. They place issues and events in general context at the societal or governmental level. Thematic framing rely on social explanations that focus on circumstances and situational forces. Episodic and thematic frames have different effects on the audience. Episodic frames tend to put responsibility on specific groups or individuals whereas thematic frames attribute responsibility to societal/political forces (Iyengar 1991, p.140).

Framing is thought to be related with concepts of agenda setting and priming. McCombs, Shaw and Weaver (1997) in (Scheufele, 1999, p.103) suggest that not only does agenda setting and priming related, framing is in fact an extension of agenda setting. They used the term second level agenda setting to describe the impact of the salience of characteristics of media coverage on audiences' interpretations of the news stories. The media power is not so much about telling people what to think (framing), but rather to tell people what to think about (priming). Agenda setting and priming are based on the same premises, salience-based effects (accessibility effects) but framing is based on the premises, applicability effects.

The conceptual difference of framing from agenda setting and priming is in that framing is based on the assumption that how an issue is characterized in news reports can have an

influence on how it is understood by audience. In other words, framing influences how audiences think about issues, not by making aspects of the issue more salient (or accessible), but by invoking interpretive schemas that influence the interpretation of incoming information. In contrast, the effects of agenda setting and priming are based on cognitive processing of semantic information. By receiving and processing information, issues are primed and made more accessible in an individual's memory. The idea of accessibility is the foundation of a memory-based model of information processing, which assumes that judgments and attitude formation are directly correlated with the ease in which instances or associations could be brought in mind. That is, both approaches assume that media can make a certain issue more accessible for people and thereby influence the standards they use when forming attitudes about the issue (Scheufele, 1999, p.103).

2.3.2. Location of Frames in News

Journalists have to tell a story within a limited time and space. They use certain frames to simplify and give meaning to events, and to maintain audience interest. Entman wrote that journalists who engage in framing select one or more aspects of "perceived reality" and make them more conspicuous in the story, which promotes a specific problem definition, casual interpretation, moral evaluation and/or treatment recommendation in terms of these frames. Frames have at least four locations in the communication process: the communicator, the text, the receiver, and the culture. A single sentence may perform more than one of these four framing functions, although many sentences in a text may perform none of them and a frame in any particular text may not necessarily include all four functions. Entman asserts that frames in the news can be examined and identified by

the presence or absence of certain keywords, stock phrases, stereotyped images, and sources of information, and sentences that provide thematically reinforcing clusters of facts or judgments. The frames that guide the receiver's thinking and conclusion may or may not reflect the frames in the text and the framing intention of the communicator. Framing in all four locations includes similar functions: selection and highlighting, and use of the highlighted elements to construct an argument about problems and their causation, evaluation, and/or solution (Entman, 1993, p.52).

Framing involves, selecting key themes or ideas that are the focus of the message and incorporating a variety of storytelling or narrative techniques that support that theme. According to Neuman et al. (1992) newspapers frame stories in their headlines and leads. Headlines and sub headlines are important places of frames as they provide not only a glimpse of journalist's treatment but the whole frame of the story. Headline's capacity of capturing attention springs from its way of framing. De Vreese notes that news frames consist of specific elements, also called framing devices: the headlines, introduction, lead outs etc. Conceptually, we may conceive these elements of a news story as the frame while other elements may be referred to as core news facts for example answer to the questions of when, where and who. In fact most experimental framing studies implicitly apply this conceptual distinction in their operationalizations by keeping a core part constant and varying, for example, headlines and opening and closing paragraphs to constitute the framing manipulation (De Vreese, 2004, p.37).

2.3.3. The Dominant Media Frames

Journalists can apply a number of ways to frame news and there are different types of news frames. Neuman et al.(1992) identified four types of frames dominantly used:

conflict, economic consequences, human impact, and morality frames Neuman et al. (1992). Semetko and Valkenburg (2000) later on identified five dominant news frames: attribution of responsibility, conflict, economic, human interest, and morality.

2.3.3.1. Attribution of responsibility frame

The responsibility frame is one that presents an issue or problem in a way as to attribute responsibility for causing or solving the issue to either the government or to an individual or group. This frame is employed to present an issue or a problem in such a way as to make possible the identification of agents responsible for its cause or solution. Semetko and Valkenburg (2000) introduced the concept of the responsibility frame. They pointed out that responsibility frame directly relates to shaping of the public's understanding of who is responsible for causing or solving key social problems, such as poverty, and to generating public opinion which permits citizens to exercise political control. News coverage in terms of the attribution of responsibility assists readers and viewers in seeing the link between governmental actions (or inactions) and social problems. It conditions the socially active attitude of a reader/viewer. The attribution of responsibility frame is dominant in the most serious media outlets. Iyengar (1987) cited in (Semetko & Valkenburg, 2000, p. 96) argues that when television news covers an issue or event, or individual (episodically) rather than presenting the larger historical social context (thematically), it promotes individuals' explanations for social problems.

2.3.3.2. Conflict frame

The conflict frame is used in such a way as to reflect conflict and disagreement among individuals, groups, or organizations. Neuman et al. (1992) found that conflict frame was commonly used by U.S. news media and stated the conflict frame is used as a means of

capturing audience interest. In using this frame, journalists sometimes reduce complex political issues to oversimplified, two-sided arguments (Neuman et al., 1992, p. 61). (Semetko and Valkenburg 2000, p. 95) in their study found that the conflict frame was the most common frame, and the more serious the newspaper, the more the conflict frame was in evidence.

2.3.3.3. Economic frame

Economic consequences frame reports an event, problem, or issue in terms of the consequences it will have economically on an individual, groups, organizations, or countries. Garber in (Semetko & Valkenburg, 2000, p. 95) state that when an issue or event has wide impact, it adds value to the news, and its economical consequences are often vital. Neuman et al. (1992) identified it as a common frame in the news. They conducted a study on the case of Eastern European leaders' millennium addresses, the two salient issues: the millennium threshold and the European Union accession might be approached in terms of costs, gains, and economic expectations from following the international trends, for instance, in a search for integration in the Western political and economic sphere. The wide impact of an event is an important news value, and economic consequences are often considerable.

2.3.3.4. Human interest frame

Human interest frame brings a human face or an emotional angle to the presentation of an event, issue, or problem. It personalizes the news, dramatize or emotionalize the stories as a means to capture and retain audience interest. It is also known as human impact frame, and is considered the second common frame in the news next to conflict frame. The human interest frame appears more often in television news as compared to print

media. Due to the increasing competition in the market for news, journalists and editors exert greater effort to produce stories that capture the public's interest (Semetko & Valkenburg, 2000, p. 95). In crisis situations, the frame stimulates the psychological pulse of people, which ultimately leads them to a more negative attitude toward the crisis showed that the human interest frame influenced participants' emotional response, and that it was a significant predictor of blame and responsibility in a transgression crisis.

2.3.3.5. Morality frame

Morality frame puts the event, problem, or issue in the context of morals, social prescriptions, and religious tenets. Neuman et al. (1992) found that the morality frame was commonly used by journalists indirectly through quotations or inference, rather than directly because of the journalistic norm of objectivity. Neuman et al. stated that moral frame is to be more dominant in the minds of the audiences than in the content of news though it is among the common frames of news (Semetko and Valkenburg 2000, p.96).

Other frames such as diagnostic, prognostic and educational/advocacy frames are applied by journalists in framing of news

Diagnostic Frame – identifies and provides causes of different problem/issue under consideration (Scheufele, 1999, p.114).

Prognostic Frame - provides prediction of the effects of issue under consideration or what needs to be done. It is also referred to as solution frame (Scheufele, 1999, p.114).

Educative/advocacy frame – provides information on procedures and techniques of dealing with issues/problems.

2.3.4. Factors affecting framing

The ways journalists and media organizations frame news are affected by a number of internal and external factors. According to Shoemaker and Reese (1996) & Tuchman (1978) cited in Scheufele (1999), though many researchers have examined extrinsic and intrinsic factors influencing the production and selection of news, no evidence has yet been systematically collected about how various factors impact the structural qualities of news in terms of framing. Based on previous research, they identified five factors that may potentially influence how journalists frame a given issue: social norms and values, organizational pressures and constraints, pressure of interest groups, journalistic routines, and journalists' ideological or political orientations.

The formation of frames can be explained by interaction of journalists' norms and practices and the influence of interest groups. McLeod, Kosicki, and McLeod cited in Shen (2004, p. 125) point out that framing social and political issues and events can be affected by journalists' individual values, ideological constraints, and market forces. Gans (1979 in Scheufele, 1999, p.115) notes that the type and political orientation of the medium what he called "organizational routines" can also influence news framing. Apart from that external factors can influence news framing. The external sources of influence on news in the selection of frames include political actors, authorities, interest groups and other elites. According to this model, news events are covered by "journalists simply holding a mirror to them and reflecting their image to the audience". Thus frames suggested by interest groups or political actors as sound bites are adopted by journalists and incorporated in their coverage of an issue or event.

2.3.4. Critiques of Framing Theory

Framing theory, like some other media effect theories is subjected to some criticisms. One of the limitations is attributed to its lack of straightforward definition. Entman views framing as the kind of “scattered conceptualization.” Despite its omnipresence across the social sciences and humanities, nowhere is there a general statement of framing theory that shows exactly how frames become embedded within and make themselves manifest in a text, or how framing influences thinking. Analysis of this concept suggests how the discipline of communication might contribute something unique: synthesizing a key concept’s disparate uses, showing how they invariably involve communication, and constructing a coherent theory from them Entman, (1993). Brosius and Eps (1995) in (Scheufele, 1999, p.103) suggest that framing is not a clearly explained and generally applicable concept, but only a metaphor that cannot be directly translated into research questions.

Another limitation of framing theory emanates from the direct relation of its foundation with media manipulation effects theories that consider the audience as passive to oppose (Neuman et al, 1992). Framing theory often assesses media effects where audiences are seen to share frames provided by journalists whereby it is not easy to pin point whether audience focus on the frames or facts about the news. Chyi and McCombs (2004) pointed out that disagreement exists as to exactly which aspect of an event constitute a media frame. Previous studies have conceptualized frames in very different ways, so that almost every characteristic found in news coverage can be identified as a certain kind of frame. In addition researchers have found it difficult to develop mutually exclusive as well as exhaustive frames for objects (p.24).

Chapter Three

Research Methodology

3.1. Research Methods

In this research both quantitative and qualitative methods were applied. The research applied quantitative method for analyzing the contents and framing of news stories as the main research method. According to Berger (1998) content analysis is an approach that aims at measuring the extent of an issue in a representative sampling of some mass-mediated popular art form. Most of the data required for the study was gathered in quantitative form. Hence quantitative approach was the principal method applied in analyzing ETV's Amharic news coverage to rural development issues and different sectors under rural development as well as the way the issues were framed and sources used.

Qualitative method was also applied to interpret opinions of reporters and editor involved in reporting of rural development issues and to support the quantitative approach in addressing different aspects of the problem or issue at hand. In-depth interviews help to get better and deeper understanding of how stories of rural development are framed, how the media gives salience to the issues. Qualitative techniques can increase researcher's depth of understanding of the phenomenon under investigation (Wimmer & Dominick, 2010, p.48). Berger (1998) also notes that you often obtain unexpected information that other forms of research might not discover by using in-depth interview.

3.2. Data Sources (Subjects) of the research

The study was conducted on the Ethiopian Television. Though television media is less popular in rural areas as compared to radio, access to television media is revealing an increasing trend in rural centers as a result of improvement in rural infrastructures. Thus the Ethiopian Television was intentionally selected for the study for it covers broadest geography, largest population and operating with developmental journalism orientation. The study was confined to one media and it was not convenient to make comparative study as there is no any other private television media in the country and other television media found in regions /city administrations were not comparable to the ETV in terms of their coverage and other parameters. Appropriate data to conduct the study were obtained mainly from two sources. One of the sources was Amharic news stories aired by the Ethiopian Television (ETV1).ETV Amharic news samples were the principal data source to the study as the analysis of coverage and framing of rural development issues, the main questions which the study is about to answer were mostly based on this source. Data sources to the study were confined to the state/public media, the ETV and did not consider another broadcast or print media in the country.

Other sources of data to the study were journalists and editors who had been involved in the ETV Amharic news reporting of rural development issues. To strengthen the information gathered from the news through content analysis, two reporters and one editor who took part in reporting of the stories of rural development issues were interviewed.

3.3. Sampling Frame

As discussed in the data sources of the research Amharic news stories aired by the Ethiopian Television (ETV1) and journalists who were involved in reporting of rural development issues were subjects of the study. ETV prime time (8p.m.) Amharic news hours of six months (July1 –December 30/ 2011) were focus of the research. The evening 8 p.m. news hour was purposely selected for it is one of the prime time news presented at a convenient time for most of the media's viewers to attend. The sample can also represent other news hours as the time coverage is the highest of other daily news hours and as there are repetitions of news contents. To ensure enough representation of news samples, from a total of 30 news hours in a month and 180 news hours in six months interval one third or 10 from a month and 60 from six months were considered. The samples of news hours collected were analyzed of their extent of coverage to rural development issues and the way they were framed.

Though there was no special reason for choosing the time frame under consideration it was based on the assumption that the issue of rural development and poverty reduction is not a one occasion duty and for it remains a core agenda until the country meets its sustainable development goals. In addition to this the time frame falls in the second year implementation period of the Ethiopian government five years growth and transformation plan. Ethiopia as part of the globe, the occurrence of financial crises and inflation aggravating the existing poverty situation in many countries of the world including the developed world is also another global issue that falls within this time interval.

In conducting in-depth interviews with practicing journalists who participated in reporting of rural development issues content analyzed were interviewed. To avoid

redundancy only two reporters and one editor were interviewed on how they frame rural development issues. Their selection was based on their involvement in rural development reporting from contents being analyzed where journalists mostly involved were interviewed.

3.4. Sampling Techniques & Procedures

To date there are seven state television outlets in Ethiopia among which four channels: ETV1, ETV2, ETV3 and ETV4 are owned by the Ethiopian radio and television agency (ERTA). The rest three are two in regions (Oromia and Somali) and one in city administration (Dire Dawa). Though it has been licensed to have its own television station, Addis TV is still broadcasting with ETV2, one of the ERTA channels. Among the four channels of ERTA, the Ethiopian television (ETV1) is the national television outlet that covers broadest geographical areas and population. There is no any private television in the country. Except ETV1, the existing state television media are confined to some regions and city administrations in which they were established. In view of the fact that applying comparative study of two or more television media was not convenient, ETV was intentionally selected for the study of the extent of coverage and framing of rural development issues.

To ensure the representativeness of the ETV Amharic news samples the study applied systematic random sampling technique in selection of the samples by dividing 180 days by 60 days(180/60) from six months whereby every 3rd day prime time (8 p.m.) Amharic news hours were selected randomly starting from 3rd day of a month. Accordingly 10 from each month and a total of 60 news hours from six months period under consideration were selected for the study. As other issues out of rural development were

also included in the samples of news collected for content analysis, only those news stories dealing particularly with rural development issues were considered for the analysis of framing. However stories out of rural development were also considered for comparison of the coverage given to rural development in relation to other issues in the news contents analyzed.

In selecting the journalists and editor for in-depth interview on how they frame rural development issues, two reporters and one editor from the ETV Amharic news were selected by purposive sampling technique. That means journalists who have produced most of the analyzed news stories were interviewed. In identifying journalists who produced most of the stories, the researcher counted the number of stories a reporter produced. Then, those who produced most of the analyzed stories were included in the interview based on the frequency of their involvement in rural development reporting. One editor of the news stories was included for the interview based on purposive sampling.

3.5. Data Collection Tools

Content analysis and in-depth interviews were applied as data collection tools in attaining the goals of the study. The application of both tools was expected to fill the gaps and limitations of the other data collection method.

3.5.1. Selection of News

As mentioned above ETV Amharic news stories were principal sources of data to the study. To this end sample of Amharic news stories aired by the ETV in the six months interval (July-December 2011) were collected based on systematic random sampling methods. Evening news hours of 8 p.m. were selected by considering the time coverage

and repetition of issues at different news hours in a day. Accordingly one third of evening news hours was collected and analyzed. The collected news contents were inclusive of all stories other than rural development which also enable to compare coverage given to rural development issues in relation to others in addition to analyzing how they were framed.

3.5.2. In-Depth Interview

In-depth interview is important way of understanding values, emotions and opinions. Berger (1998) emphasizes the importance of in-depth interview in that it often helps to obtain unexpected information that other forms of research might not discover by using in-depth interview. Qualitative techniques can increase researcher's depth of understanding of the phenomenon under investigation (Wimmer & Dominick, 2010, p.48). Silverman (2004) also notes that interviewing is undoubtedly the most widely used technique for conducting systematic social inquiry. It provides a way of generating empirical data about the social world by asking people to talk about their lives and interviews are special forms of conversation (Silverman, 2004, p.40). Qualitative interviews gather broader, more in-depth information from fewer respondents. Flexibility, high response rate, check on questions, probes, clarification, confirmation, prompts, connecting, non verbal communication and timing of interview are among the major advantages of interview.

In-depth interviews were conducted to get deeper understanding of how stories of rural development are framed and how the journalists give salience to the issues and to support the data gathered through content analysis. To conduct the interview, an interview guide was prepared. The guide contained different questions on journalists'

roles on the coverage and framing of rural development issues during the period of July 01-December 30, 2011. The questions were stated in the interview guide. Two reporters and an editor from the ETV Amharic news were selected for the interview based on purposive sampling. Journalists who had written most of the analyzed articles were included in the interview. In identifying journalists who produced most of the stories, the researcher counted the number of stories a reporter produced. Then, those who produced most of the analyzed stories were interviewed based on the frequency of their involvement. Similarly one editor of the news stories was included for the interview based on involvement in editing of such news as identified by news room managers. To avoid redundancy in data analysis the names of informants were placed in codes from 01 – 03 in the order of their placement on the list of informants in appendix C.

3.5. Method of Data Organization and Analysis

Content analysis was the principal data analysis method applied in the study. According to Krippendorff (2004) content analysis is a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use. Content analysis is potentially one of the most important research techniques in the social sciences. The content analyst views data as representations not of physical events but of texts, images, and expressions that are created to be seen, read, interpreted, and acted on for their meanings, and must therefore be analyzed with such uses in mind. Analyzing texts in the contexts of their uses distinguishes content analysis from other methods of inquiry (Krippendorff, 2004, p.18). Zito, cited in (Berger, 1998) also describes content analysis as a methodology by which the researcher seeks to determine the manifest

content of written, spoken, or published communications by systematic, objective, and quantitative analysis.

Content analysis of ETV Amharic news conducted in this study was mostly based on quantitative analysis. Quantitative content analysis is the systematic and replicable examination of symbols of communication, which have been assigned numeric values according to valid measurement rules and the analysis of relationships involving those values using statistical methods, to describe the communication, draw inferences about its meaning, or infer from the communication to its context, both of production and consumption (Riffe, Lacy&Fico, 2005, p.25). In-depth interviews with practicing journalists and editor were qualitatively interpreted to support the findings of quantitative content analysis of the stories.

In conducting quantitative content analysis of the news stories, coding sheets with a series of questions to which the coders had to answer 'yes' or 'no', were adopted to the context of the study having considered procedures of content analysis from prior research (Semetko and Valkenburg, 2000, Riffe, Lacy&Fico, 2005,p.133,Chyi & Mc Combs,2004,p.25) to analyze the themes, sources, dominant frames, and different sectors and areas, extent of coverage and location of the rural development stories. To analyze whether the dominant frames of attribution of responsibility, human interest, moral, conflict and economic frames were available in the stories as well as the existence of frames of diagnostic, prognostic and educative frames, questions were developed whereby the existence of these frames was determined by dividing the number of 'yes' to the total number of questions under that frame.

3.5.1. Categories of items in the coding sheet

In conducting content analysis each category in the content analysis procedure must relate unambiguously to the actual coding sheet used to record the content attributes of each unit of content in the study. The coding sheet has the status of a questionnaire in a random sample survey, and the same rules for clarity of presentation apply. Just as a survey instrument can be respondent friendly, a coding sheet can and should be coder friendly (Riffe, Lacy&Fico, 2005, p.131)

Accordingly a coding sheet with relevant category of questions was prepared. Questions on the sheet were arranged into different categories. These categories include:

1. **Location of the story** – which refers to where in the news casting the story was placed and the priority/salience given to the rural development issues. It examines whether the story was aired as news leadoff, detail news (news presented in detail according to style of the media under consideration), short news and business news. This part also contains space dimension of the scope of issues covered by the news. Scope of news coverage ranges from micro (individual) to macro (international) levels (Chyi and Mc Combs, 2004, p.25). These levels include individual, community, regional, national or societal and international levels.
2. **Theme** - is the main idea of the story. Berelson (1952) defines a theme as an assertion about a subject matter and Holsti (1969) states a theme is a single assertion about some subject (Riffe, Lacy&Fico, 2005, p.80).

Themes of the analysis include policies and strategies, plans and forecasts, constraints/obstructions, successes /achievements, new innovations/technology, education and discussions. This category also includes different aspects of rural

development issues addressed by the news such as agriculture, industry, service sector, democracy and good governance.

3. **Sources** – refer to the name of individual, group or organizations which are quoted directly or indirectly in the story were third category.
4. **Dominant frames** – are the different kinds of frames used in the media. They are attribution of responsibility, morality, human interest, economic, conflict, educative, diagnostic and prognostic frames.
5. **Media function** – examines the role of ETV news in defining the problem, stating causes, providing moral evaluation and suggesting treatments on the issues of rural development.

3.5.2. Coding process

After the coding sheets were prepared, two post graduate students were selected to carry out the coding process. The students were first trained on how to go about the coding. The coders were provided with coding sheet along with coding guides. They were also provided with soft copies of samples of 60 ETV Amharic news hours selected for content analysis. The coders then responded to series of questions on the coding sheet by replying ‘yes’ or ‘no’. Questions on the coding sheet were developed based on literature and from the context of rural development.

3.5.3. Reliability and validity

Reliability and validity are crucial to content analysis as the study should be reliable and valid. Reliability can be assured when repeated measurement of the same material results in similar decisions or conclusions. Inter- coder reliability refers to levels of agreement among independent coders who code the same content using the same coding instrument

(Wimmer & Dominick, 2010, p.170). Krippendorff (2004) also defines inter-coder reliability as agreement among coders about categorizing content. Hence reliable data are data that remain constant throughout variations in the measuring process (Krippendorff, 2004, p.211). Inter-coder reliability can be calculated by using Holsti's formula for determining the reliability of nominal data in terms of percentage of agreement:

$$\text{Reliability} = \frac{2m}{N1 + N2}$$

Where M is the number of coding decisions on which two coders agree, and $N1$ and $N2$ are the total number of coding decisions by the first and second coder respectively (Wimmer & Dominick, 2010, p.172). Achieving reliability in content analysis begins with defining the categories and subcategories that are relevant to the study goals. After defining categories and sub categories in the coding sheet, coders were trained to apply those definitions to the content of interest and framing of the news. Then inter-coder reliability was tested by using Holsti's formula where it ranges from 0.9 to 0.95.

Validity is the degree to which an instrument actually measures what it sets out to measure. It is intimately connected with the procedures used in the analysis. If the sampling design is faulty, or categories overlap, or reliability is low, the results of the study probably possess little validity. In addition, the adequacy of the definitions used in a content analysis bears directly on the question of validity (Wimmer & Dominick, 2010, p. 176). Accordingly categorizations of the issues and procedures of analysis were carefully conducted on the basis of literature and the context of the issue under consideration.

Chapter Four

Presentation of Findings and Data analysis

With an objective to address the basic research questions, samples of ETV Amharic news were collected and content analyzed. The views of journalists who were involved in framing of rural development issues were also included. Presentation of the findings is based on the basic questions of the research: extent of coverage, priority given to rural development issues in the news, themes and different categories of rural development, sources quoted, the dominant frames used in the stories and media's roles concerning rural development. Hence the analysis and interpretation of the findings are presented as follows.

4.1. Coverage of Rural Development Issues

In identifying rural development issues from other issues in the news hours, those stories which deal with issues other than rural development or which include both rural development and issues other than rural development were excluded. In other words only rural development specific news stories were considered as stated in chapter three. Accordingly from samples of news analyzed for the six months period under consideration (July 1 - December 30/2011) only 65 of the news aired by the ETV Amharic news were found to be specific to rural development concerns. The time allocated to rural development specific stories was 12 % of the total time of news samples considered. Informants have the same position that the coverage was enough but some admit limitations of the news and other programs in catching viewers' attention that enables the achievement of its objectives in contributing its part to development.

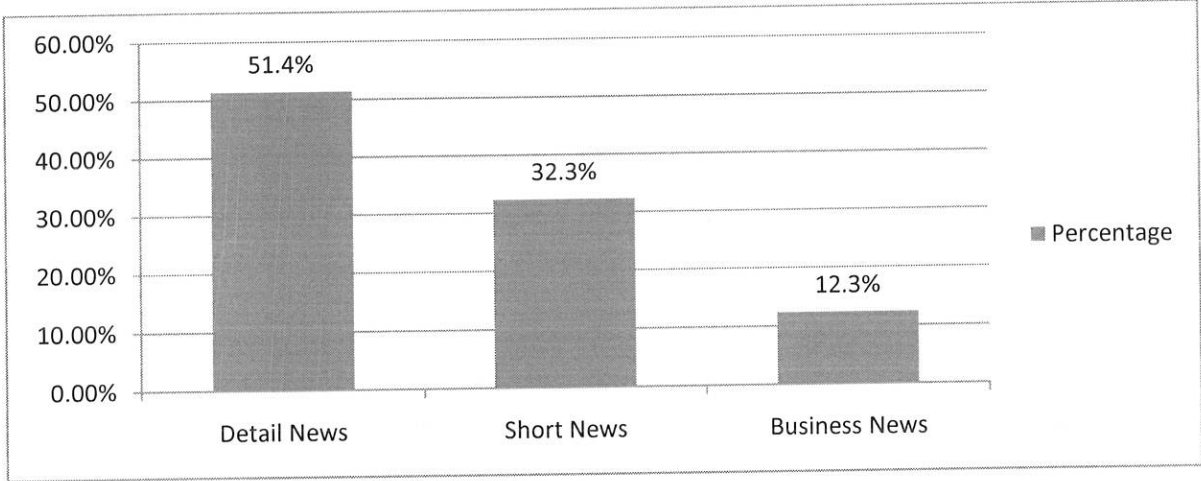
Informant RJ02 explains that ‘the coverage is adequate but the quality of coverage is low’ which means boring to viewers.

As Vivian (2003) notes the time or space given to an issue makes it the most important one. With this regard the coverage given by the media was encouraging as the computation of amount of coverage was confined to rural development specific news and news including other issues in addition to rural development and coverage to the issue in other formats/ programs were not considered. A study by Abdulaziz(2010,p.79) also indicated that rural and agricultural development issues get extensive coverage by Ethiopia Radio as it is area of government development emphasis and large population and geography.

4.2. Location/Placement of Rural Development Stories in the News

The order of prime time news presentation by the ETV is categorized in to news lead off, detail news, short news, business, weather and sport news. News stories presented as lead off are those which were given priority and most often presented as detail news. Other news presented as detail news even if not stated as lead off is also priority news. An editor of the media (EJ03) explains that the priority of a story determines its position in news hours whereby an issue with wide scope and impact gets priority and rural development issues which have such nature are treated on such basis. A significant proportion of news stories with 55.4% were presented as detail news. 21.5% of the news stories were presented as lead of and detail news. The remaining 32.3% and 12.3% were presented as short and business news in respect order. Percentage of rural development news presented as detail, short and business news is illustrated in the following table.

Figure 1: Percentage of News Locations/Placements

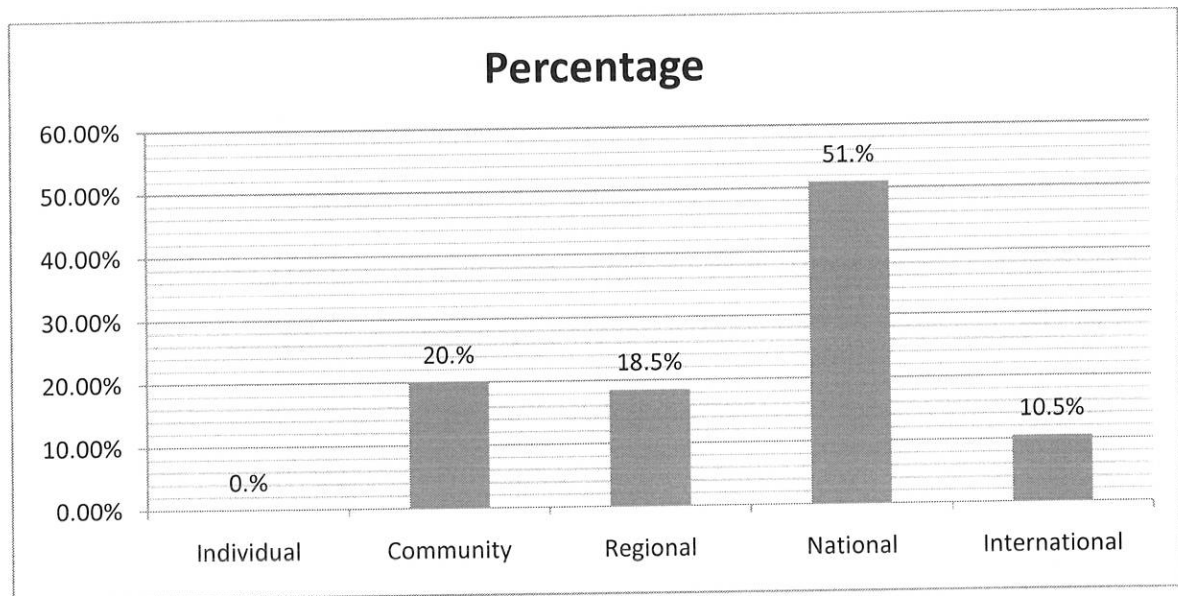


The position or location of the story in the news has an influence on listeners’ perception of the issue as the most important one. “The relative attention given to items or issues in news coverage influences the rank order of public awareness of issues and attribution of significance” (McQuail, 2000, p.426). Vivian also (2003) notes that media sets agenda by establishing priorities through sorting events of the day and making order of them as leadoff stories in the news cast are expected to be the most important ones. The findings of the study indicated that a significant proportion of news regarding the issue under consideration was presented as lead off & detail news. This shows that rural development issues were relatively given priority by the media as stated in its editorial policy.

4.3. Scope of Coverage

The scope of rural development news covered by the ETV revealed that half of the news stories were framed at national scope which accounted for 51% of the whole news considered. The rest were framed by 20% at community, 18.5% at regional and 10.5% at international scopes as revealed in graph below.

Figure 2: Percentage of Scopes of Coverage



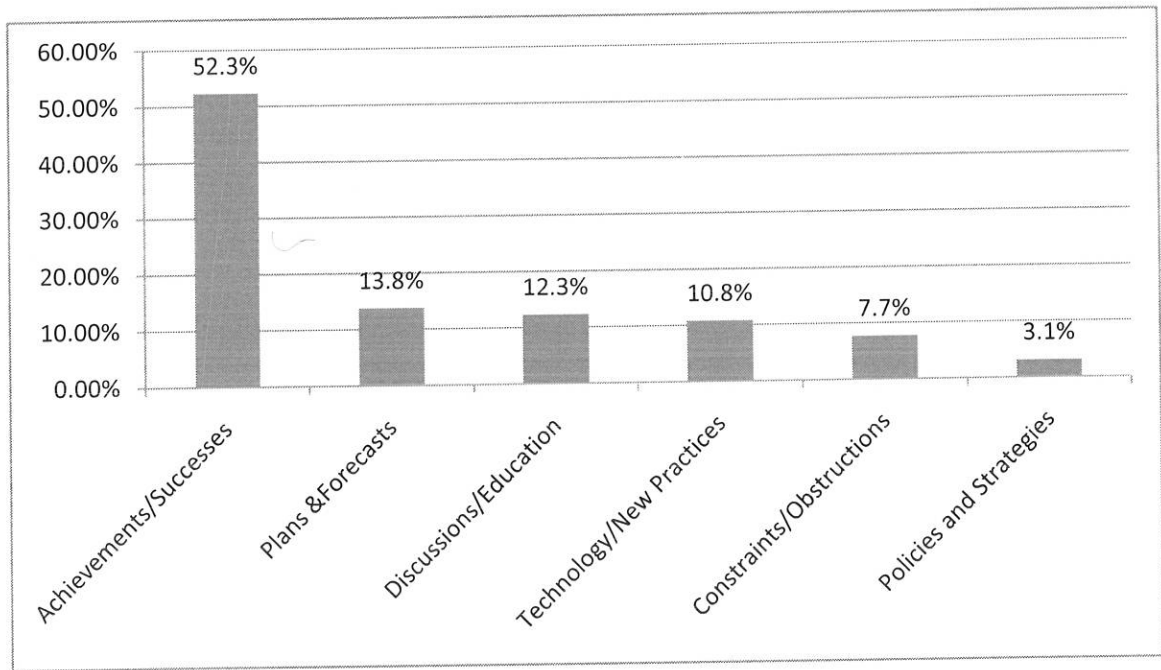
As illustrated by figure 2 above half of the news stories were framed at national level. Stories of rural development were dominantly framed at national scope as the ETV is a national media and most of the rural development issues were presented in the wider national context. However the proportion of news framed at community level was as low as expected of the media to mobilize the key agents or main actors of rural development at the grass root level. People can also learn from experiences of individuals whereas no news framed at individual level was found in the samples considered.

4.4. Themes of Rural Development stories

As far as themes of rural development news considered 52.3% of the stories were found to be conveying progresses in rural sector and successes or achievements of individuals, community, groups, institutions and the government most of which were about strengths and good performances of government structures at different levels. Plans and forecasts appear in the news by 13.8% followed by education and discussions and technology /new

practices by 12.3% and 10.8% respectively. Rural development constraints/obstructions were found in the news by 7.7% and policies and strategies by 3.1%.

Figure 3 Percentage of Themes Identified



In framing of news with several angles media cannot include all angles rather focus on certain elements of the story. Accordingly ETV Amharic news on rural development issues focused on some elements of the issue. The major themes applied in the stories as illustrated in figure 3 were achievements/successes, plans & forecasts, discussions/education, technology/new practices, constraints/obstructions and policy & strategies in respect order of their appearance in the samples of news analyzed. More than half of the themes used in the news were found to convey successes or achievements whereas no any theme dealing with failures or weaknesses of the undergoing rural development activities were identified.

Informants agree that most of the stories of the media were based on achievements, successes, and performances. Informant RJ01 explained “We more focus on promotion of success/achievements of development projects in the news; there are other programs such as ‘Aynachin’ by which deep rooted problems such as corruption are exposed. This doesn’t mean that we totally neglect criticizing of weak performances at all; there are cases where delays in some projects such as road construction are criticized in the news.”

Informant RJ02 also acknowledges high frequency of success/achievements focused stories in the ETV Amharic news though he believes that lessons can be learnt from failures too. He said “Our reports most often depend on successes. Though it is possible to learn from failures too, there is no such tendency in the media. I don’t think that the government wants successes only to be reported but reporters hesitate to do that. Even high government officials while offering trainings tell us to act professionally in covering government development programs not only in promotion of performances and achievements but also by criticizing weak performances and delays of the projects.”

Informant EJ03 stated the reason behind high dependence of the news on achievements/successes that “The media operates mostly following government agenda. It is not operating by setting agenda on the basis of public interest. The media is not setting agenda by itself but works following events arranged by the government that is why our news are based on achievements as we report what officials say such as encouraging, substantial progress, best performance etc.”

Though the media is supporting development efforts of the government in reporting rural development activities there seems deficiencies in pointing out the prevailing failures and weak sides of plans and projects. Not only the weak sides/failures of rural development

plans/projects but also individuals who are in problem and being scared of poverty are not focused rather relatively rich and successful ones get access to media. Such dependence on successes as to the informants was due to the fact that most of the news gathered were not preplanned by the media rather based on events arranged by different government institutions with an objective to publicize their performances. In fact the operation of the media is not entirely based on events. Sometimes process based issues are also being reported. However such stories which were preplanned and gathered from the community concerned and beneficiaries are also collected and presented in a way they can promote government development efforts. To this end reporters are given directions on how to collect and present the stories ahead of time. The story also passes through the stages of gate keeping process in the news room after reporters gather and present in line with the direction given to them and the requirements of the editorial policy. Indeed the informants believe that there is no any editorial policy article, directives and orientation that compels a journalist to depend only on the strong sides of an issue rather they prefer such tendency in fear of pressure or accountability that might come in case failures of government development plans are reported.

Allan (2010) notes that coverage of recent events should be replaced by reporting long term, structural process underlying vital issues in people's lives. In contrast the findings of content analysis and interview with journalists reveal that the ETV news mostly depend on promotion of best performances and achievements with less focus on critics of weak performance and evaluation of actual performance of the planned project by measuring the difference between planned schemes and their actual implementation as well as the difference between projects actual impacts on people and the impacts claimed

by government. Such selective reports on the strengths and positive sides of rural development activities may devalue media's efforts and damage its public trust.

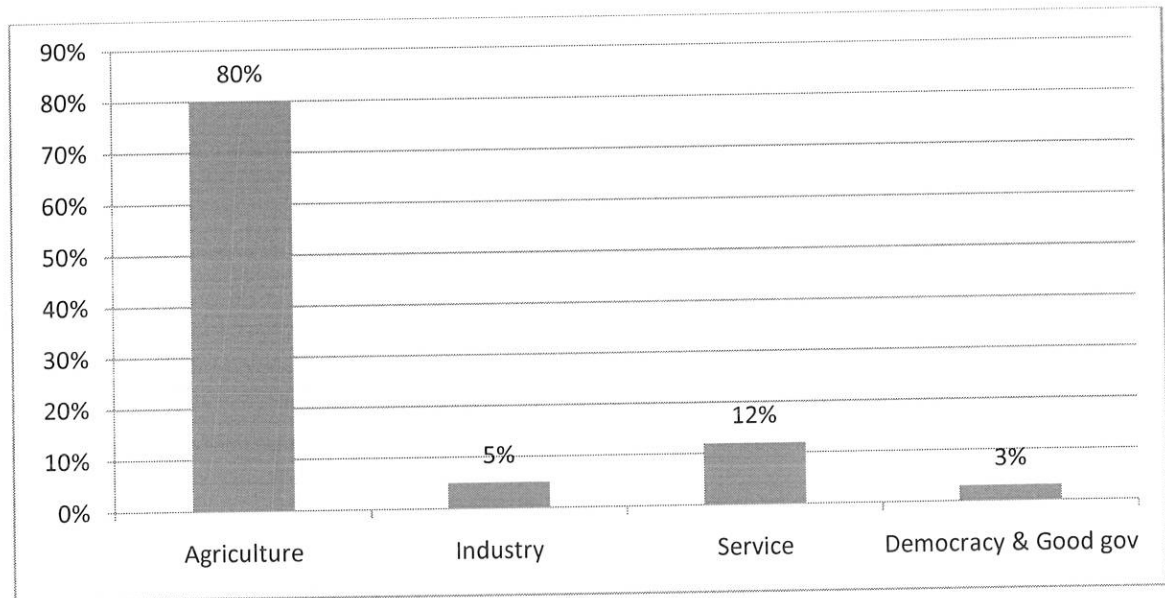
Similarly studies conducted regarding this issue in Ethiopia coincide with this finding. For instance Negeri(2010) pointed out that communication for development in government media was mainly considered as conveying success stories or disseminating achievements claimed by the government where investigation of mismanagement of development projects, corruption, in efficiency of government institutions were overlooked (p.252).He pointed out that poor journalistic practices worsened public dissatisfaction with the Ethiopian media services and was associated with low status of journalism profession and poor image of journalists that in turn caused another challenge of public lack of trust in media. Abdulaziz(2010) also observed that Development journalism in Ethiopia Radio was perceived as 'Government journalism' as the art of addressing government policies, strategies, intentions, progresses and achievements. The role perception has not been observed with adequate space to conscious public engagement and critically scrutinizing project defects such as mismanagement, corruption, delays, failures, harmful sides of projects and further functioning of completed development projects (p.78).

4.5. Aspects of Rural Development

Rural development issues mentioned by the media in the period under consideration comprised of agriculture, service, industry, democracy and good governance aspects in respect order of their frequency in the stories. About 80% of the coverage was given to agricultural sector. The remaining sectors received insignificant coverage whereby

service sector given 12% followed by industry and democracy and good governance issues by 5% and 3% respectively.

Figure 4: Percentage of Aspects Covered



McQuail (2005) notes that the media oriented in developmental journalism approach ought to be committed to contributing to the overall development. The findings of this study indicate that the coverage of the news was mostly confined to agricultural sector. This implies that agriculture is the dominant economic sector providing employment opportunity for more than 80% of the population. For this reason it is also a priority in the government economic development policy. Service sector, industry and democracy and good governance were given 12%, 5% and 3% respectively. Though it is reasonable to give high coverage to agriculture to the extent of its dominance in the country's economy at present, the coverage other potential sectors received was insignificant. Particularly the coverage given to the industrial sector was not to the extent it has been stated in the rural development policy and strategy that strong tie between agriculture and

industry would foster development in both sectors and in turn realize transition from agriculture led to industry led development. This shows that there are limitations on the media's efforts in guiding the attention of the public and the government in a way economic development initiatives devised to realize sustainable development are met.

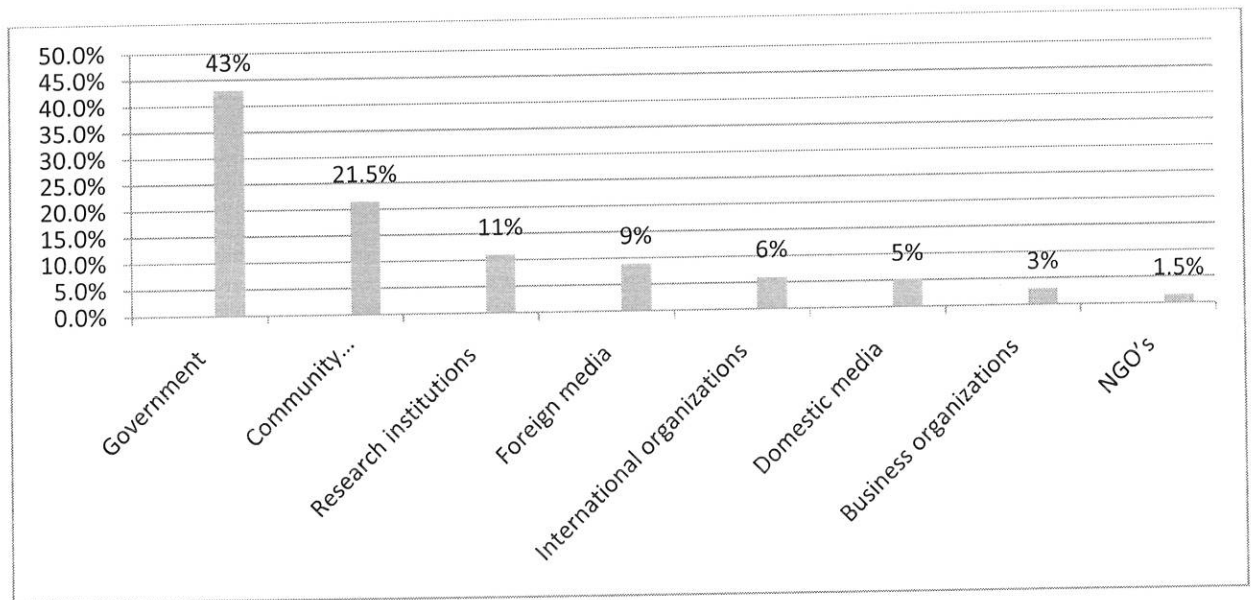
The issue of democracy and good governance was also given least coverage though it is crucial in contributing to rural development for instance in reinforcing participation, transparency and accountability in the process of implementing rural development plans and projects. The findings of study by Negeri(2010) revealed that promotion of issues of democracy and good governance were poorly practiced by both government and private media in Ethiopia. The watchdog role of media as pillars of democracy and good governance was ignored in the practice of media in Ethiopia particularly in government media (p.253).

4.6. News Sources

Different sources were used in the sample of Amharic news aired by the ETV in the period under consideration. Nearly half of the news (49%) used single sources while 48% used two sources and only 3% used more than two sources. The dominant source used was government whereby government officials at structures from federal to kebele level had been quoted. Government sources were quoted by 43% in the news followed by individuals/ community members who involved in or concerned for rural development issues mentioned, accounted 21.5% of sources used. Research institutions and foreign media were quoted as sources by 11% and 9% respectively. International organizations such as World Bank and FAO were quoted by 6% and domestic media such as Ethiopian

News Agency (ENA) by 5%. Business institutions and NGO's (national & international) were quoted by 3% and 1.5% respectively.

Figure 5: Percentage of Sources Quoted



Government sources were the most dominantly used sources in rural development reports analyzed. Such reliance on government sources was due to the fact that most of the reports were based on events arranged by government institutions at different levels where they were responsible for the information and used as principal sources. It was also believed to influence framing of most of the stories by successes, achievements and strengths of their performances.

To this regard reflection of the informants is worth considering. For instance Informant RJ01 reported “In case of planned news we take care of credibility of sources while in the case of events arranged by government institutions aimed at publicizing their performances and achievements, we directly receive the information in the way they framed without verification and crosschecks for credibility of the information.” In similar

views informant RJ02 stated “As the media is government media we focus mostly on government sources. Except in cases where reporters gather information from the beneficiary, service providers and by own observation other sources are government officials who arrange the events reported. As the media cannot cover all of the areas of news sources due to logistic and human resource constraints, we receive information from Ethiopian News Agency (ENA) and public relation officers of government institutions.” Informant EJ03 on the other hand said “The fact that our news are event based makes most of our news sources to be government sources which emanates from the editorial policy of the media which states the media should promote government development activities.”

Allan (2010) notes that focus on ordinary people should be prioritized over elite information. However as the findings of this study reveal that community members were used as sources less than the extent they would be used in view of the fact that they are the key agents or main actors of rural development. Government sources were dominantly used as they are assumed to be credible sources to the events reported particularly government institutions which are concerned with the issues reported were mostly used. Informants also agreed that the reason to highly depend on government sources is to minimize costs and man power for gathering information from different sources in different areas. This was also due to reliance of the stories on events than process based reporting. A study by Negeri(2010) revealed that the major source of development news in Ethiopian media is government and news agencies owned by government and ruling party where the public was infrequently used justifying that

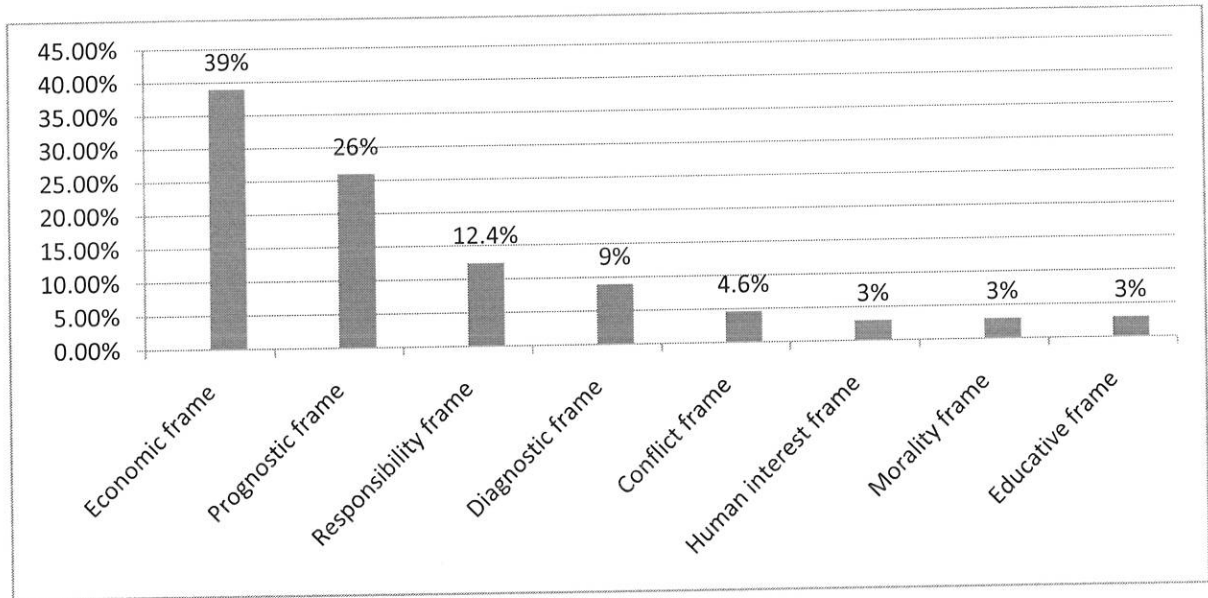
development communication approaches were compromised in the media practices(p.253).

Other sources were insignificantly used in the news particularly one opposition political party which was mentioned in some three stories as giving unverified information to foreign media that ‘there was discrimination on the basis of political party membership among community members by government bodies in distribution of food aid and agricultural farm inputs’ was not entertained as one of the sources in balancing the stories even if the stories were aimed at countering the allegations. This is one indicator for limitations in use of different sources to entertain different views whereby about half of the news (49%) used single sources, 48% used two sources and only 3% used more than two sources.

4.7. Frames

Different frames were used by the media to shape and contextualize the news. The economic frame was dominantly used in the news by 39%. Prognostic frame was secondly used in the news by 26%. Attribution of responsibility frame was used by 12.4% followed by diagnostic frame with 9%. Conflict frame was applied by 4.6%. Human interest, morality and educative frames were the least applied frames with 3% each. Though human interest frame is assumed to grab viewers’ attention it was found to be one of the least applied frames in this case.

Figure 6: Percentage of Frames use



Journalists have to focus on some aspects of an issue to convey the required message within the limited air time or space. As Entman(1993) notes in framing process some aspects of reality are chosen and become more significant in text. Hence certain frames are used to simplify, contextualize events and maintain audience/viewers interests. The findings indicate that the ETV Amharic news on rural development issues employed some of the dominant news frames. Economic frame was the most frequently employed frame which was used to emphasize the economic impacts/consequences and outputs achieved and expected to be achieved in monetary and quantitative terms from rural development issues mentioned. Informants also admitted that economic frame most frequently appears in their reports as they target the economic advantage of the issue under consideration.

As to informant RJ01 “In framing of rural development best practice that needs promotion I try to point out the best outputs achieved with details of economic and

financial values and then describe procedures and the ways that best practice was done from beginning to an end". Another reason for the dominance of economic frame in the news as acknowledged by informant EJ03 was due to the fact that most of the stories were based on statements of government officials on good performances/achievements which were most often described in terms of their economic values achieved or anticipated to be achieved. This indicates that the news were framed with in frame work of their sources as McQuail(2000) points out that much news is presented with in the frame work of meaning which drive from the way the news is gathered and processed.

Prognostic frame which focused on suggestion of what need be done to solve some rural development constraints mentioned was the second dominantly applied frame in the news. In addition to suggesting solutions some of the stories attributed responsibility to different stakeholders. This frame was also employed to predict the likely effects /outputs planned to be achieved based on current performance of the issue under consideration. Attribution of responsibility frame which suggested as the public and different stakeholders have ability and responsibility to alleviate rural development problems such as environmental degradation, research and academic institutions in contributing their part in introduction of new practices and solutions, calls to international community to East Africa's drought was used by 12.4% in the news analyzed. Diagnostic frame which provided causes to different rural development constraints raised in the stories was employed by 9%. This frame was not applied to the extent it would be as emphasized by Gunaratne (1998) cited in Campbell (2004) that a development journalist must get viewers /audience to realize how serious the development problem is, to think about the

problem to open their eyes to the possible solutions to punch that hole in the vicious circle.

As mentioned in graph 6 conflict frame was also applied in the news by 4.6%. This frame was used to mention the opposing views on the allegations against the ruling party by one opposition party leaders on BBC that foreign aid and agricultural inputs were being distributed on the basis of political party membership where the government is utilizing aid and inputs as a political tool by distributing to its members and abandoning opposition party members. The stories were framed as a response to BBC report on the issue using the Ethiopian opposition political party leaders as a source. The ETV news on the issue was supported by videos showing distribution of food aid and agricultural inputs to farmers and interviews of government officials and beneficiaries. In this case the views of all sides particularly the views of the party mentioned as revealing unverified information was not entertained.

Human interest, morality and educative frames were the least applied frame in the news analyzed with 3% each. For the researcher questioned the key informants the reason behind limited application of media frames supposed to be shared by large number of people particularly the human interest frame Informant RJ01 replied “Once up on a time human interest stories were frequently employed in our news but from recent time onwards the proportion of such news is declining since framing of such stories was not done professionally where it needs professional knowledge and skill of journalism. Hence there is a professional gap of the reporters as not all reporters come from journalism education background and lack journalistic skill.” Informant RJ02 on his side said “Even if we try to frame some of our stories on the basis of people’s problems, feelings, angers,

emotions etc the message might have bad implications on the achieved development and may not meet the purpose of promoting government development successes.” As to informant EJ03 most of the human interest stories aired by ETV Amharic news are foreign stories taken from foreign media sources. He admitted that the media has to produce some of the stories with human frames to attract its viewers.

Neuman .et.al(1992) found that audiences/viewers rely on human interest and morality frames. However the findings of this study indicate that these frames which are expected to be demanded and shared by people were employed with a least frequency. Even the human interest frames applied were foreign news taken in the way they were framed by foreign media sources. The fact that the media is criticized of attractiveness as also admitted by the key informants as ‘the coverage given is adequate but the quality’ emanates from limited application of such shared frames. Therefore the media should strive to include some of such stories to catch public attention and compete in the market economy as Semetko & Valkenburg (2000) remind that journalists and editors exert greater effort to produce stories that capture the public’s interest in the increasing competition of the market for news.

The finding of this study to this regard is consistent with earlier studies findings on Ethiopian media which revealed that there are limitations in attracting the public due to low professional competence of journalists in the country. According to (Birhanu 2009, p.44) the current practice of development journalism in Ethiopia has got weakness in reflecting the true phase of the principles. Journalists lack creative efforts in making their works more attractive and inspiring, redundancy in language and approach, absence of need assessment, productivity evaluation, and lack of skill. A study by Negeri (2010)

indicated that journalism profession in Ethiopia is grounded in poor professional foundation as only insignificant proportion of the workforce in Ethiopian mass media institutions had formal training in journalism and communication, most joined from language and literature (p.252). Abdulaziz(2010) also in his study on Ethiopia Radio pointed out that development reports are typically criticized for lack of creativity, adequate background research, and content and style redundancy that they are particularly boring to urban audience who often protest government media's application of excessive propaganda tones in the reports(p.80).

4.8. Factors affecting journalists' framing of news

Journalists framing of news can be affected by different internal and external factors. Key informants the researcher interviewed acknowledged that organizational and other external factors influence their framing of news. Informant RJ01 said "the editorial policy of our media influences us on how we frame issues particularly in selecting the news angle which most often guides journalists focus on good side of the news than bad side and sensational news. External factors such as sources can also influence our framing of news in cases where events are arranged by government institutions and the stories are directly taken in the context they were framed by the sources with no more verification and crosschecks." Similarly informant RJ02 replied "Our framing of news is performed within the frame work of the editorial policy. Sources can also influence our framing of news in cases where the logistics to a reporter are covered by sources whose stories are covered; the journalist doesn't have another option than being directed by the source." Informant EJ03 replied "A reporter is given directions before going to gather information for the news and frames the story according to the directions/angles given to him/her that

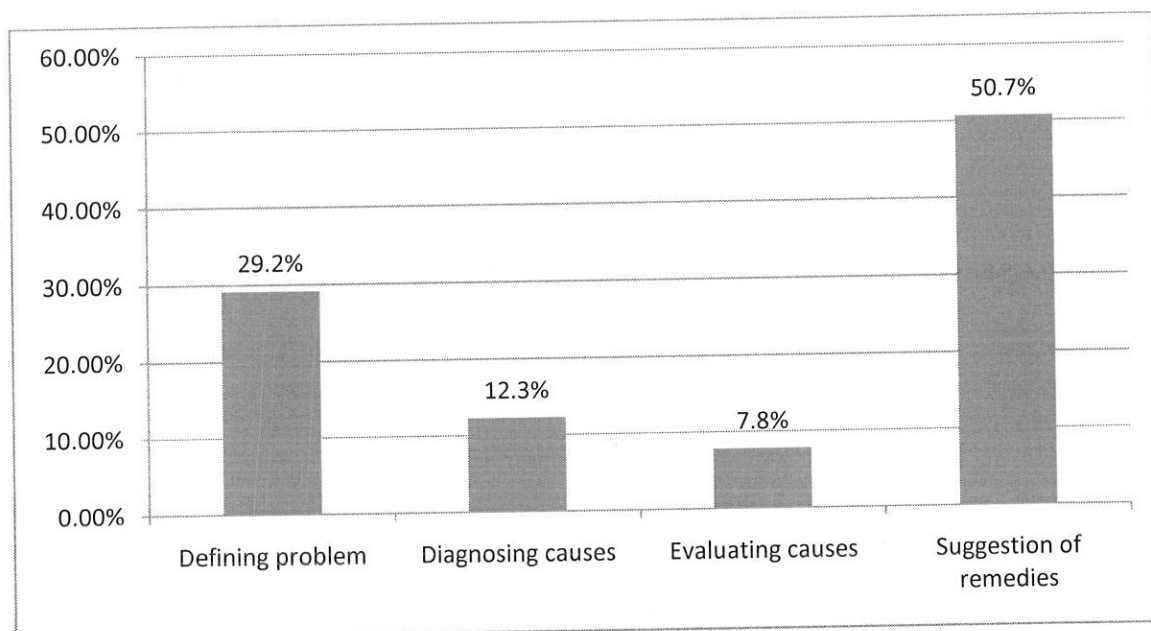
is based on the editorial policy. The fact that most of our news stories are event based makes our news to be influenced by sources who arrange the event.”

The editorial policy and political orientation of media is one of the dominant influencing factors as to the reflections of all informants as Gans (1979) in (Scheufele, 1999:115) notes that the type and political orientation of the medium what he called “organizational routines” can also influence news framing. Accordingly framing of every news story is by and large founded on its editorial policy requirements that have been oriented in the developmental journalism approach. External factors were also found to influence news framing in the media. One of these external factors were sources of the news that arrange events to promote/publicize their performances who require their stories covered by “journalists simply holding a mirror to them and reflecting their image to the audience” as Gans (1979) notes in (Scheufele, 1999). Hence the findings of the study indicate that journalists adopt and incorporate frames suggested by sources in their coverage of events though the degree of influence vary among journalists. Similarly (Abdulaziz, 2010, p.80) pointed out that development reports by the Ethiopian Radio heavily rely on official statistics and statements of officials.

4.9. Media Roles

The results of content analysis of ETV Amharic news reveal that the media performed all the four functions of defining problems, diagnosing causes, evaluating causes and suggestion of remedies though the extent to which each function performed differs. Suggestion of solution was performed by 50.7% followed by definition of problem with 29.2%. Diagnosing causes and evaluating causes were performed by 12.3% and 7.8% respectively.

Figure 7: Percentage of Media functions performed



Gunaratne (1998) in Campbell (2004:46) notes “a development journalist must get viewers /audience to realize how serious the development problem is, to think about the problem to open their eyes to the possible solutions-to punch that hole in the vicious circle.” Half of the media’s function was devoted to suggestion of remedies which was aimed at anticipation of likely effects and what need be done to endorse current achievements of government plans, government project intentions and inspire people for rural development. Diagnosing causes and evaluating causes were the least performed functions by the media.

Chapter Five

Conclusion and Recommendations

5.1. Conclusion

The research was conducted with the purpose of investigating how the Ethiopian television Amharic news frame development issues with particular focus on rural development. The study examined the coverage and priorities/salience being offered to rural development issues. Apart from that the way of presentation of messages in the stories (framing) which is key for the intended messages to transfer was central question of the research. Thus how the Ethiopian Television news framed rural development issues, the dominant media frames used and factors influencing the framing process were examined. In addition the major themes applied, sources used in the stories and roles performed by the media were explored. Framing was used as a principal theoretical framework. Agenda setting and development communication theories with particular focus on developmental journalism theory were applied to support the study.

The study was conducted on the Ethiopian Television Amharic news during the period from July 1- December 30/2011 whereby prime time news were selected by systematic random sampling techniques. The research employed both quantitative and qualitative methods where content analysis was used as a principal method to analyze the contents of the news samples considered. In-depth interviews with journalists involved in framing of the news were also used to support the content analysis through interpretations of views of the informants to address different aspects and deeply investigate the issue at hand.

The findings of the research revealed that adequate coverage was given to rural development issues as could be observed from proportion of issue specific or exclusive stories identified by the content analysis. Never the less coverage given to issues at community and individual scopes was low where the media's role should be mobilizing rural communities, the key agents and main actors of rural development at the grass root level. Among the different sectors of rural development entertained by the news the coverage given to the industrial sector was not to the extent it has been stated in the rural development policy and strategy that states strong tie between agriculture and industry would foster development in both sectors and in turn realize transition from agriculture led to industry led development.

The media has made efforts to prioritize rural development issues in the news and to attribute significance and influence public awareness of the issues by offering adequate time coverage and placement. However the media in most cases was not functioning the role of choosing and emphasizing the issues by extracting people's agendas or problems and putting in to context by itself rather operates following agendas chosen and emphasized by the government. Though a media oriented in development journalism approach has to critically observe and report on the development processes including planning, implementation, impact and short comings, the results of this study indicate that most of the news stories were found to be event based.

More than half of themes of the news depend on promotion of best performances and achievements with no focus on critics of weak performance and evaluation of actual performance of the planned project by measuring the difference between plans and their actual implementation as well as the difference between projects actual impacts on people

and the impacts claimed by government. The fact that most of the stories were based on events arranged by the government structures at different levels with an objective to promote/publicize their effective functioning influenced framing of the events by focusing on positive sides. Such selective reports on the strengths and positive sides of rural development activities may devalue media's efforts and damage its public trust.

Nearly half of the sources quoted in the news analyzed were based on government sources. Alternative sources of information from interview with beneficiaries and ordinary people, consultation of experts, observations and documents examination that enable reporters obtain as much information about the issue as possible were used to a limited extent. Particularly the extent to which community members used as sources was not to the extent they would be used in view of the fact that they are key agents or main actors of rural development. Event news in most cases used single sources most often officials responsible for the issue covered release information intended to obtain favorable publicity of their institution focusing on effective performing and strengths where the existing limitations were overlooked. Failure to use different sources as much as possible also limited entertainment of various viewpoints of parties, organizations, groups & individuals whose concerns were raised by the stories and credibility of the facts provided by official sources.

Different media frames were employed in the rural development stories considered. As results indicated economic frame was the most frequently applied frame followed by prognostic frame. Human interest, morality and educative frames were the least frequently applied frames. Economic frame was employed to emphasize the economic impacts/consequences and benefit achieved and expected to be achieved in monetary and

quantitative terms from rural development issues mentioned. Economic frame was most frequently applied as also acknowledged by the informants due to the fact that most of the stories were based on statements of government officials on effective functioning and achievements which were most often described in terms of their economic values achieved or anticipated to be achieved which coincides with that McQuail(2000) states much news is presented with in the frame work of meaning which drive from the way the news is gathered and processed. Prognostic frame focused on suggestion of what need be done to solve constraints and anticipation of likely outputs of the rural development issues mentioned.

Apart from influencing people's awareness and understanding, the way of issues presentation (framing) significantly determines possibility of the issues to be shared by the intended audience/viewers. Some frames such as human interest and morality frames are expected to have capacity to capture and shared by as large number of people as possible. However such frames were employed with a least frequency. Even the human interest frames applied in the news samples considered were foreign news taken in the way they were framed by foreign media sources. The reason behind least application of these frames particularly the human interest frame was lack of journalistic profession and skill among reporters as also admitted by the informants and the nature of event based rural development reports that demand hard news.

Journalists framing of news can be affected by a number of internal and external factors .The results of the study revealed that both factors were found to exert influence. Internal factors identified to exert influence on reporters were the editorial policy and political orientation of the media. Every news story is framed in a way it can meet the purpose of

supporting government development policies, strategies and programs as stated in the editorial policy. These external factors that influence news framing in the media were sources that arrange events to promote/publicize their effective functioning who require their stories to be covered by the media by directly echoing their sayings to the public and influencing journalists to adopt and incorporate frames suggested by them in coverage of events though the degree of influence vary among journalists.

5.2. Recommendation

In developing countries like Ethiopia media has indispensable role of toughening public participation on development. To this end media is expected to give adequate coverage to development issues. As the findings of this study indicate the ETV Amharic news had given adequate coverage to the issues of rural development in terms of time and prioritizing the issues by entertaining most of the stories in leadoff and detail parts of the news casting as well as presenting stories of different scopes of coverage. However there seem limitations in covering different rural development aspects where industry and democracy and good governance issues were less focused in so far as their effect in the overall rural development considered. Thus the media had better make further efforts in guiding the attention of the public and the government in a way economic development initiatives devised to realize sustainable development are met.

Coverage of issues at community and individual scopes was also low where the media's role should be mobilizing rural communities, the key agents and main actors of rural development at the grass root level.

It is evident that media attribute salience and influence the rank order of public awareness of an issue by choosing and emphasizing the issue as the most important one by

extracting people's agendas or problems and putting in to context. However the media under consideration operates following agendas chosen and emphasized by the government where most of the news stories were found to be event news which were arranged by different institutions mostly government. Therefore the media should perform agenda setting function to properly guide public attention towards the proposed development initiatives.

In addition to promotion of best performances and achievements media has to focus on critics of weak performances, mismanagement, corruption and evaluation of actual performance of the planned project by measuring the difference between plans and their actual implementation as well as the difference between projects actual impacts on people and the impacts claimed by government. As the findings of the study indicate most of the stories of the ETV Amharic news were based on events arranged by the government structures at different levels with an objective to promote/publicize their effective functioning influenced framing of the events to focus on positive sides. Such selective reports on the strengths and positive sides of rural development activities may devalue media's efforts and damage its public trust. Hence the media has to practice the principles of development journalism by critically observing and reporting of rural development activities throughout the processes from planning to, implementation, assessment of impact and short comings.

News media are advised to use different sources as much as possible to entertain various viewpoints and ensure credibility of the stories. Journalists are advised to use alternative sources of information from interview with beneficiaries and ordinary people, consultation of experts, observations and documents examination that enable reporters

obtain as much information about the issue as possible. Government sources were dominantly used as sources where community members were used to a limited extent. They had better be used extensively in view of the fact that they are key agents or main actors of rural development.

Obviously the way of issues presentation (framing) significantly influence people's awareness and understanding of the issues that also determines possibility of the issues to be shared by the intended audience/viewers. In the increasing market competition for news, media is expected to focus on some of the shared frames that have a capacity to capture as large number of people as possible. However frames which are expected to be demanded and shared by people such as human interest and morality frames were employed with a least frequency. The reason behind least application of these frames particularly the human interest frame was lack of journalistic profession and skill among reporters as also admitted by the informants and the nature of event based rural development reports that demand hard news. Hence the media has to work on improving the profession and skills of journalists to enable them produce stories that can attract people by applying some of the shared frames to effectively communicate the intended message.

A number of internal and external factors are expected to influence journalists' framing of news. Editorial policy and political orientation of the media are the major internally influencing factors on journalists. Major external factors identified by this study that influence news framing in the media were sources particularly government sources that arrange events to publicize their effective functioning in request of their stories being covered by the media by directly echoing their sayings to the public and influencing

journalists to adopt and incorporate their statements and frames suggested by them in coverage of events. These internal and external factors were found to exert influence though the degree varies among journalists. Therefore the media has to strive to minimize the effects of such factors by devising different mechanisms such as building the capacity of journalists on media profession and skills and protection of journalists from internal and external pressure.

5.3. Suggestion for further research

The findings of this study were confined to framing of rural development issues by the Ethiopian television Amharic news for the period of six months. The study did not exhaust the different perspectives even in the ETV itself where only the Amharic news part and only rural development issues from the news part were considered.

Therefore further study can be conducted on comparative analysis on framing of development issues by state and private broadcast media possibly on radio. Audience interpretation of news frames on rural development issues is also another area for further research.

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Appendix A
Coding Sheet

Name of coder _____
Name of broadcast media _____
Date of broadcast _____ Time _____
Total news casting time in min _____
Time allocated for the story _____
Headline of the story _____

1. Story description

1.1 Format/Genre

News

1.2. Location/ Priority of the story in the news

- Leadoff _____
- Detail news _____
- Short news _____
- Business news _____
- other (specify if any) _____

1.3. Scope of coverage

- Individual level _____
- Community level _____
- Regional level _____
- National/Societal level _____
- International level _____

2. Theme of the story

2.1 Themes

- Policies and strategies _____
- Plans and forecasts _____
- Development constraints /obstructions _____
- Successes /achievements _____

- New innovation/technology _____
- Education and discussions _____
- other (specify if any) _____

2.2 Aspects of rural development issues mentioned

- Agriculture _____
- Industry _____
- service sector _____
- Democracy & good governance _____

3. Sources

- ☞ Government institutions _____
- ☞ Non-government organizations _____
- ☞ Business institutions _____
- ☞ International organizations _____
- ☞ Domestic media _____
- ☞ Foreign media _____
- ☞ Members of rural communities/individuals _____
- ☞ Research institutions _____
- ☞ No specified source _____
- ☞ Others(specify if any) _____

4. Frames

4.1. Attribution of responsibility frame

- Does the story suggest that a certain level of government/organization/individual has the ability to alleviate rural poverty and bring about development? Yes/ No
- Does the story suggest that a certain level of the government/organization/individual is responsible for the issue? Yes/ No
- Does the story suggest urgent actions to alleviate rural poverty and bring about rural development? Yes/ No
- others (specify if any) _____

4.2. Conflict Frame

- Does the story reflect opposing views from two or more than two sides? Yes/ No

- Does the story reflect disagreement between parties, individuals, and/or groups?
Yes/ No
- Does the story reflect Party, individual, or group reproaching one another? Yes/ No
- others (specify if any) _____

4.3. Economic frame

- Does the story mention economic impacts of the issue? Yes/No
- Does the story mention financial losses or gains now or in the future? Yes/No
- Does the story mention the costs or degree of expense involved? Yes/No
- Does the story have a reference to economic consequences of pursuing or not pursuing a course of action ?Yes/No
- others (specify if any) _____

4.4. Human interest frame

- Does the story provide a human example or “human face” while reporting the issue?
Yes/No
- Does the story emphasize how individuals and/or groups are affected by the issue?
Yes/No
- Does the story go into the private or personal lives of the actors? Yes/No
- Does the story contain visual information that might generate feelings of outrage, empathy, caring, sympathy, or compassion? Yes/No
- others (specify if any) _____

4.5. Morality frame

- Does the story contain moral message? Yes/ No
- Does the story makes references to morality, God, and other religious tenets? Yes/
No
- Does the story request viewers to do something about rural development? Yes/No
- Does the story present that poverty undermines human dignity? Yes/ No
- others (specify if any) _____

4.6. Diagnostic frames

- Does the story provide information on causes of problem/issue under consideration?
Yes/ No
- Does the story explain peoples' culture, government policy etc as causes of poverty?
Yes/ No
- others (specify if any) _____

4.7. Prognostic Frames

- Does the story provide information on what need be done? Yes/ No
- Does the story state effects of issue under consideration on rural development? Yes/
No
- Does the story give information on the effects of rural development issue on overall
national development? Yes/ No
- others (specify if any) _____

4.8. Educative/advocacy frame

- Does the story give information on rural development policies and strategies?
- Does the story give information on procedures of applying new technologies and
practices of rural development? Yes/ No
- Does the story give information on how to cope up with poverty by creating jobs?
Yes/ No
- others (specify if any) _____

• 5. Media Role in Rural development Reporting

- ☞ Is the issue of rural development in the media? Yes/ No
- ☞ Does the story emphasize rural development as important issue? Yes/ No
- ☞ Does the story define the problem? Yes/ No
- ☞ Does the story diagnose (identify forces creating the problem)? Yes/ No
- ☞ Does the story make moral judgments or evaluate casual agents & their likely effects?
Yes/ No
- ☞ Does the story suggest remedies (offer and justify treatments and predict likely effects)?
Yes/ No
- ☞ others (specify if any) _____

Appendix B

Coding Guide

1. Article description **(Inter-coder reliability 0.95)**

1.1. Location/Priority

Refers to where in the news casting the story was placed and the priority/salience given to the rural development issues. It examines whether the story was aired as news leadoff /detail news, short news and business news.

1.2. Scope of coverage indicates the scope of issues covered by the news that ranges from micro (individual) to macro (international) levels.

- Individual level-when a news event is framed with in a scope limited to the individual involved in an event.
- Community level- when a news event is framed as relevant to (in relation to) a particular community.
- Regional level- when a news event is framed as relevant to (in relation to) a more general population, such as residents of a metropolitan area or a state/region.
- National/Societal level- when a news event is framed in terms of social or national significance.
- International level- when a news event is framed from an international perspective and the events are those happened abroad.

2. Theme **(Inter-coder reliability 0.92)**

2.1. Themes of stories

- Policies and strategies –refer to the story that deals with highlights of the different policies and strategies on rural development.
- Plans and forecasts –It is story about different rural development activities planned by stakeholders and forecasts of future consequences on the basis of current performances.
- Constraints/obstructions – Refer to story that deals with different challenges/constraints in rural development.

- Successes/achievements - refer to story which deals with performances/ achievements at individuals, community, organizations, and region or country levels.
- New innovation/technology – refers to story that deals with issues of new innovations or technologies that need to be disseminated.
- Education and discussions – a story that provides knowledge, gives advices and instructions on rural development practices like extension services and discussions and experience sharing made among stakeholders on the issues of rural development.

2.2 Types of rural development issues mentioned

- Agriculture –includes production of crops, animal husbandry, environmental protection etc.
- Industry -Refers to industrial activities in rural areas.
- Service sector – includes infrastructure, education, health, water, transport, administrative services etc.
- Democracy & good governance - Refers to issues of building up of democracy and good governance in rural areas.

3. Sources

Sources are names of a person, group or organization such as government officials, NGOs, individuals, community etc which are quoted directly or indirectly in the story.

4. Frames

(Inter-coder reliability 0.90)

- Attribution of responsibility frame – when the story suggests that individuals or an organization should take actions on the issue.
- Conflict frame – when the story provides two or more opposing views or statements.
- Economic frame-when the story refers to the economic impacts/consequences/of the issue.
- Human interest frame- when the story involves people and their testimonies in presenting rural development issues.
- Morality frame - when the story tells the viewers to do or not to do something; or when the story involves religious or human right perspectives.
- Diagnostic frame – when the story provides cause(s) to problem(s) of rural development issue under consideration.

- Prognostic frame – when the story provides the effects of rural development issue/s under consideration or the effects the issues have on rural development.
- Educative/advocacy frame – when the story provides information on existing policies and strategies and procedures and techniques of dealing with rural development activities.

Appendix C

No	Name of informant	Name of media Org.	Position
1.	Abebe Haile	ERTA	Reporter
2.	Seid Alemu	ERTA	Reporter
3.	Aschalew Tadesse	ERTA	Editor

Appendix D

Interview Guide with journalists

1. Background

- What do you think is rural development?
- Do you think that rural and agricultural development is decisive to overall development of the country?
- How do you report about the issue to influence your viewers?

2. Coverage of Rural development stories

- Do you think that rural development stories should get priority in news? How?
- How frequent do rural development issues presented as news lead offs/headlines?
- Which levels (scope) of rural development issues do you most often report?

3. Themes

- How do you construct the central ideas or issues in your stories?
- Why were telling the story to viewers by making central ideas (themes) important?
- Which aspects of rural development reports are common in your reports?
- Is it that you prefer or what is the reason?

4. Sources

- Who were the dominant sources in your reports about rural development?
- Do you use different sources to entertain different views?

5. Frames

- How do you construct your reports on rural development?
- Did you purposefully shape or organize the stories in certain ways?
- Are there ethical principles or editorial guidelines you should follow in reporting the stories?
- If so what are these?
- Do you think these principles and your organization's editorial policy impact the way you frame rural development stories?
- Are there other factors such as sources which affect how you frame the stories?

Attribution of responsibility

- Who do you think is responsible for bringing rural development?
- Why?

Morality frame

- Do you consider cultural or social values when you write the stories?
- Do you tell the viewers what is good or bad with your stories?

Human interest frame

- Do you think using human face in the stories is important to attract viewers?
- Do you try to use them in most your stories?
- If your response is no, why?

Economic frame

- Do you think that rural development has impact on the country's economic development?
- Do you focus on economic consequences of events in reporting rural development stories?

Conflict frame

- Do you entertain conflicted ideas and opinions from different groups (for instance political parties on policy issues, successes and failures etc) while reporting?

Educative frame

- Do you think it is important to inform the viewers on existing policies, strategies and programs on rural development?
- Do you provide information on procedures and techniques of dealing with rural development activities?

Diagnostic frame

- Do most of the stories you report have interpretation of causes? If no, why?
- Do you provide information on the causes of some failures encountering in rural development processes? If your response is no, why? If yes, how?

Prognostic frame

- What do you think are the effects of rural development on overall development?
- Do you focus on the effects the rural development activities you report have on rural development and overall development?

6. Media functions

- What do you think are media's roles in rural development?
- What way do you think should media report to contribute its part to rural development?

Appendix E

Dominant Frames Used in the Stories

1. Attribution of Responsibility Frame

No	Measurement of Frame existence	Use of measurements in the news		
		yes	no	Total
1	Government/organization/individual has the ability	8	57	65
2	Government/organization/individual is responsible	8	57	65
3	Suggestion of urgent actions	5	60	65

2. Conflict Frame

No	Measurement of Frame existence	Use of measurements in the news		
		yes	no	Total
1	Opposing views from two or more than two sides	3	62	65
2	Disagreement between parties, individuals or groups	2	63	65
3	Party, individual, or group reproaching one another	3	62	65

3. Economic Frame

No	Measurement of Frame existence	Use of measurements in the news		
		yes	no	Total
1	Economic impacts /consequences	25	40	65
2	Losses or gains	22	43	65
3	Costs or degree of expense involved	6	59	65

4. *Human Interest Frame*

No	Measurement of Frame existence	Use of measurements in the news		
		yes	no	Total
1	Feelings of outrage, empathy, caring, sympathy, or compassion	1	64	65
2	Emphasis on individuals and/or groups affected	2	63	65
3	Emphasis on private or personal lives of the actors	2	63	65
4	Provision of human example or human face	2	63	65

5. *Morality Frame*

No	Measurement of Frame existence	Use of measurements in the news		
		yes	no	Total
1	Existence of moral message	2	63	65
2	References to morality, God, and other religious tenets	1	64	65
3	Request viewers to do something about the issue	2	63	65

6. *Diagnostic Frame*

No	Measurement of Frame existence	Use of measurements in the news		
		yes	no	Total
1	Causes of problem/issue under consideration	6	59	65
2	Peoples' culture, government policy etc as causes of poverty/cause of the problem	6	59	65

7. Prognostic Frame

No	Measurement of Frame existence	Use of measurements in the news		
		yes	no	Total
1	Provision of information on what need be done	17	48	65
2	Information of the effects on rural development	17	48	65
3	Information of effects on overall development	9	56	65

8. Educative/Advocacy Frame

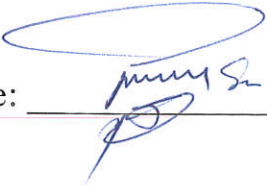
No	Measurement of Frame existence	Use of measurements in the news		
		yes	no	Total
1	Rural development policies and strategies	1	64	65
2	Procedures of applying new technologies and practices	2	63	65
3	How to cope up with the issue	2	63	65

Declaration

The undersigned, declare that this thesis is my original work and all sources
materials used for this study have been appropriately acknowledged.

Name: Deressa Terefe

Signature: _____



Date of Submission: _____

02/07/22

Place of Submission: Addis Ababa University, Ethiopia