Content Analysis of Coverage of Traffic Accident News: EBC in Focus

By

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A Thesis Submitted to the School of Journalism and Communication Addis Ababa University in partial fulfillment of the requirements for the Master of Arts in Journalism and Communication

School Of Journalism and Communication

Addis Ababa University

November 2018

Declaration

I hereby declare that this MA thesis is my original work and has not been presented for any degree in any other University, and all sources of material used for this thesis have been duly acknowledged.

Name:_____

Signature:_____

Date:_____

Acknowledgement

I am very grateful to my Advisor, Assistance professor Tenaw Terefe for his valuable guidance, advice and direction by extensively reading and editing my thesis. Many thanks also goes to the staff of Ethiopian Broadcasting Corporation (EBC), for their contribution in in-depth interview and news data among others.

I would also like to extend my heartfelt gratitude to my group member, and all my friends, particularly who really made a great contribution to the success of my research.

My appreciations also goes to my family member for being there whenever I needed their words of encouragement, for having confidence in me and for being always ready to provide moral, technical and material supports throughout the course of my study. The encouragement and push from my dad to come to this was immense and thank you very much dad. My mom sound for encouraging me served me a bell which helped me to move fast to finalize my study.

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Acronyms

EBC = Ethiopian Broadcasting Corporation

PTSD = Post- traumatic Stress Disorder

RTA = Road Traffic Accident

WHO = World Health Organization

GDP = Gross domestic product

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Abstract

Traffic accident has increasingly become the recurrent problem in Ethiopia where thousands of people are being killed and properties amounting to multimillion birr are destroyed every year which lead to socio-economic crises of the citizens. Media, particularly state media such as EBC have the responsibility to play a vital role in overcoming this prevailing crisis. In this study, the role EBC played in terms of road traffic accident between 1st September 2017 & February 28, 2018. This research attempts to examine the role of Ethiopian Broadcasting Corporation (EBC)in combating traffic accident in Ethiopian. Specifically, the study explored the extent of coverage of road traffic accident in EBC's Amharic news. The study was conducted in content analysis procedure using coding sheet. EBC was purposively selected as a subject of the study. The combination of qualitative and quantitative methods were used as principal instruments of data collection.. In the study of the 6 mouth news672were actual192 news were selected and analyzed. In addition, in depth interview was conducted with reporters and editors who were purposely selected from EBC. Moreover, traffic Polices and Transport Officers were also interviewed. The result obtained both in analyzing the news and interviews demonstrated that emphasis given to traffic related accident by EBC is very minimum. For example out of 192 head line news only 17 were mentioned about traffic accident which is 8.9%. in depth interview made with different stakeholders also demonstrated that traffic accident issues get less attention by EBC. As per the content analysis and interviews, the extent of EBC road traffic accident converge was poor which cannot minimize the ever increasing road traffic accidents in Addis Ababa in particular and Ethiopia in general. Even from the least number of news broadcasted only few of them were broadcasted in the headlines and 8(47.1%) news were in the category of missing which demonstrate the less attention given by EBC in broadcasting the issues of road traffic accident. Relatively, more information was obtained from transport office and human resource on driving license. From all the accidents, fatal death was dominant as the incident was eight(47.1%) out of 17 cases. The duration taken for broadcasting road traffic accident news was relatively good as 8(47.1%) cases were broadcasted in 181-240 seconds which is said to be longer in terms of time allotted for broadcasting incidents. The frames were more thematic 12(70.5% cases which looks good in providing information to the public. Cause of more accidents was drink and driving which looks dangerous as a number of cars entering into the traffic system both from abroad and in the country. The source of more incidents was police inspector which in the researcher opinion should be improved such that all stakeholders need to have comparable responsibilities to report road traffic accidents.

Chapter One: INTRODUCTION

1.1 BACKGROUND

Automobile is one of the most widely used transport alternatives and the major source of road traffic accidents in the world. Due to road traffic accidents, a greater part of road users could not return home, leave this world for once and all, spent long days, weeks, months, and even years in health centers and hospitals, and never energetic to work or play as they used to do before (WHO, 2015:30). Particularly, nowadays, road traffic accident has been both public health and development issue and attracted the attention of governments, civil society organizations and community leaders like in other parts of the world such as the United States of America, Spain, Sweden, Denmark and Germany among others (WHO, 2014:33), while low and middle income countries accounted for 54% of world's registered vehicles and every year about 90% of road traffic deaths occur in these countries showing that the countries bear an asymmetrical number of deaths corresponding to the number of automobiles they own. Particularly, road traffic crashes are the worst in low and middle-income countries, which is responsible for about 5% loss of GDP which is more than double of development assistance that they receive. As far as the African Region is concerned, the continent has the highest road fatality rates of all the continents (WHO, 2013:20).

In Ethiopia, the number of deaths due to traffic accidents is reported to be amongst the highest in the world. According to WHO (2014:47) in 2013 the road crash fatality rate in Ethiopia was 4984.3 deaths per 100,000 vehicles per year, compared to 574 across Sub-Saharan African countries. Besides, the number of people injured or killed in one crash in Ethiopia is about 30 times higher than that in the US. In general, the scale and the severity of the problem are

increasing from time to time and adversely affecting the economy of the country in general and the livelihood of individuals in particular.

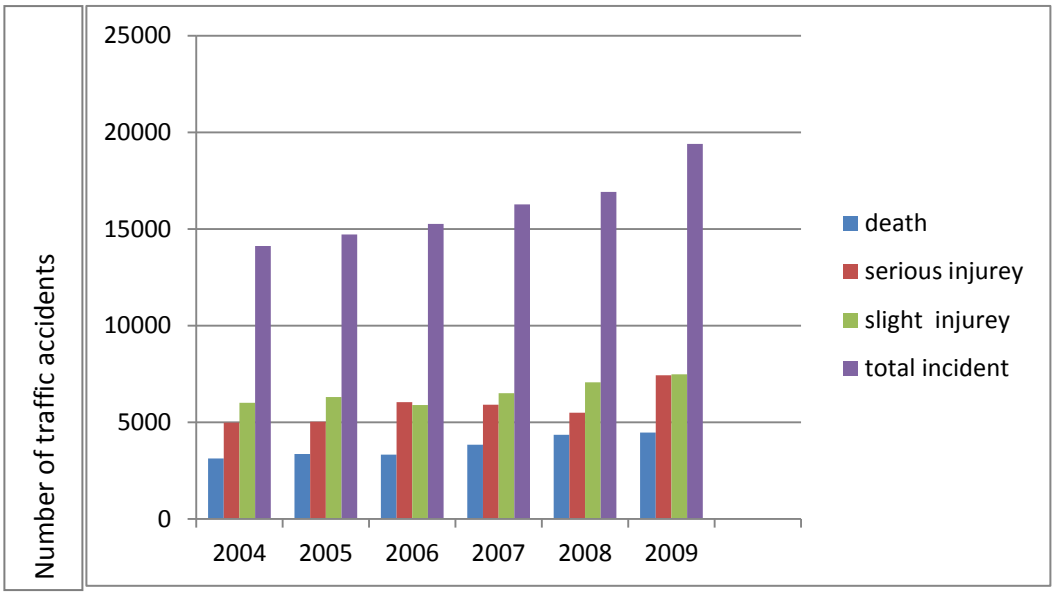
Road traffic accidents are major global public health problem, most of it occurs in low and middle income countries including Ethiopia. Passengers of commercial vehicles are the most vulnerable in Ethiopia, where as in high income countries crashes involve primarily privately owned vehicles with the driver being the main car drivers, While in Ethiopia 5% account to drivers. This implies that in one crash the number of people killed or injured in Ethiopia is about 30 times higher than in the US which is due to poor road network, absence of knowledge on road traffic safety; mixed traffic flow system, poor legislation and failure of enforcement, poor conditions of vehicles, poor emergency medical services, and absence of traffic accident compulsory insurance law have been identified as key determinants of the problem. Current national policies on the prevention of road traffic accidents as well as strategies such as the UN's Decade are also considered in measuring road safety efforts throughout the country. This study focused on the level of EBC awareness creation to prevent or minimize Ethiopia's road traffic accidents. The role of broadcasting channels such as the Ethiopian broadcasting Corporation (EBC) is evaluated in great detail to better understand the level of awareness creation in the country. Given, the problem is escalating from time to time; the main purpose of this study was to quantify the contribution of EBC in combating this problem.

1.2 STATEMENT OF THE PROBLEM

According to the World Health Organization report, every year more than 1.25 million people die on the world's road and about 50 million people are injured or disabled as a result of road traffic crashes. Principally, injured people have occupied 30 to 70 percent of orthopedic beds in

developing countries hospitals (WHO 2015:21). If business as usual continuous, according to WHO (2013), road traffic injuries are estimated to be the ninth leading cause of death across all age groups globally, and are predicted to be the seventh leading contributor to the global burden of disease and injury by 2030.

In Ethiopia, there is no sign of reduction of road traffic accident as it can be seen from Figure 1 which presents data from 2004 to 2009 E.C. All categories of accidents (number of deaths, number of serious injury and slight injury) either the same across years or in increasing order. However, the total number of road traffic accident was in increasing order .



year

Source: Road transport office

Figure 1. Number of road traffic accident from 2004-2009

Traffic accident can thus be regarded as one of the major causes for the increasing number of death rate in Ethiopia. With catastrophic economic and social consequences. Due to road traffic accident tragedy, many lost their lives and their beloved ones and the country has lost its productive citizens. In general, the crisis can be seen as a key setback in the socio-economic development of the country.

Media have the responsibility and the ability to control the minds of the readers and viewers. Regarding this, public media play the greater role in creating awareness. From the preliminary research, the EBC is not assumed very much concerned reporting and makes people aware on this social issue. The purpose of this study is to analysis how EBC covers the road traffic accident and the extent of its coverage. As having this as initial perception, the study aimed to examine coverage traffic accident related problems in EBC. I hope the findings of this research shall help stakeholder media and conduct a study which aims to find out how traffic accident related issues are covered in EBC and use this research finding to change their way broadcasting road traffic accident.

1.3 OBJECTIVES

1.3.1 General objectives

The general objective of this study is to examine how EBC cover road traffic accident problems

1.3.2 Specific Objective

- To determine the coverage EBC gave for road traffic accident
- To find out the categories or type of road traffic issues addressed
- To find out how the station/EBC frame road traffic news

- To analysis the main characters of the story (sources)

1.4 RESEARCH QUESTIONS

In consideration of the objectives, the study seeks to provide answers for the following basic research questions:

- What is the extent of coverage of road traffic accident news by EBC?
- What types of road traffic stories are covered?
- What types of frames (episodic or thematic) are used for the road traffic stories?
- Who are the road traffic stories contributors?

1.5 SCOPE OF THE STUDY

This study focuses only on the Ethiopian Broadcasting Corporation (EBC), and specifically investigated the extent of coverage of road traffic issues in the news run by the corporation between 1st September 20117 and 28th February 2018.

1.6 SIGNIFICANCE OF THE STUDY

Road traffic accident was a major, but neglected public health challenge in Ethiopia. During 2000- 2009 alone a total of 25,110 accidents and 3,416 fatalities were recorded in Addis Ababa excluding the rest of the country. The majority of fatalities were pedestrian which was 87% followed by passengers which was 9% and the drivers accounted for 4%. In 2007/08 a total of 15,082 accidents occurred in Ethiopia. Of them the number of people killed was 2,161, while 7,140 experienced non fatal injuries. It is important to note unreported accidents that mask the magnitude of the problem in the country. The economic and social effect of such accidents was daunting.

While the prevalence of road traffic accidents is associated to various factors, the rise in urban population and cars on the roads calls for better assessment of the different factors that attribute to road traffic accidents. Efforts that mobilize large group of people, such as traffic accidents related news via broadcasting channels, are essential to drive to drastic change and reduce road traffic related accidents in Ethiopia. It was expected that at the end of this study, knowledge within the framework of the study updated. Particularly this study assists people's views on the usefulness and the role of EBC in creating road safety awareness and its role in combating the devastating road traffic related accidents in the country. This study also drew the attention of EBC incase trends found in the study show significant underreporting. Another significance of the study was also for encouraging government bodies, such as the traffic police, to collaborate with EBC on road traffic related news to effect change in the country.

1.7 LIMITATION OF THE STUDY

The researcher believes that the findings of the study would have been more comprehensive if EBC programs and related EBC news had been included in the analysis. However, the researcher depended on September to February news broadcast by EBC due to time constraints. More challenging to get 'EBC NEWS packages' videos. Nevertheless, the researcher managed to overcome the limitations and was able to gather the necessary data that meet the purpose of the study.

1.8 ORGANIZATION OF THE STUDY

The paper was organized in five chapters. The first chapter is an introductory part, which contains the problem, objectives data collection techniques and scope of the study, chapter two

highlights literature reviews on road traffic accidents and the role of media In different angles, chapter three deals with methodologies, chapter Four data presentation, analysis and interpretation, Chapter 5 conclusion and recommendation.

CHAPTER TWO: REVIEW OF RELATED LITERATERE

2.1 Road Traffic Accident

Traffic accident is the most dangerous problem which causes death, heavy injury and psychological distress. Furthermore, it has an impact on the socioeconomic status of one country. According to WHO (2004:20), road traffic accident is the leading cause of deaths especially for the people whose age is 15-29, while, it is the second leading health problem for children whose age is 4 to 5 and it is the third cause next to HIV/AIDS and tuberculosis for the people who are found between the age of 30 to 40.

Globally, about 32,658 people lost their lives because of terror attacks per annum. On the other hand, because of road traffic accident 1.24 million people died in a year (WHO, 2015:12); this means road traffic accident fatality rate is 37 times higher than terror attacks.

According to Ethiopian road transport authority statistics, on average, eight people die per single day because of traffic accident. Recently, in the year of 2014/15 three thousand eight hundred sixty seven (4,000) people died and get injured because of traffic accidents (ERTA, 2017:11). As the country continues struggle to reduce high rate of traffic accident, the focus remains on the role of media in educating the mass about road safety issues and provide information on the

Causes and consequences of the crisis because access to information and education on road safety is critical to the wellbeing of any given society. Moreover, media know how to prevent and avoid this accident, Media have the opportunity to cover in its proper perspective to educate and increase public awareness and ultimately to influence government authorities, policy makers

and other stake-holders to take the steps necessary to fix the problem. In this case, media should promote the rule of law and enforce accountability of violators of road safety rules.

2.2 Causes of Road Traffic Accident

Road traffic accident related problem mostly affects countries which are found in low and middle economic level. These countries contribute 90% of the world's RTA. Particularly, it is the major problem in African countries Ethiopia also becomes one of the African countries with high rate of RTA. As to WHO (2009:11) report, 95 deaths are registered per 10,000 vehicles and this situation makes Ethiopia the most dangerous country to drive.

The overall global road traffic injury mortality rate was 19.0 per 100 000 population. Low-income and middle-income countries had a rate slightly greater than the global average, while that for high income countries was considerably lower. The vast majority 90% of road traffic deaths were in low-income and middle income countries. Only 10% of road traffic deaths occurred in high-income countries. According to WHO data for 2002, road traffic injuries accounted for 2.1% of all global deaths and ranked as the11th leading cause of death.

Furthermore, these road traffic deaths accounted for 23% of all injury deaths worldwide in 2002, road traffic injuries were the ninth leading cause of disability-adjusted life years lost, accounting for over 38 million disability-adjusted life years Daly's lost, or 2.6% of the global burden of disease Low-income countries account for 91,8% of the Daly's lost to road traffic injuries worldwide. Now a day WHO data above 3% of all global deaths and ranked as the 9th leading cause of death accounted for 25% of all injury deaths worldwide. In 2030 the traffic accident will be the3rd leading cause of death. The high-income countries in Europe have the lowest road

traffic fatality rate (11.0 per 100 000 population) followed by those of the WHO Western Pacific Region (12.0 per 100 000 population). In general, the regional averages for low-income and Middle-income are much higher than corresponding rates for high-income countries. Significant variations also arise between countries some features specific to individual countries. According to WHO data, road traffic deaths have risen from 999, 000 in 1990 to just nearly 1.2 million in 2002 an increase of around 10%. Low income and middle-income countries account for the majority of this increase Although the number of road traffic injuries has continued to rise in the world as a whole, The World Health Organization estimates that this could rise to 1.9 million by 2020, with 90 of this increase being in low and middle-income countries. The road traffic fatalities and mortality rates differences in the pattern of growth between high income countries, on the one hand, and low-income and middle-income countries on the other since the 1960s and 1970s, there has been a decrease in the numbers and rates of fatalities in high.

The World Health Organization, (2013:16) the number of road traffic deaths is expected to increase by 80% up to 2020. Globally, road traffic injuries are ranked ninth among the leading causes of disability adjusted and an increase in many of the low- income and middle income countries.

Deaths related to RTI are predicted to increase by 83% in low-income and middle-income countries and to decrease by 27% in high-income countries. 90% of road traffic deaths occurred in low-income and middle income countries, where 81% of the world's population live and own about 20% of the world's vehicles .African countries had the highest mortality rate, with 28.3 deaths per 100 000 populations.

Generally, every accident is not usually attributable to a single cause but to a chain of unique multiple factors or failures associated with the road design deficiencies, vehicle defects, and road user errors. In most cases the traffic police associate traffic accident with a single most important cause on the spot of accident and do not list the multiple factors. The average in the industrialized countries, and also in many developing countries, one hospital bed in ten is occupied by an accident victim. Traffic accidents are a major cause of severe injuries in most countries. In the WHO 1995 State of World Health Report, external causes such as accidents and violence accounted for about 4 million deaths, or some 8% of the total, again mostly among adults. Developing countries have nearly four times the number of deaths from these causes as the developed world. the developing and transitional countries of Africa, Asia, Latin America and the Middle East 85 % of these deaths occurred Estimates also suggest that among 23-34 million people are injured world-wide in road crashes.

2.3 HUMAN RELATED CAUSES OF ROAD TRAFFIC ACCIDENT

Human factors are without doubt the most complex and difficult to separate, as they are virtually all very momentary in nature. What existed at the time of the crash may not exist some instants later. Consider sensory capabilities, knowledge, decision making, attitude, attentiveness, fitness, health, driving skill, age, weight, strength and freedom of movement. Of these, the emotional dynamics are the greatest variable attributes and the most difficult to ascertain. They are also subject to the most adjustment with the least remaining evidence (Lisa, David et al. 2005:11). Human factors in vehicle collisions include all factors related to drivers and other road users that may contribute to a crash.

As to Neway (2015:55), there are a number of causes for traffic accident among which the major ones include vehicles, environment and roads (ibid). Furthermore, drivers are playing a major role in the happening of RTA problems. Globally, more than 74% of the accidents occur because of drivers (McMahon, 2005:18). There are a number of factors that lead drivers to commit traffic

2.3.1 Drink Driving

Drink driving is one of the most contributing factors to RTA occurrences in many countries of the world. For instance (WHO 2009; WHO 2010) reveals that, drink driving is responsible for between 10% and 32 % of fatal crashes.

Alcohol makes drivers to lose their ability to concentrate and focus on certain things. Evidences suggest that a minor reduction of driving under the control of alcohol would have a large consequence on traffic accident occurrence. Alcohol impairment has a significant consequence on the crash risk of the drivers as well as pedestrians moreover; it is regularly reported as one of serious contributing factor to road accidents (Cherpitel, 1993:35). Studies also demonstrate that alcoholic drivers are at higher risk of being involved in traffic accident related issues than those who have not consumed alcohol and the accident rate is higher in developing and middle income countries, Even if drinking driving is illegal in developing countries the traffic law is vague or not accessed at all. Moreover, the law does not specify the blood alcohol control level or other methods which is used to figure out drinking driving and enforce drivers not to drink and drive (Gibbs, 1984:28) due to this reason, 33% to 69% of fatalities and 8%-29% of non-fatal accidents are happen because of alcoholic drivers which are found in low and middle income countries (WHO, 2007:15).

2.3.2 Non-Use of Seat-Belts

A significant number of lives could be saved every year by using seatbelts. Till these times many drivers are not realizing how much seat belts could save the lives of themselves and the life of their customers. What makes this fact more complex is that, although it is the worst in most of the developing countries of the world, it is a usual phenomenon in some most developed countries to see drivers with no use of seat belts while driving on public roads. WHO (2010:18) suggests that; In France, where the wearing rate is among the highest, it was estimated that, in 2007 if every passenger and driver had worn a seatbelt, 397 lives could have been saved (around 9% of total fatalities). Wearing a seat belt reduces the risk of a fatality by 40 – 50%. Another study by Lisa, David et al. (2005:12) shows that, not wearing a seatbelt is the most common

cause of fatality which contributes to fatality among 63% of all vehicle occupants. In addition to this WHO (2004:20) have stated that Rates of seat-belt use vary greatly among different countries, depending upon the existence of laws mandating their fitting and use and the degree to which those laws are enforced. In low-income and middle-income countries, usage rates are generally much lower. Seat-belt usage is substantially lower in fatal crashes than in normal traffic. Correctly used seat-belts reduce the risk of death in a crash by approximately 60%. In absolute similarities, supporting the above studies, WHO (2009:5) added that if a seatbelt was correctly used, it would reduce the risk of fatality among front seat passengers by 40-50% and among the rear seat car occupants by 25-75%.

2.3.3 Choice of Less Safe Forms of Travel

By one or another reason, many passengers use less safe forms of travel. It would be nothing if the passengers could arrive at their destination using any form of transportation. But several studies in different countries of the world showed that, the lesser the safety of travel is accompanied with miserable RTA occurrences. It is claimed by WHO (2004:13) that "Of the four main modes of travel, road travel scores by far the highest risk in most countries using almost any measure of exposure compared with rail, air and marine travel."

2.3.4 Speed

The speed of motor vehicles is at the core of the road injury problem. Speed affects to both crash jeopardy and crash magnitude. In accordance to this, recent studies have proved that as speeds increase, so do the number and severity of injuries. For instance a study reported at WHO (2004:20) shows that the higher the impact speed, the greater the likelihood of serious and fatal injury.

2.3.5 Age of Drivers

The age of drivers affects to the behavior of their driving styles and to the level of Driver's attention. In similar sense (WHO 2004:14); Lisa, David et al. (2005:11) argued that Crash rates of male drivers aged 16–20 years were at least three times the estimated crash rate of male drivers aged 25 years and above. Teenagers are significantly more likely to be involved in a fatal crash than older drivers. At almost every blood alcohol level, the risk of crash casualty declines with increasing driver age and experience. In addition to this a study on drivers killed in road crashes estimated that teenage drivers had more than five times the risk of a crash compared with drivers aged 30 and beyond, at all levels.

2.3.6 The Use of Hand-Held Mobile Telephones

The use of mobile telephones while driving could result in unexpected RTA risks. WHO (2004:38) suspects that, the use of hand-held mobile telephones can adversely affect driver behavior as regards physical as well as perceptual and decision-making tasks. The process of dialing influences a driver's ability to keep to the course on the road.

2.3.7. Improper Turns

Improper turn, happens when a driver directly put him/herself into the path of an out coring auto mobile. Thousands of brutal traffic accident related problems are happening every year because of this improper turning (Pines, 2015:2).

Improper turns could occur when there is a „no turn on red" sign at red light, turning at red light without coming to a complete stop or yielding to traffic or pedestrians, Making a left at a red light where doing so is prohibited, Turning without signaling, which is also called "Improper Turn Signal Use", and Turning without having the right-of-way" (ibid, 2015).

2.3.8 Roads

Roads have an impact on traffic accident related problems. Substandard roads play a tremendous role in traffic accident related issues, these includes improper lane width, pedestrian zebra stripes, and medians. Nearly all road professionals suggest reducing the travel lane width even narrowing lane width has an enormous impact on one safety. According to AASTHO standard, the lane width of the road has to be 10 to 12 feet. Studies show that low width lanes had accident rates 39% higher than wide width lanes (Petritsch, 2004:21).

Medians are centers which separate one side of road to the other to reduce vehicle crashes in a certain way (ibid, 2004). According to Association of Australian State Road Authorities (1988) when roads which are undivided by medians compared with roads which have 4 lanes, wide narrow and painted narrow medians, the roads which have medians reduced traffic accident rates by 30%,48%, and 54% respectively (Atsbeha, 2014:17).

The other factor that causes traffic accident is road lights. According to Thomson (2000), road lights help drivers drive with comfort and safety during night times as well as on low visibility situations. Furthermore, road lights reduce fatal accident by 64% and 20-50% of total traffic Accident. Other than these factors absence of lane marking, faded as well as absence of zebra crossings, lack of guarding fencing, carriage ways and edges of carriage ways used as foot ways, illegal obstruction of foot ways, and road side barriers which are used to separate traffic road from foot ways are the major reasons that cause traffic accident related problems (Atsbeha, 2014:14)

2. 4 THE ROLE OF MEDIA IN CREATING TRAFFIC ACCIDENT AWARENESS IN ETHIOPIA

Every accident is not usually attributable to a single cause, but to a chain of unique multiple factors associated with the road and environment deficiencies vehicle defects and road user errors In most cases especially in developing countries, traffic In most cases especially in developing countries, traffic police associate traffic accidents with a single most important cause helped traffic accident issues.

This usually lead to what is called in logic over simplified fallacy where a single event is associated with a single important cause. However, many studies show there are many factors that cause road traffic accidents. Most scholars classified the causes of road traffic accidents into three major components of the road traffic system: human factors road users' error, environmental factors and vehicle defect factors. driver distraction such as fiddling with technical devices, talking with passengers, eating while driving, dealing with children or pets in the back seat; driver impairment by tiredness, illness, driving while using alcohol or drugs, both legal and illegal; mechanical failure including flat tires or tires blowing out, brake failure, axle failure, steering mechanism failure; road conditions including substances on the road surface making the roads slick; road damage including pot holes. Contributory and determinant factors that lead to road traffic accidents. For the purpose of this paper, the contributing factors of road traffic accidents are three major factors: human factors, vehicle factors and environmental factors.

2.4.1 HUMAN FACTORS

Human factors are the leading most prominent contributing factors of road traffic accidents. Most investigations have revealed that 85% of all traffic accidents are due to human error, of

which driver's errors takes the majority of the blames especially in developing countries (WHO, 2013:10). Human factors include all the drivers and pedestrians related factors. Large number of injuries and deaths that occur on the road are as the result of driving errors while abilities to do so are impaired by alcohol or drugs, lack of experience, lack of attention etc. (WHO, 2013:11).

2.4. 2 VEHICLE FACTORS

Vehicle related factors are other contributory and determinant factors in the occurrence of many road traffic accidents particularly in developing countries like Africa that vehicle factors like defects in mechanical and technical, lead significantly to road crashes. This is because; mainly related to the lack of regular maintenance, of which defective tires and brakes occur most frequently. It is not only the improvement in the standards and design of vehicles that matters, but also adequate maintenance of the vehicle during its working life is also the matter (WHO, 2013:15). In developing countries, most of the vehicles are old fashioned and second hand (mostly used) with lack of regular maintenance.

2.4.3 ENVIRONMENTAL FACTORS

Environmental factors are other determinant factors of road traffic accidents. The factors are related to the design, lighting, and surfacing of roads that can affect injury and bad weather and poor road conditions. In developed countries, here are continuous efforts to meet the safety standards of road situations through safety audit during the planning, designing, and operation stage. Although road network is expanding fast and rapid motorization in the developing world like Africa, the efforts to meet the safety standards of roads situations through safety audit during the planning, designing, and operation is at the beginning stage. According to Hobbs (1979:25). Many accidents in developing countries occur because the facilities provided do not adequately allow for the range of individual requirements of separate.

The pain, grief and suffering also have adverse effects on the quality of life of the individual victims. The human value which reflects pain, grief, and suffering, termed human costs is recommended to add to the total costs for each severity of crash. The amount to be added could be considered as a social objective which effects on the quality of life.

2.5 IMPACT OF ROAD TRAFFIC ACCIDENT

Road traffic accident has several impacts on the victim's life or on their families, employers and the society. Specifically RTA leads people's into disability, create high dependency burden, make many people jobless, increase in number of widows and female headed households, unable many children to complete their education or acquire skill for life making, long period of hospitalization, cost of medical care and insurance, weigh down the economic growth, delays on the road way, loss of household productivity, and backwardness of the country (Fikadu, 2015:55). In general road traffic accident has an enormous impact on the socio-economic status of one individual as well as on the whole society (Blincoe, 2010-2014).

2.5.1 SOCIAL PROBLEM

The social impact of road traffic accidents is also wide spread. It restricts social interactions because the victims feel unsafe, inferiority, aloneness, in economically dependent on their family and community. The loss of lives, damage to property and the sorrow it leaves in human mind are profound (Peden et al., 2004:34) It caused heavy cost to society especially when loss of able bodied men and women who would have been involved in productive economic activities, loss of intellectuals, loss of resources to government and families, loss to insurance companies and damage to properties.

Societies are the first victims through the consequences of road traffic accident. Rather than loss of life and reducing quality of life, the survivors have load to handle the economic burden and psychological consequences (Mackay, 2007:65).

As it is mentioned earlier, road traffic accident is the major reason for post-traumatic stress disorder (PTSD) and 25% of the situation occurred after three months the traffic accident happened and 18% of PSTD are happened after six months and the situation change the behaviors and the emotions of the injured person. Rather than the psychological consequences, the accident causes brain as well as spinal cord injuries which lead the victims into disability. According to international brain injury association, 50% of brain injuries happen at the time of traffic accident and recovery from their injuries that may require a long period of time (ibid, 2007).

As to Haegi, (1995:15) after traffic accident happened, only 37% of victims recovered from their injury in 3 years and the other 44% of victims have suffered in neurological(brain damage permanently) problems. As to the international campaigns for cures of spinal cord injury paralysis ((ICCP), 2006), in the developed as well as in the developing countries averagely 22 people per million are affected by spinal cord injuries at their young age as a result of road traffic accident related problems per annum. Furthermore, RTA put its effect on the families of injured person because the accident highly decreases the employment rate of people (Moller, 2004:11). Six years after the accident happened the average earning of the men will reduce by 10% and 8% for women who are the victims of road traffic accident in this case about 90% of the dead victim families and 85% of the disabled victim families permanently lost their quality of life. In general, road traffic accident related problems put the society in to serious economic and societal consequences and for the victim themselves it cost their job and education rather than the grief

and pain beside, because of this accident the life expectancy of the world people is decreased by 10% (ibid, 2004).

2.5.2 ECONOMICAL EFFECT

Road traffic accidents are currently deteriorating the financial wealth of many nations. In this regard, (WHO 2004:15) urges that, in economic terms, the cost of road crash injuries is estimated at roughly 1% of Gross National Product (GNP) in low-income countries, 1.5% in middle-income countries and 2% in high-income countries. The direct economic costs of global road crashes have been estimated at US$ 518 billion, with the costs in low-income countries estimated at US$ 65 billion – exceeding the total annual amount received in development assistance. In addition to this, in terms of regional disparities of cost of RTA Naci, Chislom et al. (2008:12) indicated that, the economic cost of road crashes have been estimated to be as much as US$ 24.5 Billion in Asia, US$ 19 Billion in Latin America and Caribbean, US$ 9.9 Billion in Central and East Europe, US$ 7.4 Billion in the Middle East and US$ 3.7 Billion in Africa. When we come to Ethiopia, RTA's economic impact is even worse. As far as the economic impact of RTA in Ethiopia is concerned, Persson (2008:14) have discussed that, the economic impact of RTAs is substantial for Ethiopians as the annual cost is estimated to be around £40 million. Road traffic accident plays a major role in damaging once individual, moreover, once country economy. Economic damage directly and/or indirectly includes deaths, serious injuries and property damages. Most People who are suffering from road traffic accident recover within a short period of time from their injuries while some of them are not fully recovered and others are in a permanent disability.

At this time the medical cost of the injured person will not be easy and patients will be forced to leave their work or take a sick leave from their work place for a long period of time. This situation hinders ones family economic level (Elvik, 2007:10).

The other factor is that traffic accident related problems mostly cause PTSD (post- traumatic stress disorder) on the injured person. PSTD is the reason for mental disorder and also leads in to difficult degree of impairment for injured person every day activities. A person who is affected by PTSD loss his/her intensive thoughts and memories, avoidance and hyper arousal, being positive screen for drugs and alcohol, lack of anticipation for a certain problems occurred when resuming normal activities at the young age (Elvik, 2007:11).

Studies indicate that, about 46% of people who have the problem of PTSD is happen because of road traffic accident are easily engaged with higher level of depression, reducing the ability of time management and an excessive concern or anxiety related with their physical injuries. Furthermore, those people are significantly having the problem to return in their work place; in this case the life standard of their families and the injured person will be in danger (Elvik, 2007:7). According to Mackay, (2007:12) In European countries around 90% of the families of the dead victims and 85% of families of the disabled victims are permanently cost their living standard and quality of life because of RTA. Moreover, medical and hospital costs are the major factors in RTA, in most countries a single day medical cost fall within monthly income of the victim but it might take quite a lot of months to accumulate this form disposable income after other demands are met (Caroline, 1997:54).Besides, RTA also has an impact on the Global economy. About US$230 billion is cost per annum due to road traffic accident related problems and this circumstance might lead the global economy in to unexpected crisis (ibid, 1997).

2 .6 THEORETICAL FRAMEWORK

This topic seeks to highlight the theory, namely social responsibility theory in order to describe the theoretical framework. The aim is to provide an understanding of the theory that the coverage of traffic accident in media. Mass Communication Theory, explained that social responsibility theory has a wide range of application, since it covers several kinds of private print media and public institutions of broad casting, which are answerable through various kinds of democratic procedure to the society. The theory has thus, to reconcile independence with obligation to society. Its main foundations are: an assumption that the media do serve essential functions in society. It comes not only from the academic knowledge, but also out of the practical knowledge that the media are social institutions apart from being an industry. In theoretical terms, in the area of media studies, the self-regulation approach is fueled by the social responsibility theory. This theory focuses on the relationship between the media and the society.

Hence, understanding of the structural principles and media dynamics requests as a must the consideration of socio-cultural aspects, as well as economic, political and often technical-judicial ones (McQuail, 2005: p. 204-207). He argued that the social responsibility theory is a modified version of the free press theory placing greater emphasis upon the accountability of the media in society. Media are free, but they should accept obligations to serve the public good. The means of ensuring compliance with these obligations can be either through professional self-regulation or through public intervention.

2.6.1 THE SOCIAL RESPONSIBILTY

The social responsibility theory was first introduced in 1947 and was recommended by the Hutchins Commission. The Commission onwards, self-regulation has been seen as an important element in a system based on a social responsibility approach. It affirmed that the media should

serve the public, and in order to do so, should remain free of government intrusion. The theory stated that the media could be self-regulating by holding to the The public has a right to expect professional performance. (The supporters of media resources on behalf of the public, certainly it expects the media to be educators. But at the sometime it avoids detailing structural changes that would allow performance of these functions. Mc Quail, in his (1983) book, Mass Communication Theory, explained that social responsibility theory has a wide range of application, since it covers several kinds of private print media and public institutions of broad casting, which are answerable through various kinds of democratic procedure to the society. The theory has thus, to reconcile independence with obligation to society. Its main foundations are: an assumption that the media do serve essential functions in society.

2.6.2 AGENDA SETTING THEORY

"Agenda Setting", as a theory, was forwarded by McCombs and Shaw in 1972 to describe a phenomenon which has long been noticed and studied in the context of election campaigns (McQuail, 2005:512). The core idea, according to McQuail (ibid) is that the news media indicate to the public what the main issues of the day are and this is reflected in what the public perceives as the main issues. For McCombs (2004:82), it is indeed true that "through their day-to-day selection and display of the news, news editors and directors focus our attention and influence our perceptions of what are the most important issues of the day." He further states:

The public uses the salience cues from the media to organize their own agendas and decide which issues are most important. Over time, the issues emphasized in news reports become the issues regarded as most important among the public. The agenda of the news media becomes, to a considerable degree, the agenda of the public. In other words, the news media set the public agenda. Establishing this salience among the public, placing an issue or topic on the public

agenda so that it becomes the focus of public attention and thought and, possibly action is the initial stage in the formation of public opinion (ibid:2).

The agenda-setting theory does not always claim a direct effect of mass media messages on the public agenda as though other factors would not contribute to influencing perception and attitude. Instead, it "assigns a central role to the news media in initiating items for the public agenda" and media messages become influential inasmuch as they are compatible "with an individual's existing attitudes and opinions" (McCombs, 2004:68). While it is difficult to use the agenda-setting theory for finding evidence for claims of ultimate influence of the media agenda on the public, it still plays a significant role in reflecting on issues that people think about. It further implies hints at, to the extent that the media texts appeal to the existing attitudes and perceptions of the audience, how they influence public agenda.

In fact, despite variations in the degree to which the media agenda influences the public agenda in the studies reviewed by McCombs, the relationship between the two is often regarded as one of cause-and-effect. This is because the initial condition for causality is a significant degree of correlation between the cause and its effect, a condition fulfilled by most of the agenda-setting studies. Agenda-setting, McCombs, states, "directs our attention to the early formative stages of public opinion when issues emerge and first engage public attention" (McCombs, 2004:20). The second condition for causality, namely time-order in which the cause must precede the effect in time and that was also the case with these studies. Even further, studies were conducted in a laboratory environment and they demonstrated strong cause and effect relationships between the salience of issues in the media and that in the public sphere as changes in the salience of the manipulated issue came as a result of exposure to the news media (ibid:16).

In short, the agenda-setting theory emphasizes that the mass media play a significant role in the construction of our perceptions of reality. Particularly when media texts maintain relevance to the needs and experiences of an individual or the society at large, the salience of the media agenda become important among the public.

2.6 FRAMING THEORY

The concept of framing, despite its omnipresence in various branches of social science, is loosely defined. Entman (1993) argues that framing as a theory of communication is fractured like many other concepts in the field. He captures a common feature in the definitions of framing that: Whatever its specific use, the concept of framing consistently offers a way to describe a communicating text. Analysis of frames illuminates the precise way in which influence over a human consciousness is exerted by the transfer (or communication) of information from one location-such as a speech, utterance, news report, or novel-to that consciousness (Entman, 1993: 51/2).

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

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

Mediated propaganda during World War I influenced attitudes. The second stage, which ended in the late 1960s, assumed that personal experience as opposed to media messages has the main

influence on attitude change. With regard to the media effects, the thesis established that the media messages rather influenced existing attitudes. The issue of strong media effects came again onto the research scene in the early 1970s when focus shifted from attitudes to cognitive effects of the media (McQuail, 2005, Scheufele, 1999, McCombs, 2004). The fourth and present stage is characterized by 'social constructivism' in which "The description of media and recipients combines elements of both strong and limited effects of mass media" (Sheufele, 1999: 105). While the media, on the one hand, have a strong impact by constructing social reality, their effects, on the other hand, are "limited by an interaction between mass media and recipients" (ibid: 105).

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

2.6.1 FRAMING OF NEWS

A particular story to a reporter or editor, public relations professionals engage in two separate but related processes. The first is to solicit interest in the story topic in itself. The second is to assure that the story is slanted or framed in a way that is consistent with the source's preferred framing (i.e., how a client would like to have its story told). Exchanges between sources and journalists are essentially frame negotiations in which adroit sources play on journalists' schematically organized knowledge about news to propose stories that follow conventions of storytelling, fit certain formulaic categories of content, and resonate with journalist's notions of popular culture.

Publicists familiar with news processes can quickly characterize a story as being of a particular type and can telegraph that characterization to their journalistic counterparts; close correspondence between a story proposal and story expectations leads to a greater probability of placement. In a similar way, when being interviewed (or training clients to be interviewed), public relations workers promote particular frames by promoting themes and deploying framing devices that help reinforce the desired framing of a story. Because not all sources are not necessarily going to frame a story in the same way, public relations professionals often find themselves engaged in frame contests with other sources who are also seeking their favored treatment of a story (Gamson, 1992:78). Client complaints about media bias or inaccuracies in coverage can often be explained in terms of framing that is inconsistent with a source's favored frame. However, almost invariably, the framing of a news story corresponds to the framing or schematic understanding of the event by at least some group. Market models of journalism suggest that journalists will purposefully strive to frame stories in ways that resonate with what journalists perceive to be the largest segment of their audience.

2.7Role of Media

The news media, while different in their capacity and areas of coverage, have increasingly exhibited a measure of general similarities in their format and the order in which they present various news items. Television news casting kicks off in the background of a revolving globe, the studio anchor runs the news with the map of the world widely stretching behind. National television stations and newspapers devote space and time for international news, at least the big ones that make global headlines. The broadcast media generally emulate the chronology of their presentation from the main headlines to news analysis, business news, sports and weather forecasts.

The news media also consider, to a varying degree, values which define news. National and local media as well as global ones subscribe to values such as objectivity, immediacy, accuracy, timeliness, proximity and so on. They can also be liable to bridging these ideals due to practical difficulties and special interests.

News is a product that carries a set of values. For instance, the unusual makes news as opposed to the common event or situation. Likewise, the traditional qualities of news such as conflict, as it sells better than stability, the proximity of the character in the news to the audience and the timeliness (newness) of the event still hold true in contemporary news making. And so does prominence matter that it makes better news if a victim of an accident were a celebrity than a regular fellow (ibid). News is also traditionally preoccupied with stories which are dramatic and immediate from the point of view of the reader; "they do not require detailed explanation or interpretation- they are easy to understand and absorb, (Mc Quail2005). That makes murder more newsworthy, for instance, than economic and cultural trends which are complex and lack the immediacy and drama often associated with news (ibid). News is also about what is interesting and factual (McQuail, 2005:377).

The world nowadays, argues is more complicated than whatever deviates from the norm close to home in the recent past or whatever smacks of celebrity. (McQuail, 2005) People expect the news to help them make sense of their lives to learn more about the world, to help them make decision.

The traditional measures of news, which surely make stories appeal to the audience, people nowadays need news they can use or "Information the audience act on directly" (ibid:7). Information on a city's traffic situation, tourist sites, profile of an election candidate, to mention

but a few, will help readers or viewers make decisions on which street to drive through, whether to visit a given destination and whether to vote for the candidate respectively. Therefore, it can fairly be argued that news is not just a luxury good we come into contact with for mere pastime but it has increasingly become important to understand the ever converging world full of information influencing our conditions.

Besides doing the news media take into account what the audience is interested in so as to provide it with the stories and information it demands, they also influence the public opinion through the dominant stories and views they entertain. At a very simple level, Paper and Feather stone (2005:18) write: "journalists select and interpret 'news' so that it fits and influences the culture of understanding of its readership." Although we lack evidence to claim that the news media change people's perceptions and behavior through their influential position as news and opinion providers to the public, thereby making it difficult to show a direct effect of the media on public opinion, studies indicate that the public still gets influenced by the dominant accounts in the news media. The earliest studies on what governed the international flow of news and information was conducted by (Pushparaj, 2015:14).

They problem the international flow of news in relation to a number of factors influencing it. Their point of departure is that the international community of nations is structured by a number of variables and highly stratified into 'top dog' and 'underdog' nations and international news and communication greatly responds to this perception of the world. Their theory mainly offers the perspective of simple perception psychology as a basis of the criteria to what can be run as news. Basic objectives of media are to inform, to educate, to entertain and to mould the opinion of the people. It helps us to know current situation around the world. The media has a strong social and cultural impact upon society as well as it can play an effective role to bring positive

change in the society. Because of its inherent ability to reach larger number of public, it is widely used to convey message to build public opinion and awareness. In this study, we will try to determine the role of media in a developed society and to suggest ways and means for its further development to bring attitudinal change in the masses.(Pushparaj, 2015:14).

One of the major duties of media today is to inform the people about the latest happening around them and the world. They cover all aspects of our interest like weather, politics, war, health, finance, science, fashion, music, etc. The need for more and more news has evolved into creation of dedicated TV and radio channels and magazines. People can listen, watch and read latest news whenever and wherever they want The power of media to spread informative messages to public. (ibid 2015).

Media has a great power to raise awareness about road safety attitudes as well as educate the people in different programmatic approaches like interview with the victims, their families and different concerned bodies. These emotive stories reach thousands of people through different media and educate and change attitudes and bad habits of thousands of people (Allen, 2013:68).

CHAPTERTHREE REASEARCH DESING AND METHODLOGY

3.1. INTRODUCTION

This chapter deals with the method used in gathering and analyzing data for the study. It describes and explains the sampling design, data collection technique, procedure and instrument and analysis. A content analysis of EBC coverage of road traffic accident news was carried out.

3.2. RESEARCH DESIGN

To determine how road traffic accidents news was covered on television, the researcher used content analysis focusing on evening newscasts of EBC. EBC was selected because it is a public service broad cast and has a national reach viewership and has been in existence since 1957.

3.3 RESEARCH METHODS

This study analyzes how Ethiopian Broad casting media frame traffic accident related problems with a bid to inform, educate and persuade drivers as well as the public to reduce or prevent the risk of road traffic accidents. Thus, the researcher employed a mixed method design where by both qualitative and quantitative methods were employed to get the necessary data for the study.

Qualitative study provides relevant explanation in order to develop new concepts on the study. The main concern of qualitative study was to collect, integrate and present relevant data from several sources in order to include them in the given study area (Kothari, 2004:58).

Quantitative research is concerned with phenomena which can be expressed in quantity (Kothari, 2004:5-6). This particular research used quantitative approach as a dominant research method due to the reason that Framing is more suitable for both qualitative and quantitative research. Moreover, quantitative approach is used to fill the information gap on the data collection process. For the purpose of this research the quantitative approach is used to quantify themes, causes

(over speed, drinking and driving, environment, roads, wrong way driving, improper turns and other causes), types of frames, types of message design, and types of extended parallel process models, types of media roles (educative role, informative role, agenda setting role and watchdog role) and location of the story. This research employed coverage content analysis and to conduct in depth interview in relation to the problem.

3.4 CONTENT ANALYSIS

Content analysis is a research method that uses a set of procedures to make valid inferences from text according to Berger (1991:17) who says "Content analysis is a research technique that is based on measuring the amount of something in a representative sampling of some mass-mediated popular form of art". Content analysis is considered as a key non-reactive research methodology according to Neuman (1997:20).

The content of road traffic accident stories in the evening news bulletins of EBC which covers over 6 month periods was used for this study. Steps involved in content analysis (which need not follow in the order given) are formulating the research questions or hypotheses, defining the universe in question, selecting an appropriate sample from the population and selecting a unit of analysis. The others are constructing the categories of content to be analyzed, establishing a quantification system, training coders and conducting a pilot study, coding the content according to established definitions, analyzing the collected data and drawing conclusions (Wimmer and Dominick, 2011:11). Within the academic literature content analysis is useful because it helps to systematically analyze the issue undertaken, . This method was used to ascertain coverage of road traffic accident news by the EBC.

3.5 SAMPLING DESIGN

The total population for this study was all stories broadcasted during the evening news within the six month period on EBC stations following Bystrom and Dimitrova (2013:15) who reported television transcripts aired in the evenings between Septembers to February. In this case, therefore, the study was done using stories that spanned for the six month period. The months of September and February were purposively selected for the purposes of occurrence of road traffic accident because of activities such as school opening and harvesting period among others. Within the mentioned months particularly evening news broadcasted on Monday (school opening day and beginning of work days) and Friday (both students and workers go for weekend). On these both days, it is costmary that traffic is common which ultimately lead to road traffic accidents. From the total of 672 news in six months period selected were 480 news, headlines first about to forth were considered for the data generation Two laborers helped the researcher in data organization such as code sheet preparation and filling the form in a way it can transported to the spss software.

3.6 DATA COLLECTION TECHINQUE PROCEDURE AND INSTTRUMENT

Fundamental to any content analysis is the category system used to classify media content. The categories used to classify the content of the road traffic accident stories were the type of traffic stories, appearance of traffic accident in the headlines, position of road accident stories in the headlines duration of story, types of frames used and source of story. These were analyzed with reference to variable factors such as title of article, date of telecast, number of stories in bulletin, and number of road accident stories in the bulletin.

3.7 UNIT ANALYSIS

The unit of analysis was the individual road accident news story. Road traffic accident stories were defined as stories in the telecast that covered any of the following broad topics: specific accidents such as fatal death, , physical injuries,, property destructions, pedestrians mistakes, speed driving, drunk driving, road narrowness, driver's with no legal license, etc. and stories which did not fall into any of these broad categories were categorized as "other."

3.8 CODING

Coding, according to Wimmer and Dominick (2011:21) is the process of placing a unit of analysis into a content category. Two ways of establishing content categories are emergent coding and a priori coding. Emergent coding establishes categories after a preliminary examination of data. A priori, on the other hand establishes the categories before data are collected (Wimmer and Dominick, 2011:22). This study used the emergent coding. The provision of a coding guide in addition to the coding sheet yielded a consistent coding framework which reduced the potential for subjective judgment by coders to the barest minimum. Minor adjustments were made to the coding guide and sheet to increase its specificity. The categories were worked out as follows:

Title of story: this referred to the heading of the story which is read out before the full stories are telecast. Type of TV station (EBC or ETV): the television station used was one and it is ETV/EBC. Date of telecast: this referred to the specific day of the month that the health news was telecasted.

Number of stories in bulletin: this referred to the total number of stories, both road traffic and all other stories in a bulletin. Number of road traffic accident stories in bulletin: this was with reference to stories in which the central thrust was on the subject of road accidents. Type of road

accident stories covered: this referred to the actual content of a specific road accident topic or issue. Type of accident(s) covered: this referred to a road accident story on a specific accident. Appearance of road accidents stories in the headlines: This referred to where the road accident story appeared in a bulletin. The headlines are titles or headings of stories that have been selected as important that the anchor or reporter reads out before the main bulletin. There is a correlation between the position in the bulletin and attention or importance accorded a story. In the study a story appearing in the headline is considered as having received attention.

Position of road accident stories in the headlines: this referred to the order in which a road accident story appeared in the headline. An example is whether a story appeared in 1st, 2nd, or 3rd positions. Duration of story (seconds): this was the length of time in seconds that a specific road accident story was telecasted.

Frames (thematic or episodic): these refer to how the two stations represented the various road accident stories. The two frames used in the study were episodic and thematic frames. Episodic frames focused mainly on individuals and events without context. . Thematic frames on the other hand focused on trends over time and presented a broader background to the story. Sources cited: this referred to the communication agency or inspector Asefa Mezgebu from whom or where the reporter received the information for the story.

3.9. IN-DEPTH INTERVIEWS

In-depth interviewing is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation. For example, we might ask participants, staff, and others associated with a program about their experiences and expectations related to the program, the

thoughts they have concerning program operations, processes, and outcomes, and about any changes they perceive in themselves as a result of their involvement in the program (Boyce & Neale, 2006:17). In-depth interviews were conducted with 2 editors, 3 reporters, 2 police officers, 2 road transport officer and a Manager of EBC news department as these individuals directly or indirectly involved on road traffic accident incidents. The interviewers were 10 in number.

3.10. DATA ANALYSIS

The data collected were entered into SPSS (Statistical Package for Social Scientists) version 20.0. Data were analyzed using descriptive statistics, an approach which allows data to be organized in such a way that they meaning and help in examining phenomena from different angles.

CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND DISCUSSION OF THE FINDINGS

4.1 INTRODUCTION

This chapter presents results and discussion of content analysis of selected road traffic accident news broadcasted by EBC between 1st September 2017 and 28th February 2018. Moreover, results and discussion of in-depth interview of the editors, reporters, and road transport officer and police inspector.

4.2 DATA PERESENTATION AND ANALYSIS OF ROAD TRAFFIC ACCIDENT COVERED BY EBC

News Department Manger explained the major problems/challenges in reporting traffic accident had time limitations and news was more focused on economic and political issues. Moreover, some air time was also occupied by those who broadcast in other languages such as Tigrigna, Oromigna, Southern Media and Amharina among others. What EBC broadcasted in old program was not sufficient to create awareness among the community to the level it can impact road traffic accident. What is included at the moment in the news as far as road traffic accident is concerned is only reporting the number of cases and the damage occurred without the detail analysis such as discussion with the victims. The news also lack consistency. For example, if driving licenses was taken as main cause of accident it was only a news topic for quite some time. Road traffic accident news also concentrated in Addis Ababa and the surroundings.

Of the 480 selected news 89 of them were about the road traffic accident news the data concerning content analysis are presented in Figure 4. 1. Provision of road accident prevention was 26 which its percentage, valid percentage and cumulative percentage were 29.2, 29.2

and33.3 respectively. Insurance issues was 3 which its percentage, valid percentage valid percentage were 3.37, 3.37 and 81 respectively. Transport policy was 33 which its percentage, valid percentage and cumulative percentage were 37.07, 37.07 and 90.5 respectively. Human resource on driving license issues was 4 which its percentage valid percentage and cumulative percentage were 4.49, 4.49 and 100.0, respectively.

no=480seleceted news traffic accident story in number 89 news.

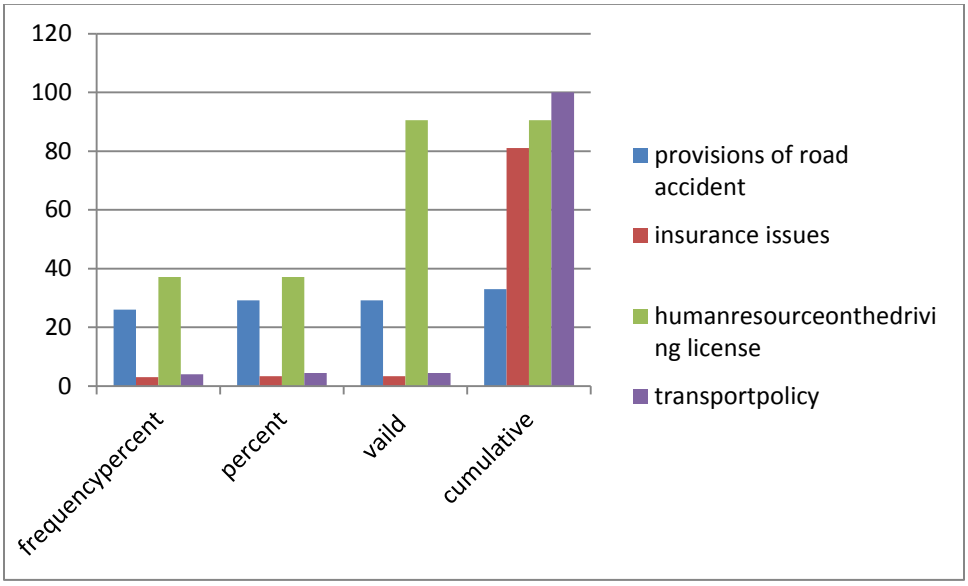


Figure 4. 1. Types of traffic accident news story

This finding is in line with Meron (2006:68) who reported media institutions including EBC showed a gap in framing of road traffic accident issues that can play a potent role in order to minimize the accident rate.

4.2.2. Types of Traffic accidents covered

Types of accidents covered by EBC are shown in Table 4. 2 Fatal death accounts for 20 incidents which its percentage, 22.47valid percentage 22.47 and cumulative percentage were 14.3 % .Intense physical injury was 28 which its percentage valid percentage and cumulative percentage were 31.46, 31.6 and 71.4.light injury was 18 which its percentage, valid percentage and cumulative percentage were 20.2, 20.2 and 95.2, respectively. Mental injury problem was 13 incidents which its percentage, valid percentage and cumulative percentage were 14.6, 14.6 and 85.7 respectively. Other accidents were 10 which its percentage, valid percentage and cumulative percentage were 11.23, 11.23 and 100, respectively. The types and number of cases in each type shown in the current result is extremely far away from what is on the ground. For example, FAO (2013:57) indicated that in Ethiopia deaths due to road traffic accident exceeds 2000 per annum. However, death due to road traffic accident between 2002 & 2010 in Ethiopia was greater than 4000 and the rate was in increasing order according to Federal Road Transport Office (yearly progress report).

no=480 traffic accident story in number 89 news

Types of accident covered

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**fatal death**	**28**	**31.46**	**31.46**	**14.3**
	physical injury	**20**	**22.47**	**22.47**	**71.4**
	Light injury	**18**	**20.2**	**20.2**	**85.7**
	mental injury problem	**13**	**14.6**	**14.6**	**95.2**
	Other	**10**	**11.23**	**11.23**	**100.0**
	Total	**89**	**100.0**	**100.0**	

4.2.3 Appearance of Road Traffic Accident stories in the headlines

Appearance of road traffic accidents covered by EBC is shown in Figure 4.2. Thirty-one of the traffic accidents were appeared in the headline which its percentage, valid percentage and cumulative percentage were 34.83, 34.83, 38.1 respectively. Fifty eight of the road traffic accident news did not appear in the headlines which its percentage, valid percentage and cumulative percentage 65.16,65,16 were & 100, respectively.

no=480 selected news traffic accident story in number 89 news

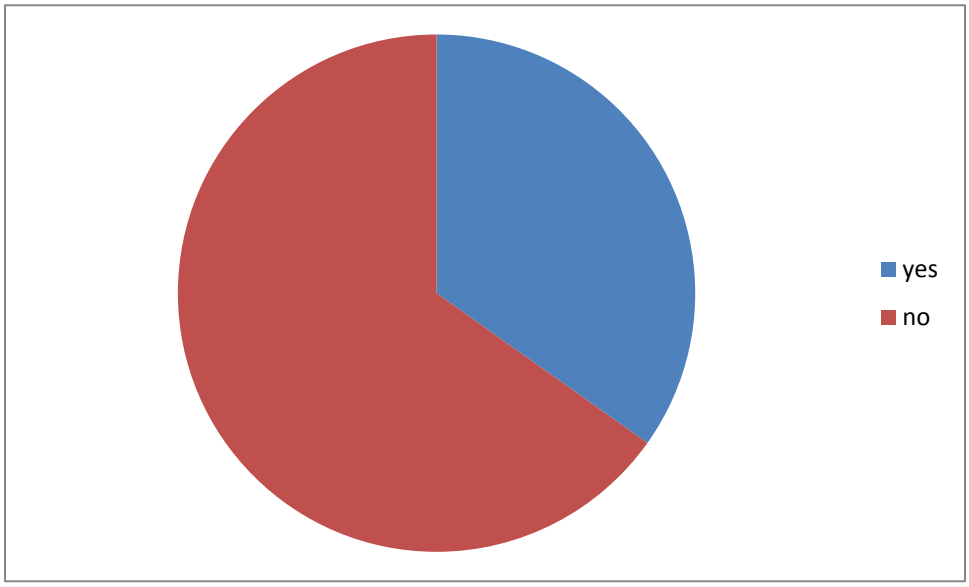


Figure 4.2 Appearance of Road Traffic Accident stories in the headlines

4.2.4 Position of road accident news in the head line

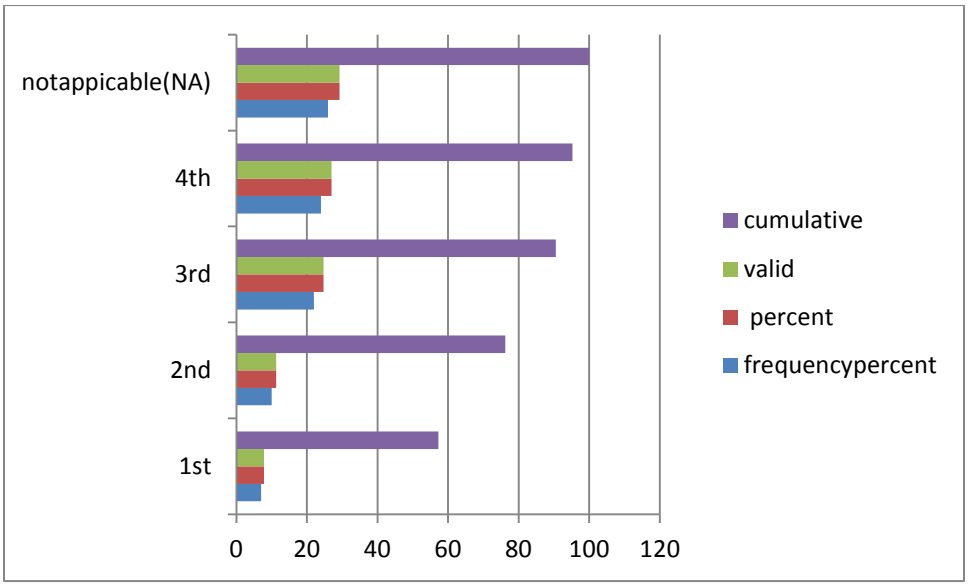
In Ethiopia Broad casting the news divided into two categories: head line news/ Main news and none headline news. Each category has three issues: political, Economical and Social issues. EBC have four head line news in the evening. The other news is none head line news.

The head line news usually contains the main news that grabs the viewer attention. There is a general understanding that stories on the headlines cover news that are given more emphasis than other news. Based on this fact, data gathered on content analysis were analyzed and presented in Table 4. 3 According first headlines accounts for 7 incident which its percentage, valid percentage and cumulative percentage were 7.86, 7.86, 57.2 respectively. 10 news were covered by second head line was which its percentage, valid percentage and cumulative percentage

were11.23,, 11.23 and 76.2 respectively. 22 news were coved by third headlines was which it's percentage, valid percentage and cumulative percentage were 24.7, 24.7and 90.5 respectively. 24news were covered by forth headline was which its percentage, valid percentage, cumulative percentage were 26.96, 26.96 and 95.2 respectively. The frequency of non applicable road accident news was 26 which its percentage, valid percentage and cumulative percentage were 29.21,29.21and 100 respectively.

no=480seleceted news traffic accident story in number 89 news

Figure 4.4Position of road accident news in the head line



4.2.5 Duration of Traffic accident news

According to EBC editorial policy, particular news can only be broadcasted for less than five minutes. There is one news that can take less than 30 seconds. With this logic, data of content analysis were analyzed and presented in Figure 4. 4. The data indicated that EBC took only between 31 and 60 seconds to broadcast traffic accident news in 5 incident which its percentage, valid percentage and cumulative percentage were 5.6, 5.6 and42.9, respectively.

The other 10 incident took between 61 and 120 which its percentage, valid percentage and cumulative percentage were 11.23, 11.23 and 52.4 respectively. 16 incidents took between 121 and 180 seconds which its percentage, valid percentage and cumulative percentage were 17.97, 17.97 and 66.7 respectively. EBC took between 181 and 240 seconds to report 20 incidents which its percentage, valid percentage and cumulative percentage were 22.47, 22.47 and 76.2 respectively. From the duration taken by EBC to broadcast traffic accident news were short and this aspect should also need to be improved.

no=480 selected news traffic accident story in number 89news

Table 4.5. Duration of Traffic accident news

Duration of stories in second

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	up to 30 sec	1	1.12	1.12	4.8
	between 31 and 60 second	5	5.6	5.6	42.9
	between 61 and 120	10	11.23	11.23	52.4
	between 121 and 180	16	17.97	17.97	66.7
	between 181 and 240	20	22.47	22.47	76.2
	between 241 and 300	14	15.73	15.73	81.0
	between 301 and 360	18	20.22	20.22	95.2
	above 360	5	5.6	5.6	100.0
	Total	89	100.0	100.0	

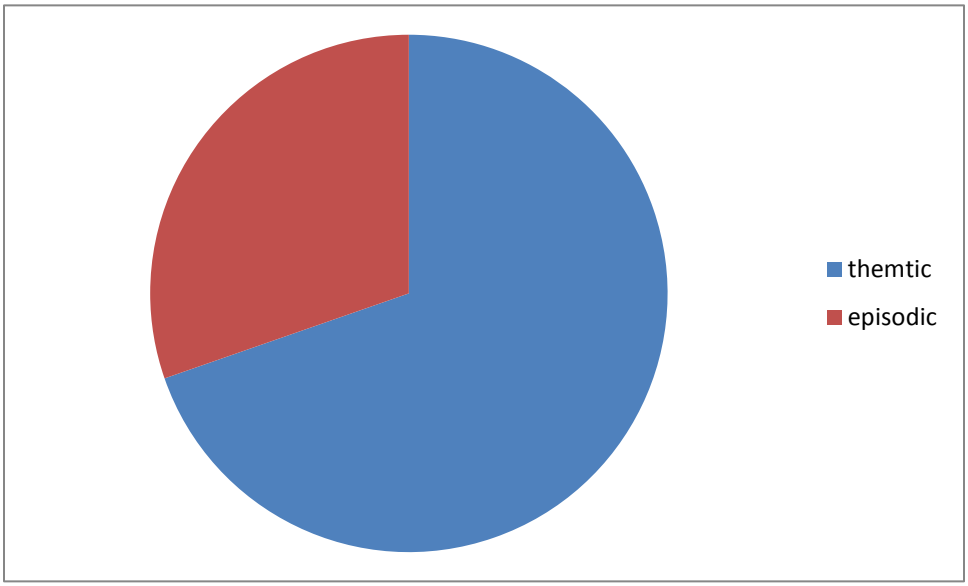
4.2.6 Types of Traffic accident Frames

Road traffic accidents covered by EBC are shown in Figure 4. 6 road traffic accidents thematic covered by 62 incidents which its percentage, valid percentage and cumulative percentage were

69.6,69.6and66.7 respectively, Types of Traffic accident episodic covered 27which its percentage, valid percentage and cumulative percentage were30.3,30.3,100 respectively.

no=480seleceted news traffic accident story in number 89 news

Figure4.6 Types of Traffic accident Frames



Episodic frames can be contrasted with thematic frames in many ways. Where an episodic Frame would focus on an individual; a thematic frame would focus on the issue. An episodic frame focuses on a single event; a thematic frame focuses on trends over time. An episodic frame is more likely to keep its focus on the private realm (an individuals' psychology, or behaviors within in a family) while a thematic frame would include the public (the surrounding environment, public institutions.)So EBC gives high coverage for thematic frames having there on advantage and disadvantage when compare two frames. Episodic frames highlight how to fix the person experiencing a problem, while a thematic frame highlights how to fix the conditions that led to the problem. An episodic frame would more likely approach the environment,

audience as consumers in contrast to thematic frames, which approach the audience as citizens. An episodic frame is better information, in contrast to a thematic frame, which asks for better policies.

4.2.6 Cause of Traffic accident

Table 4.7 Causes of road accident was drink driving traffic accident news 35 which its percentage valid percentage and cumulative percentage were 39.3, 39.3and 38.1over speed traffic accident news was only 28 which its percentage, valid percentage valid percentage were31.46, 31.46 and47.8 respectively. Pedestrian traffic accident news was 11 which its percentage, valid percentage and cumulative percentage were 12.35, 12.35and 52.4respectively. Road problem traffic issues 15which its percentage valid percentage and cumulative percentage were 16.85, 16.85and100 respectively.

no=480 traffic accident story in number 89news

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	drinking driving	35	39.3	39.3	38.1
	over speed	28	31.46	31.46	47.6
	pedestrians	11	12.35	12.35	52.4
	road problem	15	16.85	16.85	100.0
	Total	89	100.0	100.0	

As researcher seen from the above findings Ethiopian Broad cast corporation as state media covered most of their stories on other causes of the problem. According to McMahon (2005), drinking diving, wrong way driving, over speed, improper turns, roads are the major causes of road traffic accident all over the world. Environment, wrong way driving and improper turns were not given a single coverage in Ethiopian Broad casting corporation media whereas Ethiopian broad casting corporation news covered over speed driving, drinking driving cause also not enough.

Localization of stories in addition to providing information about, for, or by the community, may also enhance the relevance of the message, reflect community concerns and identify areas for community improvement. The media can aid in setting the frame for an issue, in gaining community attention and setting local public policy. Road traffic accidents were taken from different sources as shown in Figure4.8. Accordingly, government, 11(12.35%) 1 (1,12%) NGOs, .8 (8.98%), transport officers 35(38.2%), police inspector, 30(33.7%) celebrity 3 (3.37%) and wire service 2(2.24).

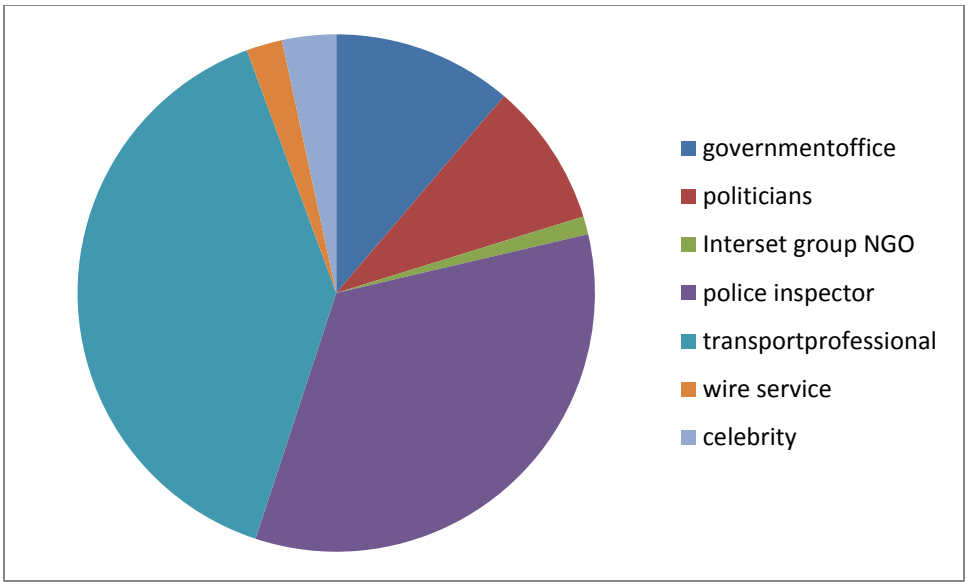


Figure 4.8: Traffic Accident Sources Cited

4.4 COVERAGE OF EBC TRAFFIC ACCIDENT IN INTERVIEWS

The coverage of RTA issues but the major problems on the coverage of the stories were lack of commitment, shortage of human power, failure to give priority and ownership influence, time constraint, shortage of finance, and lack of journalists' willingness.

Answer by Editor 1: Before the implementation of the new EBC program, coverage of road traffic accident news was low.

Answer by Editor 2: The mere fact that road traffic accident is accelerating from time to time I cannot say that EBC did not play any role, but what I can say is that the coverage is not to the extent it can minimize the incident.

Answer by Editor 3: I am not dare to say EBC gave good coverage to traffic related incidents, but I do not also say EBC is reluctant in broadcasting road traffic accidents because there was

time that I myself reported road traffic accident. Hence, in my view the coverage of road traffic accident is intermediate.

Answer by Reporter 1: As I am also part and parcel of the program, I can say the coverage was good. For example, I met several road traffic accident victims who lost certain parts of their body and started street life and made the incident heard by the public.

Answer by Reporter 2: In my view, from the extent of the problem and the mandate EBC has the coverage given to road traffic accident is below standard.

Answer by Reporter 3: From the fact that Ethiopia rated as the highest road traffic accident country and from what we see every day on the ground, in my view the coverage is very low.

Answer by Traffic Police 1: In collaboration with EBC and other stakeholders we tried our level best particularly in the use of Zebra crossing, traffic light use, driving speed, and getting drank and drive among others which eventually contribute to the reduction of traffic incidents. However, the fact on the ground is not reduction, but acceleration from time to time.

Answer by Traffic Police 2: The coverage both in terms of quality and quantity is not sufficient. When ever, incidents occur, it is only reported in terms number. Even the monetary values of the damage are rarely reported. Hence, in my rating the coverage is very low.

Answer by Federal Road Transport officer 1: In terms of coverage I can say EBC ignored the road traffic accident. EBC recently closed the joint programs (travel program) we had together which significantly contribute to the reduction of traffic incident.

Answer by Federal Road Transport Officer 2: It may be difficult for me to say EBC did not work on road traffic accident because people had awareness on certain traffic aspect such as

Zebra crossing and others which I think is emanated from the job done by EBC. However, it needs research to say what EBC done is satisfactory or not.

From the responses gathered from different authorities three conclusions in terms of coverage of road traffic accident can be drawn. These are 1) road traffic accident coverage is low 2) road traffic accident coverage is intermediate 3) road traffic accident coverage is good. However, the author view is in favor of low coverage from the point of view of worldwide rating of the country (the highest) and also over 50% of the respondent said the coverage is low. Hence, detail research is needed to critically evaluate the current status of coverage and give recommendation on its improvement. This aspect is partly done by the author in content analysis.

4.4.2 COVERAGE OF MAJOR CAUSES OF ROAD TRAFFIC ACCIDENT IN INTERVIEWS

As can be seen from the above findings Ethiopian Broad cast corporation as state media covered most of their stories on other causes of the problem. According to McMahon (2005), drinking diving, wrong way driving, over speed, improper turns, roads and environments are the major causes of road traffic accident all over the world. Environment, wrong way driving and improper turns were not given a single coverage in Ethiopian Broad casting corporation media whereas Ethiopian broad casting corporation news covered over speed driving, drinking driving cause also not enough.. These findings reveal that there is lack of balance in how the media treat causes of road traffic accident issues. In Addition, both of state media didn't give enough coverage about the major causes of the problem which were stated in chapter two of this research. It likely affects public awareness

According to interviewee in EBC news room they didn't have the chance to cover all the causes of road traffic accident because they address the issues when the accidents are happened and due to this reason they are forced to give limited coverage to causes of traffic accident. However, as long as media are responsible for informing and educating the public, the media under study should emphasized informing all the causes, emergencies and solutions to the community. Moreover, updating information can greatly contributed to the society to prevent and reduce the risk of RTA., since road traffic accident is a serious problem the media should have given more attention and continuously cover the causes and preventive strategies rather than depend on events.

Answer by News Department Manger: The main reason for low road traffic accident coverage is that old broadcasting model had time limitations and news were more focused on economic and political issues. Moreover, some air time was also occupied by those who broadcast in other languages such as Tigergna, oromigna, Southern Media and Amhara among others. What EBC broadcasted in old program was not sufficient to create awareness among the community to the level it can impact road traffic accident. What is included at the moment in the news as far as road traffic accident is concerned is only reporting the number of cases and the damage occurred without the detail analysis such as discussion with the victims. The news also lack consistency. For example, if driving licenses was taken as main cause of accident it was only a news topic for quite some time. Road traffic accident news also concentrated in Addis Abeba and the surroundings.

Answers by Editor 1: The coverage of road traffic accident was low because the main news times were 1:00 pm and 8:00 pm which were short and the main focus was also on other issues such as political and economic issues among others. Traffic related issues were only become the

news topic when only big incident occur, during the field visit and when new rules and regulations are out. In the old program awareness creation was not possible as time and other limitations existed.

Answers by Editor 2: The coverage was not as it should be mainly due to congested time which give emphasis to events. With the existing program I can say community awareness creation done to some extent as the number of accidents and rules and regulations were made available to the community:

Answers by editor 3. Though the reporting lacks depth, I guess we created awareness among the community in certain traffic related areas such as Zebra crossing.

Answer by Reporter 1: Awareness was sufficiently created, but enforcement of rules and regulations need improvement.

Answer by Reporter 2: Though the reporting is not the way it should, certain level of awareness created among the community.

Answer by Reporter 3: As our reporting lacks depth and analysis I do not think we created a necessary awareness among the community.

Answer by Traffic Police 1: Community awareness of road traffic accident is not sufficient which needs improvement.

Answer by Traffic Police 2: There is community awareness on road traffic accident, it has to strengthened.

Answer by Transport Officer 1: No awareness creation at all. What they report is what the community already knows. The community is more aware about football than road traffic accident.

Answer by Transport Officer 2: Though research is required to quantify, I cannot deny what the media did to educate the community concerning road traffic accident. In a net shell I can say the media created awareness which of course need to be improved by giving more time to the issue for media coverage.

As it was mentioned in the previous part of this study, analyzing media frame includes the number of stories which were covered on the media and the placement (location) with in the media. Rather than the contents, media framing is related with the physical characteristics and particular frequency and location of the story (Entman, 1991). However, the findings showed that the media gave less emphasis to their reports of road traffic accident issues.

As it was mentioned in the above section of this research, EBC news station used a number of different frames in covering issues of road traffic accident related problems during the research period. The finding showed that attribution responsibility frame was used dominantly in EBC state media program. Majority of the frames: educative advocacy, human interest, morality, prognostic and motivational frames were used better than conflict and empathy frames. Besides, empathy frame conflict frame t was not covered in EBC news coverage.

Answer by News Department Manger: The new models of EBC news broadcasting definitely reverse the situation positively as the new model is functional for 24 hours. Of course, the new model started its program on 27 March 2018. In the new program the road traffic accident news was put under the sub-program "Tena yestlen Ethiopia" and given 7-9 a.m where road traffic

issues given 5-10 minutes. Moreover, this program is operational in regional towns such as Hawassa, Bahirdare, Mekele and others. Hence, the new EBC broadcasting model can bring change particularly in creating awareness among the community which eventually lead to significant reduction in road traffic accident in Ethiopia which may put Ethiopia under medium or low road traffic accident country. The detail analysis of the incident is also expected from the new model. Model activities such as senior driver and individuals who have better understanding of traffic problem of traffic problem such as traffic police will be invited to the studio and deliver on their experiences. Moreover, attempts will be done to do research on traffic problem.

Answer by Editor 1: All stakeholders working on traffic related issues should join hands to significantly reduce road traffic accident problem in Ethiopia. Surveys should be conducted across the country mainly in big towns where there are traffic congestions.

Answer by Editor 2: Full and efficient implementation of the new model, engagement and accountability of the journalists, creating mechanism for community involvement, etc. can improve the current status of road traffic accident significantly.

Answer by Editor 3. The implementation of the new model started to work on road traffic accidents in depth which should be continued which ultimately improve the current situation.

The other respondent except the traffic polices and Federal Transport officers gave similar ideas which concentrate on the full implementation and efficient work of the new model which ultimately change the road traffic accident status of Ethiopia.

Answer by Traffic Police 1: we immediately implement the latest technologies. Very recently we applied speed controller radar which significantly contributed to the reduction of road traffic

accident. Alcohol test machine is also recently implemented which contributed its part in the reduction of the incident. Use of electronics in driving license offering.

Answer by Transport Officer 1: For net working, activities are under way in regions. Driving license school is seriously monitored not to do corruption.

CHAPTER FIVE

5. SUMMARY, FINDINGS AND CONCLUSIONS

This final chapter of the study summarizes the overall research work presented earlier. The chapter also draws back to the discussions of the study and mentions the possible implications of Ethiopian media framing of road traffic accident related problems. Along with this, based on the findings in this study, it presents some recommendations and suggests some insights that have a potential for further research.

5.1 Summary

In Ethiopia Road traffic accident related problems are increasing through time. According to Ethiopian Road Authority records in 2017/18, over 4500 people died because of road traffic accident, and when it is compared to 2016/17 data, it increased by 715 people.

The study was conducted to analyze the content of the media coverage of road traffic accident: in case of EBC. Moreover, interviews concerning road traffic accident were made with EBC TV staffs, Road Transport Officers and Traffic Police Officers. The objective of the study includes: to determine the coverage EBC gave for road traffic accident, to find out the categories or type of road traffic issues addressed, to find out how the station/EBC frame road traffic news and to analyze the main characters of the story (sources). The researcher used both qualitative and quantitative research tools to support the claims raised and to get elaborated detail information from the research participants that contributes to a thick description of the 480 news selected from which 89 of them reported road traffic accidents. Conclusions of the study are presented below

5.2 Discussion of the Findings

As per the content analysis and interviews, the extent of EBC road traffic accidents coverge was poor which cannot minimize the ever increasing road traffic accidents in Addis Ababa in particular and Ethiopia in general.

-Relatively, more information was obtained from transport office and human resource on driving license.

-From all the accidents fatal death was dominant as the incident was 28(31.46%)

-The duration taken for broadcasting road traffic accident news was20 (22.47%) relatively good as cases were broadcasted in 181-240 seconds which is said to be longer in terms of time allotted for broadcasting incidents.

-The frames were more thematic 62(69.6%) cases which looks good in providing information to the public.

-Cause of more accidents was drink and driving which looks dangerous as a number of cars entering into the traffic system both from abroad and in the country.

-The source of more incidents was transport professional which in the researcher opinion should be improved such that all stakeholders need to have comparable responsibilities to report road traffic accidents.

-The current research also demonstrated all the stakeholders work individually which needs to be improved in such a way they should work hand-in-hand. Moreover, road traffic accident lack clarity and description which otherwise help the community to create awareness and keep

themselves safe from the accident. In short what was broadcasted focuses on the number of incidents, but not o explaining how the incident happened

5.3 Conclusions

From both the content analysis and interviews the researcher came to conclude that EBC did not do what is expected of it in terms of minimizing the ever increasing road traffic accident in Ethiopia for which the country is regarded as the top road traffic accident country both in the continent and beyond..

5.4 Recommendations

From the results of the study, the researcher makes the following recommendations to increase the coverage of EBC on the road traffic accident:

- EBC need to work more to contribute to minimization of road traffic accident
- EBC work hand-in-hand with other stakeholders such as traffic police and transport offices among others to improve the current situation of road traffic accident cases
- EBC regularly evaluate its activity to refine and improve its contribution towards minimizing the road traffic accident which eventually reduce all types accidents
- EBC support its activity on road traffic accident by technology
- EBC reporters and Editors need to refer to this thesis in order to know where they are and evaluate their strength and weakness in terms of road traffic accident minimization and make significant improvement in their future work and capitalize on their previous work along this line

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typesofaccidentstories Typesofaccidentscovered Appearanceofroadtrafficaccidentstories
Positionofroadtrafficstoriesintheheadlines Durationofstorysec caouseaccedent

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Notes

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Statistics

		identification number	which came from	date of telecaste	Number of stories bulliten
N	Valid	21	21	0	21
	Missing	0	0	21	0
Mean		11.00	1.24		1.52
Std. Error of Mean		1.354	.095		.112
Median		11.00	1.00		2.00
Mode		1[a]	1		2
Variance		38.500	.190		.262
Skewness		.000	1.327		-.103
Std. Error of Skewness		.501	.501		.501
Range		20	1		1
Minimum		1	1		1
Maximum		21	2		2

Sum	231	26		32

Statistics

		number of road accedent	types of accedent	types of accedent covered	appearance of road accedent headlines
N	Valid	21	21	21	21
	Missing	0	0	0	0
Mean		1.00	2.00	2.43	1.62
Std. Error of Mean		.000	.229	.272	.109
Median		1.00	2.00	2.00	2.00
Mode		1[a]	2	2	2
Variance		.000	1.100	1.557	.248
Skewness			1.437	1.289	-.529
Std. Error of Skewness		.501	.501	.501	.501
Range		0	4	4	1
Minimum		1	1	1	1
Maximum		1	5	5	2
Sum		89	42	51	34

Statistics

	position of road traffic accident stories headline	duration of story in second	frames	where is source of cited	Road traffic accident

N	Valid	21	21	21	20	21
	Missing	0	0	0	1	0
Mean		1.81	2.43	1.48	3.45	1.00
Std. Error of Mean		.255	.328	.112	.373	.000
Median		1.00	2.00	1.00	3.00	1.00
Mode		1[a]	2	1	2	1
Variance		1.362	2.257	.262	2.787	.000
Skewness		1.450	2.694	.103	.549	
Std. Error of Skewness		.501	.501	.501	.512	.501
Range		4	7	1	6	0
Minimum		1	1	1	1	1
Maximum		5	8	2	7	1
Sum		38	51	31	69	21

Statistics

		date of telecast	number of stories	types of traffic accident stories	types of accident covered
N	Valid	0	21	21	21
	Missing	21	0	0	0
Mean			1.00	2.05	2.33
Std. Error of Mean			.000	.212	.222
Median			1.00	2.00	2.00
Mode			1	2	2
Variance			.000	.948	1.033
Skewness				1.695	1.134
Std. Error of Skewness			.501	.501	.501
Range			0	4	4
Minimum			1	1	1
Maximum			1	5	5
Sum			21	43	49

Statistics

		appearance of road traffic accident stories	position of road traffic stories headlines	duration of stories in second	Cause of accident	frame
N	Valid	21	21	21	21	21
	Missing	0	0	0	0	0
Mean		1.67	3.24	3.81	2.62	1.33
Std. Error of Mean		.105	.266	.466	.312	.105

Median	2.00	3.00	3.00	3.00	1.00
Mode	2[a]	2	2	4	1
Variance	.233	1.490	4.562	2.048	.233
Skewness	-.763	.408	.648	-.152	.763
Std. Error of Skewness	.501	.501	.501	.501	.501
Range	1	3	7	3	1
Minimum	1	2	1	1	1
Maximum	2	5	8	4	2
Sum	35	68	80	55	28

Statistics

		date of telecast	date of telecast	date of telecast	date of telecast
N	Valid	0	0	0	0
	Missing	89	89	89	89
Mean					
Std. Error of Mean					
Median					
Mode					
Variance					
Skewness					
Std. Error of Skewness					
Range					
Minimum					
Maximum					

Sum				

Statistics

		date of teles cast	date of telecast	date of telecast	date of telecast
N	Valid	0	0	0	0
	Missing	89	89	89	89
Mean					
Std. Error of Mean					
Median					
Mode					
Variance					
Skewness					
Std. Error of Skewness					
Range					
Minimum					
Maximum					
Sum					

Statistics

		date of tele cast
N	Valid	0
	Missing	89
Mean		

Std. Error of Mean	
Median	
Mode	
Variance	
Skewness	
Std. Error of Skewness	
Range	
Minimum	
Maximum	
Sum	

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Frequency Table

identification number

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	4.8	4.8	4.8
	2	1	4.8	4.8	9.5
	3	1	4.8	4.8	14.3
	4	1	4.8	4.8	19.0
	5	1	4.8	4.8	23.8
	6	1	4.8	4.8	28.6

7	1	4.8	4.8	33.3
8	1	4.8	4.8	38.1
9	1	4.8	4.8	42.9
10	1	4.8	4.8	47.6
11	1	4.8	4.8	52.4
12	1	4.8	4.8	57.1
13	1	4.8	4.8	61.9
14	1	4.8	4.8	66.7
15	1	4.8	4.8	71.4
16	1	4.8	4.8	76.2
17	1	4.8	4.8	81.0
18	1	4.8	4.8	85.7
19	1	4.8	4.8	90.5
20	1	4.8	4.8	95.2
21	1	4.8	4.8	100.0
Total	89	100.0	100.0	

date of telecast

		Frequency	Percent
Missing	System	89	100.0

Number of stories bulletin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	89	10	47.6	47.6	47.6
	480	11	52.4	52.4	100.0
	Total	21	100.0	100.0	

number of road accedent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	89	21	100.0	100.0	100.0

date of telecast

		Frequency	Percent
Missing	System	89	100.0

date of telecast

		Frequency	Percent
Missing	System	89	100.0

date of telecast

		Frequency	Percent
Missing	System	89	100.0

date of telecast

		Frequency	Percent
Missing	System	89	100.0

date of telecast

		Frequency	Percent
Missing	System	89	100.0

date of telecast

		Frequency	Percent
Missing	System	89	100.0

date of telecast

		Frequency	Percent
Missing	System	89	100.0

date of telecast

		Frequency	Percent
Missing	System	89	100.0

date of tele cast

		Frequency	Percent
Missing	System	89	100.0

T-TEST PAIRS=roadtraficaccdent numberoftelecaste Typesofaccdent Appearanceofroadtrafficaccidentstoriesintheheadlines Durationofstoryinsec caouseaccedent WITH dateoftelecast1 numberofroadaccedentinbullite Typesofaccedentcovered

Positionofroadtrafficaccidentstoriesintheheadlines Sources cited frame (PAIRED)

/CRITERIA=CI(.9500)

/MISSING=ANALYSIS.

T-Test

Notes

Output Created		31-JAN-2019 18:33:11
Comments		
Input	Data	C:\Users\mar\Desktop ew spss.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	21
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.

Syntax		T-TEST PAIRS=ROADTRAAFICACCDENT numberoftelecaste Types of accident Appearanceofroadtrafficaccidentstoriesintheheadlines Durationofstoryinsec caouseaccedent WITH dateoftelecast1 numberofroadaccedentinbulli te Typesofaccedentcovered Positionofroadtrafficaccidentstoriesintheheadlines Sources cited frame (PAIRED) /CRITERIA=CI(.9500) /MISSING=ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.05

[DataSet1] C:\Users\mar\Desktop\new spss.sav

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	which came from	.	0[a]	.	.
	date of telecast	.	0[a]	.	.

Pair 2	Number of stories bulletin	1.52	21	.512	.112
	number of road accident	1.00	21	.000	.000
Pair 3	types of accident	2.00	21	1.049	.229
	types of accident covered	2.43	21	1.248	.272
Pair 4	appearance of road accident headlines	1.62	21	.498	.109
	position of road traffic accident stories headline	1.81	21	1.167	.255
Pair 5	duration of story in second	2.50	20	1.504	.336
	where is source of cited	3.45	20	1.669	.373
Pair 6	Cause of accident	2.62	21	1.431	.312
	Frame	1.33	21	.483	.105

a. The correlation and t cannot be computed because there are no valid pairs.

Paired Samples Correlations

		N	Correlation	Sig.
Pair 2	Number of stories bulletin & number of road accident	21	.	.
Pair 3	types of accident & types of accident covered	21	-.038	.869
Pair 4	appearance of road accident headlines & position of road traffic accident stories headline	21	.299	.187

Pair 5	duration of story in second & where is source of cited	20	-.472	.036
Pair 6	Cause of accident & frame	21	.410	.065

Paired Samples Test

		Paired Differences			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference
					Lower
Pair 2	Number of stories bulletin - number of road accident	.524	.512	.112	.291
Pair 3	types of accident - types of accident covered	-.429	1.660	.362	-1.184
Pair 4	appearance of road accident headlines - position of road traffic accident stories headline	-.190	1.123	.245	-.702
Pair 5	duration of story in second - where is source of cited	-.950	2.724	.609	-2.225
Pair 6	Cause of accident - frame	1.286	1.309	.286	.690

Paired Samples Test

	Paired Differences	t	df	Sig. (2-tailed)

Appendices 1- SPSS code sheet

CODING SHEET

1. Title of article (slug)

2. TV station

3. _ __/__ _/__ _ Date of telecast

4.__ _____ Number of stories in bulletin

Please Specify

5. _____Number of road accident stories in bulletin

6. Types of accident stories

1= provisions of road accident preventions

2= insurance issues

3= human resource on the driving license issue

4= transport policy

5= other

7: Types of accidents covered:

1= fatal Death

2= physical injury

3=infrastructure destruction

4= Driver behavioral problem

5=…..other

8. _____Appearance of road traffic accident stories in the headlines

1=Yes 2=No

9. _____ Position of road traffic accident stories in the headlines

1=1st 2=2nd 3=3rd 4=4th 5= Not applicable (NA)

10._____ Duration of story (sec)

1= Up to 30sec 2= between 31 and 60 seconds 3=between **61** and 120seconds 4=between 121 and 180 seconds 5=between 181 and 240 seconds 6=between 241 and 300seconds 7=between 301and 360 seconds *8*= above 360 second

11. _____ Frames

1=Thematic 2=Episodic

12 ..... **cause of Traffic accident**

1=Drink driving 2=over speed 3=pedestrian 4=other behavior

13._____ Sources cited

1=Government officials 2=Politicians 3=Interest Groups/ NGOs 3= Police inspectors

4=Transport professional (expert source)

5=Wire Services/ENA, in house journalists 6= Celebrity 7=Patient 8=No source

Appendix 2

The questions raised to the interviewers were:

1, Did EBC gave good coverage of Road Traffic accident news in 2017/2018? (Yes or No)

2, If the answer for no. 1 is no what are the main reasons for low road traffic accident news coverage?

3, Do you thing the few coverage of Road Traffic news by EBC can give adequate awareness to community?

4, you said that at the moment traffic related news get less attention by EBC. From the fact that Ethiopia is among the highest traffic accident country, what is your future plan to change this institution? I know that EBC changed its model of broadcasting news. Do you think this change can bring change to road traffic accident news such that it gets more coverage?

5, what do you thing should be the role of the government and the community to reduce road traffic accident?

Appendix3

Six related, but not exactly the same were asked to 2 traffic polices and 2 transport officers. The questions were:

1) What is your relationship with EBC on traffic related issues?

2) How about you? What activities are you doing in curbing road traffic accident?

3) Are aligning traffic related issues to technologies?

4) Did you categorize traffic incidents into high, medium and low according to the location)? if yes how much time you allotted for each category?

5) How much you work in collaboration with other stakeholders to offset traffic accidents?